

#### Introdruction

- ☐ TARGET GROUP All ages
- ☐ MAIN EVENT-Pop up
  - ☐ MAIN TOOL-App
- MARKETING Video and social media
  - ☐ THE RESULT The charity marathon



### The facts.

Date- 20.07.2020-26.07.2020

Location- Riga

Slogan- "Allow yourself to be a beginner"

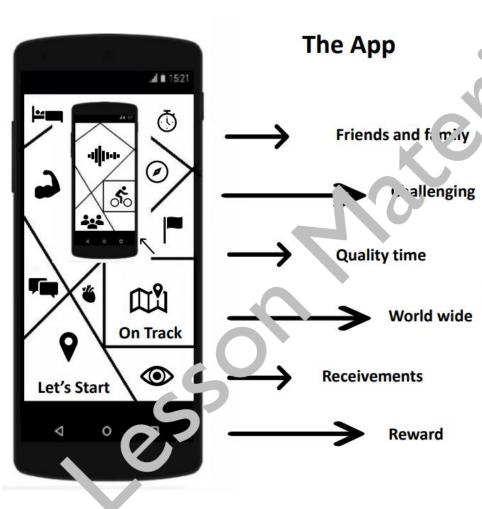


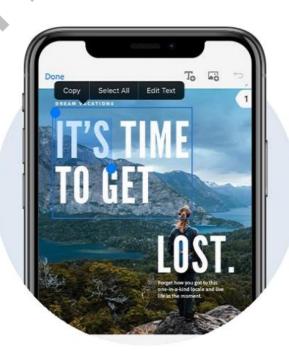
## The target group

- ★ All ages
- ★ People who want to try something new
- ★ People who use apps
- ★ People who collect miles and points in other projects.
- ★ People who are interested in physical a fivities









I'ts Time To Discover

#### Rewards

- ❖ T-Shirts
- Water bottles
  - Fit-bits
- ❖ Tickets to other events
  - Disscounts
  - Other ben fits

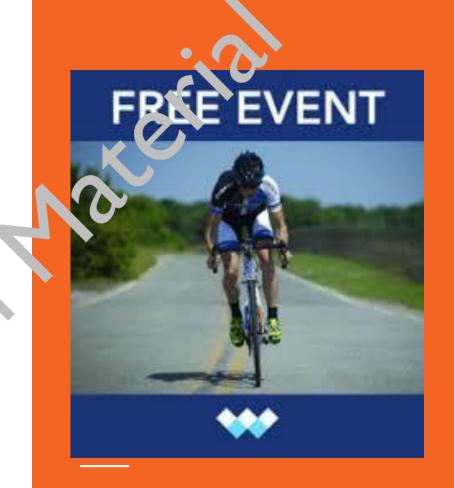






## Pop-up event

- Active
  - Fun
- Connect people
  - Explore
  - Rewarding



### **Marathon**

- Challenging
  - Attractive
- Interactive
- For beginners and professionals
  - Works with app





# **Charity**

- Focus on new bike route development in Riga
  - Improving the safety of Rigas bike roac's.
    - Developing the app



### The route



# **Marketing**

- TV
- Radio
- Posters
- Social media
- Sport events
- Other apps





The ad.

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### The sponsors

- Selga
- Mangaļi
- Sportland
- LRF
- RadissonBlu













# Why you should do cycling?

**Stress relief.** Exercise is a great moderater and has proven to be an effective method of stress relief.

Lowers risk of heart dise is sinck, and diabetes. A healthier heart means reduced risk of argiovascular disease, stroke, and diabetes.

Why you should stav hydrated during sports

Good hydration means getting the right amount of water before, during, and after exercis. We ter regulates your body temperature and lubricates your joints. It 'elps mansport nutrients to give you energy and keep you healthy. If you're not hy arated, your body can't perform at its highest level

Thanks for your attention!

