



## COMMUNITY-BASED MARKETING

- Thank you for joining us on our iconic run/walk wellness tour throughout the greater Los Angeles County that support recognized non-profit organizations doing the important work of strengthening the communities of Southern California. Aztlan Athletics was established in 1976 to support to create sustainable fundraising properties and proud of where we are at today. We know the community well and ready to share your brand with them.

Most of the run/walk and wellness festivals have been confirmed for 2025. Aztlan Athletics produced events take place in diverse communities, they very unique in that they are endorsed by local and regional municipalities. Beneficiaries include the Los Angeles Parks Foundation, Metropolitan YMCA, Salvation Army, Aztlan Athletics Foundation, One Legacy Foundation, the Young At Heart Foundation, Journey House, ActiveSGV, the Institute for the Redesign of Learning, to name a few. Cities partners include the city of Azusa, Lynwood, South Pasadena, Bell Gardens, Montebello, Antelope Valley YMCA, Culver City, Pasadena, Alhambra, San Gabriel, Glendora, San Dimas, Montrose and El Sereno

Your brand will have strategic reach throughout the year. Some of the valuable exposure includes over 19,000 participant databases, marketing to employees of respective cities, and robust community engagement and social media marketing campaigns. Over 90,000 participants throughout the year will have in-person engagement with your brand.

- February 2 | **Griffith Park Half Marathon & 5K,**
- March 8 | **Run Bell Gardens 5K, Bell Gardens, CA**
- March 22 | **EdNovate 5k, Boyle Heights, CA**
- April 12 | **Generations In Motion 5K, Los Angeles State Historic Park**
- April 26 | **One Legacy 5K, Azusa Pacific University**
- May 17 | **City of Azusa 5/10k, Canyons City Classic Citrus Festival**
- May 24 | **Foster The Future 5/10k, Pasadena, CA**
- June 14 | **Kidney Quest 5K, Griffith Park**
- June 21 | **Mission Possible 5/10k, Solano Canyon, Elysian Park CA**
- June 22 | **Mission To Mission Open Streets and 1 Mile, South Pasadena- Alhambra - San Gabriel**
- July 4 | **Greenest Fastest Mile & Green Living Expo, Bob Seaman Invitational, Wilmington CA**
- July 19 | **Conquer The Pier, Venice Beach Run 5k and Food Fest, Venice CA**
- July 26 | **Aztlan Cross County Classic 5K, Elysian Park CA**
- August 2 | **Conquer The Overlook 5k & Stair Climb, Culver City CA**
- Sept 6 | **Building Dreams 5k, Hansen Dam CA**
- October 4 | **Cabrillo Beach Conquer The Harbor 5/10k, San Pedro CA**
- October 12 | **Run Montebello 5/10k & Heritage Festival, Montebello CA**
- October 18 | **Space Race Run 5k, La Canada / Pasadena**
- November 1 | **YMCA Dia De Los Muertos 5K, Wilmington Waterfront Park**
- November 2 | **West Family YMCA 5/10k, Piece College CA**
- November 15 | **4 Mile Hill Challenge Run/Walk/Hike , Audubon Nature Center, Debs Park CA**
- November 27 | **High Dessert, Antelope Valley YMCA 5/10K Turkey Trot**
- December 6 | **Tiger Run 5/10k, South Pasadena CA**
- December 6 | **Alma Family Services 5K, California State University Los Angeles**
- December 14 | **Ohana Holiday Toy Run 5k, Mission Bay San Diego**
- December 20 | **Aztlan Athletics International Youth Cross Country Championships, Montebello CA**

Sponsorship packets can be downloaded directly from each event website. In the event you are interested and need the sponsorship e-mailed directly, requests can be sent to [Jose@AztlanAthletics.org](mailto:Jose@AztlanAthletics.org). For multi-event sponsorships, I can be reached directly at 626-755-8489, Jose Luis Zavala, M.A., Regional Events Director.