

SUMMARY OF ACTIVITIES 2024



RUNCZECH

ALL RUNNERS
ARE BEAUTIFUL



ALL RUNNERS ARE BEAUTIFUL

WE WELCOMED

1 466 438

RUNNERS 1995-2024

**THIS IS WHAT WE BELIEVE. THIS IS WHAT SETS US APART.
THIS IS OUR GUIDING STAR.**

When we came up with ALL RUNNERS ARE BEAUTIFUL, it changed us. We became more than a collection of races. More than a company. We became an advocate, a champion of running. We became a voice that called out to millions of runners around the world, letting them know that we love them unconditionally. That we respect the hell out of them for lacing up a pair of shoes, and pushing to make themselves a little better. A little stronger. That's what victory is, in our minds. Not winning, necessarily. But doing. And enjoying.

Running is a joy. That's the message here. And everyone who's willing to participate in this perfect, beautiful sport – young, old, big, slim, fast, or slow– is welcomed. Is loved. Is beautiful.

ALL RUNNERS ARE BEAUTIFUL is our way of welcoming everyone – and we do mean everyone– to the wonderful world of running. To a world of fitness and fun and friendship.

ALL RUNNERS ARE BEAUTIFUL is a giant banner that every runner, in every running shoe, at every running event in the world can march under.

RUNCZECH EVENTS 24

SEASON HIGHLIGHTS

17. 2.

VALENTINE'S
RUN

25. 2.

NAPOLI CITY
HALF MARATHON

6. 4.

PRAGUE
HALF MARATHON

5. 5.

PRAGUE
INTERNATIONAL
MARATHON

8. 4.- 5. 5.

JUNIOR
MARATHON
CHAMPIONSHIP

18. 5.

MATTONI
KARLOVY VARY
RUNNING FESTIVAL

1. 6.

MATTONI
ČESKÉ BUDĚJOVICE
RUNNING FESTIVAL

15. 6.

MATTONI
OLOMOUC
RUNNING FESTIVAL

25. - 26. 6.

UNICREDIT
PRAGUE RELAY
4×5 KM

4.5.- 5. 10.

DM FAMILY MILE
DM BAMBINI RUN

7. 9.

BIRELL
10K RACE

7. 9.

ADIDAS WOMEN'S
RUN 5K

22. 9.

MATTONI
ÚSTÍ NAD LABEM
RUNNING FESTIVAL

5. 10.

MATTONI
LIBEREC NATURE RUN



**GROWTH OF OVERALL PARTICIPATION
17.19% VS 2023**

RUNCZECH EVENTS BACK TO 'SOLD OUT'.

NEW ITALIAN RECORD AT NAPOLI HALF MARATHON.

**RECORD 15 317 RUNNERS AT THE NEW COURSE
OF PRAGUE HALF MARATHON.**

**NEW RACE RECORD AT PRAGUE HALF MARATHON
- THE 3RD FASTEST EVENT IN 2024, IN THE WORLD.**

ADIZERO ROAD TO RECORDS - 12 RECORDS BROKEN.

