Partnership Prospectus

May 17-19, 2019
A world-renowned event with unparalleled history, scale and reach.

The Alaska Airlines Bay to Breakers is one of the Bay Area's most authentic and storied traditions. Every year, on the third Sunday in May, more than 40,000 registered runners takeover the city, as they make the annual 12K pilgrimage from the San Francisco Bay to the Breakers on Ocean Beach, crossing through the heart of the city.

But this is no ordinary footrace. Since 1912, nearly 2 million spirited runners have created an event unlike any other. From the colorful costumes - to the World Centipede Championships - to the “upstream swimming” salmon - to the 200,000 spectators, the Alaska Airlines Bay to Breakers encapsulates more than 107 years of rich history, unique traditions and San Francisco quirkiness in one timeless event.

Born in the wake of the devastating 1906 earthquake, the Alaska Airlines Bay to Breakers began as the Cross-City Race, designed to unite San Francisco and boost morale. Since the inaugural edition, the Alaska Airlines Bay to Breakers has never taken a year off, making it one of the longest consecutively run annual footraces in the world.
As San Francisco grew and evolved, the Alaska Airlines Bay to Breakers naturally followed. Each generation has left its mark on the race, from the Civil Rights movement of the 1950s, to the “Flower Children” of the 1960s, to the tech revolution of the 2000s, the race reflected a celebration of San Francisco’s counter-cultural evolutions, adding new traditions, elements and dimensions. Bay to Breakers continues to be a race forever evolving.

1912
Bay to Breakers debuts as the cross-city race designed to unite San Francisco and boost city morale.

1940
Barbara “Bobbie” Burke is the first woman to run the race - disguised as a man. The first costumed runner appears, dressed as Captain Kidd, and comes in last.

1950
Nineteen-year old Elwyn Stribling becomes the first African-American runner to win the race.

1978
Centipedes, or 13 runners connected as a unit, make their debut at Bay to Breakers.

1971
Women are officially allowed to run Bay to Breakers.

1986
Guinness Book of World Records recognizes Bay to Breakers as the largest footrace in the world, with more than 110,000 participants.

2012
Numerous tech companies enter the centipede race and the LinkedIn team sets a new Centipede World Record time of 36:44.

2014
Wasserman becomes the new race owner, increasing participation by 40% from 2013.

2015
Bay to Breakers partners with Snapchat to produce a Global Live Story on race day, resulting in over 250M impressions.

2017
Alaska Airlines signs on as the multi-year Title Parnter.

2018
The Breakers Bonus is introduced. For the first time in the history of the race, runners can increase their run distance from a 12k to 15k.
One of the largest footraces in the world...

2018 Numbers

- 40,000+ Registered Runners
  45 States | 50 Countries

- 200,000+ Spectators

- 66,000+ Expo Attendees

- 50,000+ Finish Line Festival Attendees
...in one of the hottest markets in North America...

#1 DMA HHI Income

#2 Density of College Grads

Race Demo
- 56% Female | Male 44%
- 85% Attended College
- Average HHI: $113K
  - 58% > $100K+ HHI
- Average Age: 35
  - 41% 21-34
  - 25% 35-44

Race Geography
- 79% Within Bay Area
- 86% Within CA
- 14% Outside of CA
...providing authentic reach and global exposure...

With a combined 1.6B impressions over the last four years, the Alaska Airlines Bay to Breakers provides a one-of-a-kind media platform, trending globally on race day and staying front of mind year-round with authentic and engaging content — a true 365-day marketing opportunity for any brand.
...and pioneering the latest trends in the hotbed of technology.

Snapchat Live Stories (‘15 - ‘18)
Views: 747M
Total Minutes Consumed: 672M

Facebook Live (2018)
Views: 48K
Reach: 122K

43% of participants downloaded the App
The 2019 Event

Expo

Runners get their first taste of the celebration at the two-day Orig3n Health & Wellness Expo, held the Friday and Saturday prior to race day. More than 70K attendees visit the Expo to pick up their race packets and check out the latest in fitness.

Address
Pier 35
1454 The Embarcadero
San Francisco, CA 94113

Schedule
May 17, 2019
11AM - 7PM
May 18, 2019
9AM - 5PM

Race

The race kicks off at the Embarcadero, San Francisco’s historic eastern wharf, before the colorful masses pass through nine neighborhoods, each with distinctive personalities, geography and landmarks.

Start Line
Main & Howard St
San Francisco, CA 94105

Schedule
May 19, 2019
Start 8AM

Finish Line Festival

The runner journey ends on Ocean Beach, the western most border of San Francisco. After runners cross the finish line, they receive their finisher medal and are greeted with food, drink, live music and brand activations.

Address
Ocean Beach
Great Highway [B/W JFK & Lincoln]
San Francisco, CA

Schedule
May 19, 2019
8AM - 1PM
“101 Things All Sports Fans Must Experience Before They Die”

“There are many public runs across the world, but none matches this nearly century-old 12K...”

“A San Francisco Institution

“Young to Breakers is a direct route to the city’s Heart and Soul.”

“...the only place in the world where it’s possible for a competitive runner to...get beat by a dude wearing a pink ape costume. Or, worse yet, get outkicked by a gaggle of 13 runners connected by bungee cords.”

“The race aligns so well with Zappos’ core values it was a natural partnership for us.”

“Joining forces with a world-renowned race like Bay to Breakers is extremely exciting for our brand. This partnership provides a great opportunity to bring cutting-edge technology to the race.”

“This was an important cornerstone event for us to bring this new brand personality to life in a fun, quirky and memorable way...We look forward to working with Bay to Breakers again next year to raise the bar even higher.”

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Set World Record for Most World Records Broken During a Road Race

Distributed 50,000+ UA Runners’ T-Shirts

Sampled 75,000+ Clif Bars

Cat Cook
Public Relations

Jasmine Maietta
Senior Director
Global Brand Marketing

Melissa Leebove
Marketing Manager

Zappos
CLIF
Under Armour

“I want to talk about one beautiful thing that struck me the hardest on Sunday about Bay to Breakers: the celebration. A celebration when I really needed one. Which is only fitting. The race itself was founded to be a celebration when the city desperately needed one more than 100 years ago. And a celebration it certainly is.”

- Natalie DiBlasio, USA Today