

# 2022 PASADENA TRAIL RACE SERIES



JOINTLY PRODUCED BY

**PASADENA RUNNING COMPANY × RUN WITH US**



# THE EVENTS



## 2022 PASADENA TRAIL SERIES OVERVIEW

The 2022 Pasadena Trail Race Series features four trail events throughout the year. Evenly spaced during the race calendar with the events featuring varying distances traversing the beautiful and vast trail system through Pasadena & Angeles National Forest. Our flagship event in October, the Pasadena Trail Half Marathon and 5K/10K, will be taking place for the 9th year. This original event has grown into an incredible series, loved by runners of all skill levels throughout Southern California.



# YOUR HOSTS



## PASADENA RUNNING COMPANY

The City of Pasadena and the surrounding landscapes offer some of the best terrain and unique venues for runners & fitness enthusiasts to train or race. Pasadena Running Company is a collaborative effort of Pasadena's most dedicated businesses & groups including; Run With Us Pasadena, Pasadena Pacers & Pasadena Running Co. Events operated by AoC Endurance. These three entities have supported local runners by providing expert training, information, education & events to keep athletes engaged and healthy for the last 15 years.

# TRAIL IS TRENDING



## INDUSTRY TRENDS & NEWS

“Trail race participation has increased 220% since 2006” - Active Network

“76% of runners purchase trail specific shoes for off-road running” - ATRA

“67% purchase 2 or more pairs of trail running shoes per/year.” - ATRA

The latest industry trends confirm our thoughts of trail racing in America. More and more road runners are getting off the pavement to escape to local trails.

Pasadena Running Co. & Run With Us continue to educate runners and support these endeavors by providing off-road footwear advice.



# BACK FOR 2022



## NEW YEAR, NEW EVENTS & NEW PROMOS!

Back from the COVID off-season and excited to announce our new event is back and will remain a highlight in the Trail Series, the Pasadena 50K Relay! Sure to be a new group & run club favorite in SoCal.

Brand focused promotions through Run With Us Pasadena reward customers with race entries, exclusive deals and special events.

-Quarterly co-branded campaigns at Run With Us Pasadena

-Dedicated Preview/Training Runs

-Sale Days/Unique 2022 Series promotions dedicated to Saucony.

# GOALS

## 2022 AND BEYOND

Outside of producing the best quality trail events in the region, we seek to grow interest in Trail Running in Southern California. With numerous supporting surveys and statistics, we know trail running is in the midst of a major surge. Seeing near sell out events in 2019, Pasadena Running Company plans to increase our impact on the trail running scene by successfully supporting more and more runners each year, we strive to continue our growth, allowing our sponsors to succeed along the way.





# REACH



## CONNECTING WITH RUNNERS

Pasadena Running Co. & Partners have an impressive reach in SoCal. Content and messaging penetrate deeply resulting in successful campaigns & lasting results.

## FOLLOWING



13K



48K



90K



1.9M



# 2022 RACE DATES

## 2022 SERIES RACE DATES

Pasadena Trail Running Challenge  
Sunday, April 3rd, 2022

50K Relay & 10K Fun Run  
Sunday, June, 12th, 2022

SoCal Summer 6K/12K  
Friday, July 29th, 2022

Pasadena Trail Half Marathon  
Sunday, October 16th, 2022