**REGIONAL RACES TURN INTO RUNNING FESTIVALS
(5 AND 10K ADDED).**

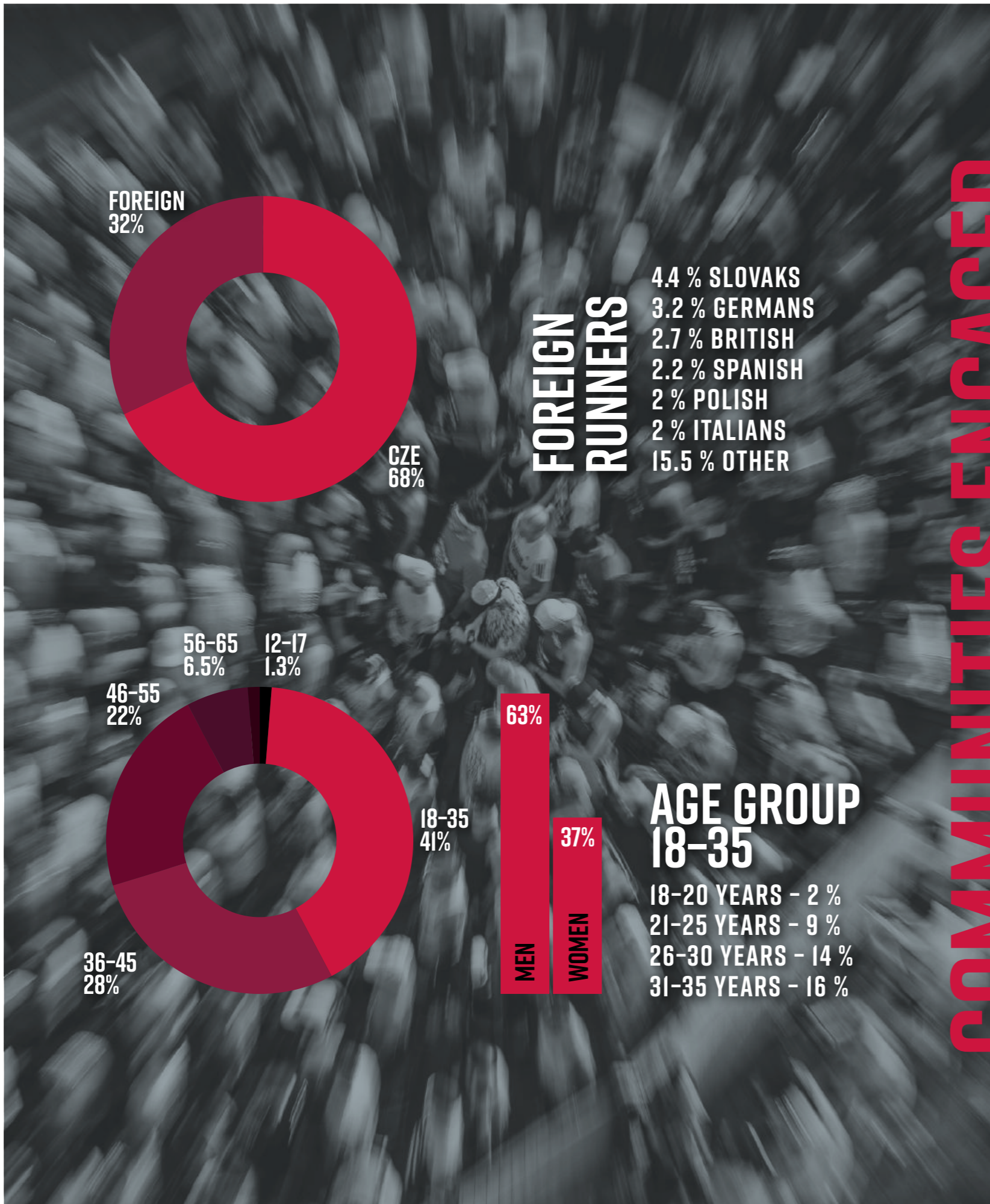
**INTRODUCTION OF NEW DM ACTIVE BREAKFAST
AT PRAGUE MARATHON.**

**EUROHEROES – 45 ATHLETES FROM 16 DIFFERENT
EUROPEAN COUNTRIES.**

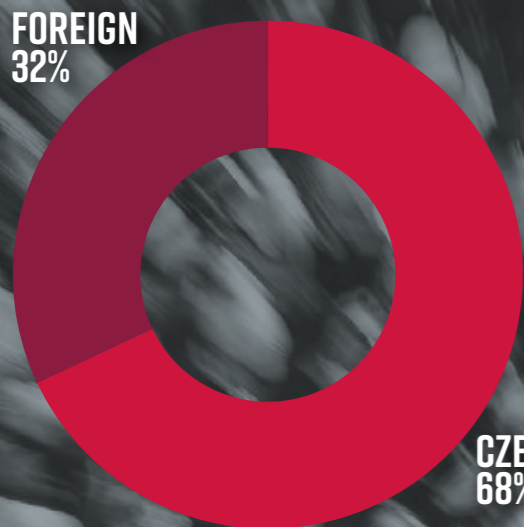
**PRAGUE GRAND PRIX STREAMED VIA,
INSIDE TRACK' BY WORLD ATHLETICS.**

**ALL RUNCZECH RACES STREAMED LIVE VIA OUR OWN
PULSE.TV PRODUCTION.**



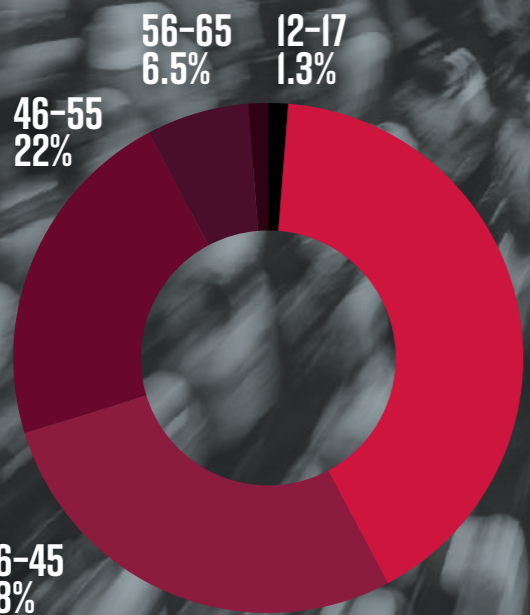


COMMUNITIES ENGAGED



FOREIGN RUNNERS

- 4.4 % SLOVAKS
- 3.2 % GERMANS
- 2.7 % BRITISH
- 2.2 % SPANISH
- 2 % POLISH
- 2 % ITALIANS
- 15.5 % OTHER



AGE GROUP 18-35

- 18-20 YEARS - 2 %
- 21-25 YEARS - 9 %
- 26-30 YEARS - 14 %
- 31-35 YEARS - 16 %



84 760

TOTAL RUNNERS

62 048

COMPETITIVE

22 712

NON COMPETITIVE

283

ELITE ATHLETES

127

NATIONALITIES

2:05:09

BEST MARATHON TIME

58:24

BEST HALF MARATHON TIME

6 485

VOLUNTEERS

26 617

FOREIGN RUNNERS

