



Fast Facts

Overview:

Now in its sixth year, Sunset to Sunrise Relay (S2S) brings the passion of running and adventure to hundreds of people each year. Teams begin on the Gulf Coast in Fort Myers, FL, and then run 180 miles across the state and end on the Atlantic Coast in Jensen Beach, FL. Teams of up to 12 people take turns running for an average of 30 hours, stopping only to exchange runners, cheer on teammates, fuel up vans, replenish food and water, and occasionally sleep. Relay runners are a wild and bold group of athletes. It is truly an experience every runner should experience.

S2S is a business opportunity where you will receive constant exposure over two days and way to reach more than 400 active and health conscious people. It is not just a one-time event over a few hours – its spans 36 hours, five counties, and numerous cities. Companies have the chance to increase brand exposure and visibility in print and face time, enhance relationships with existing or potential customers, embrace team building with employees, and align with community organizations all while building brand awareness.

Date:

March 30-31, 2012

Location:

Starting Line: Lakes Regional Park, Fort Myers

Finish Line: Indian Riverside Park, Jensen Beach

Marketing and Public Relations:

Social Media Marketing: Facebook, Twitter and YouTube promotion via updates and links

Advertising/Press: The News-Press Fort Myers

TCPlam of Martin County

Online marketing on Cool Runnings website and a variety of race calendars

Brochures Distribution: 5,000 in race packets throughout Florida and 1,000 at area running clubs

Attendance:

2011: 40 teams, approximately 400

Strategic Partnerships:

- Fundraising and partnership with Good Shepherd Church of God in Pahokee, FL to offer breakfast
- Lee County Sports Authority to offer discounts and joint marketing for Fort Myers businesses
- Martin County Parks & Recreation Department provides recreational support in Martin County
- Tykes & Teens in Stuart, FL to supply family friendly finish line activities as a fundraising and outreach effort
- Showcased in The News Press in Fort Myers , TCPlam of Martin County and WINK TV in Fort Myers