Our Mantra

From heritage road races to inaugural events and dynamic running festivals, Motiv Running is the company that makes it happen.

We understand every event is special, and we work hard to infuse an authentic spirit across every touchpoint - all while offering a level of production that’s nothing short of world-class.
The Ecosystem

EVENTS

RACE DAY TECHNOLOGY

DIGITAL MEDIA
SURF CITY USA
February 3-5
Huntington Beach, CA
Marathon, Half Marathon
Participation: 17,000

SHAMROCK RUN
March 16-18
Portland, OR
Half Marathon, 15K, 8K, 5K
Participation: 28,000

LOVE RUN PHILADELPHIA
March 24-26
Philadelphia, PA
Half Marathon, Relay
Participation: 10,000

LIVERMORE HALF MARATHON
March 25-26
Livermore, CA
Half Marathon, 5K
Participation: 5,000

RUTGERS UNITE HALF MARATHON
April 7-9
New Brunswick, NJ
Half Marathon, 8K
Participation: 5,000

IPA 10K & BEER MILE INVITATIONAL
April 14-15
Sebastopol, CA
10K, Beer Mile
Participation: New Event

TAR HEEL 10 MILER
April 21-22
Chapel Hill, NC
10 Miles, 4 Miles
Participation: 7,000

SANTA BARBARA WINE COUNTRY HALF MARATHON
May 12-13
Santa Barbara, CA
Half Marathon, Relay
Participation: 2,300

VIRGINIA WINE COUNTRY HALF MARATHON
June 2-3
Leesburg, VA
Half Marathon, Relay
Participation: 2,300

STARLIGHT RUN
June 3
Portland, OR
5K
Participation: 3,000

NAPA SONOMA WINE COUNTRY HALF MARATHON
July 15-16
Napa - Sonoma, CA
Half Marathon, Relay
Participation: 4,000

NEW JERSEY STATE TRIATHLON
July 22-23
West Windsor, NJ
Olympic Triathlon, Sprint Triathlon
Participation: 3,200

OREGON WINE COUNTRY HALF MARATHON
September 2-3
Willamette Valley, OR
Half Marathon, Relay
Participation: 1,500

MALIBU TRIATHLON
September 15-17
Malibu, CA
Olympic Triathlon, Sprint Triathlon, Kids Run
Participation: 5,500

LONG BEACH MARATHON
October 6-8
Long Beach, CA
Marathon, Half Marathon, 5K, Kids Run
Participation: 15,000

SURF CITY 10 MILER
October 14-15
Huntington Beach, CA
10 Miles, 10K, 5K
Participation: 4,000

PERFECT 10 MILER
October 21-22
West Windsor, NJ
10 Miles, Relay
Participation: 3,000

BULL CITY RACE FEST
October 21-22
Durham, NC
Half Marathon, 5 Mile, Kids Run
Participation: 4,500

VANCOUVER RUNNING FESTIVAL
October 20-22
Vancouver, BC
Half Marathon, 10K, 5K & Relay
Participation: 9,000

HEALDSBURG WINE COUNTRY HALF MARATHON
October 27-28
Healdsburg, CA
Half Marathon, Relay, 5K
Participation: 2,100

GOLDEN GATE HALF MARATHON
November 4-5
San Francisco, CA
Half Marathon, 5K
Participation: 6,000

THANKSGIVING DAY 5K
November 23
San Francisco, CA
5K
Participation: 2,000

HOLIDAY HALF MARATHON
December 9-10
Pomona, CA
Half Marathon, 5 Mile
Participation: 4,000

UGLY SWEATER RUNS
December 2, 9, 16
Multiple Locations
5K
Participation: 33,000

LONG BEACH MARATHON
October 6-8
Long Beach, CA
Marathon, Half Marathon, 5K, Kids Run
Participation: 15,000

SURF CITY 10 MILER
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10 Miles, 10K, 5K
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A Passionate Audience at Scale

1.4M unique data records (can be delineated by age and gender)

224K+ participants & growing

18.5M online & offline impressions (social media reach, event impressions, database impressions, web impressions, etc)

280,000+ social media followers
250K+ monthly unique visitors

355K+ sessions per month

2.07 pages per session

2:19 time on site
Multi-Platform Distribution
Power of the Motiv Running Audience

**EDUCATED AND AFFLUENT**
- 79% BA degree or higher
- 46% household income over 125K
- 50% millennials under 38 years old

**ACTIVE**
- 41% prefer half-marathon distance
- 23 miles run on average, 3-4 days per week
- 71.7% of Americans aged 6+ are active in some way, with many running in adulthood

**TECHNOLOGY USAGE**
- Roughly 50% of runners use a smartphone, sports watch, or GPS device
- Over 90% of runners wear a tracking device or watch
- 82% of runners like to use a companion app
A belief in better is the root of all motivation.
10 Easy Steps to Start Running

Read More

Motiv Running

TRAINING  NUTRITION  PREHAB + REHAB  SHOES + GEAR  TRAIL  DESTINATIONS  RUNNING LIFE

FIND A RACE

Watch the “Breaking2” Marathon Documentary
23 hours ago

Coach Mario: Eliminate the Fear Factor
2 days ago

When in Doubt, Run the Race for You
1 days ago

Don’t Be “That” Runner
1 days ago
Search

run

Input your search keywords and press Enter.

Monday MOTivaton
Running at Sunrise
by: Brian Metzler

Injury Prevention
Self-Massage Tips for Runners
by: Amanda McCracken

Friday Funny
Silly Questions Every Runner Gets Asked
by: Motiv Running
There's something innately special about running as the sun rises.
A belief in better is the root of all motivation.

For more information, contact:
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