15 860

RUNNING MALL VISITORS

125 000

EXPO VISITORS



TV BROADCASTING

MEDIA & PR

636 000

CZECH TV BROADCASTING VIEWERS

6.2%

OF CZECH POPULATION REACHED



Česká televize

70 151

PROMO MATERIAL DISTRIBUTED

11.4 MIL €

ADVERTISING VALUE EQUIVALENT

 **Radiožurnál**
Český rozhlas

233

RADIO SPOTS AIRED

59 500 000

INTERNATIONAL HOUSEHOLDS REACH

114

COUNTRIES REACHED

SPORTFIVE

13

PRESS CONFERENCES

31

PRESS RELEASES

 **mediaboard**

2889

MONITORED ARTICLES



DIGITAL COMMUNICATION

2785 037
FB REACH

945 049
IG REACH

122 819
SOCIAL MEDIA FOLLOWERS

80 543
FACEBOOK

37 731
INSTAGRAM

3 285
YOUTUBE

1 860
OTHERS

94.56%
ENGAGEMENT RATE

2 279 255
WEB VIEWS

1 003 886
WEB VISITORS

367
NEWSLETTER SENT

278 235
NEWSLETTER DATABASE

RUNCZECH APP

43 318
UNIQUE USERS

224 354
VISITS BY UNIQUE USERS

19,2 MINUTES
AVERAGE SPENT TIME IN THE RC APP

AVAILABLE

 Google Play

 App Store



 PulseTV

LIVE STREAMING

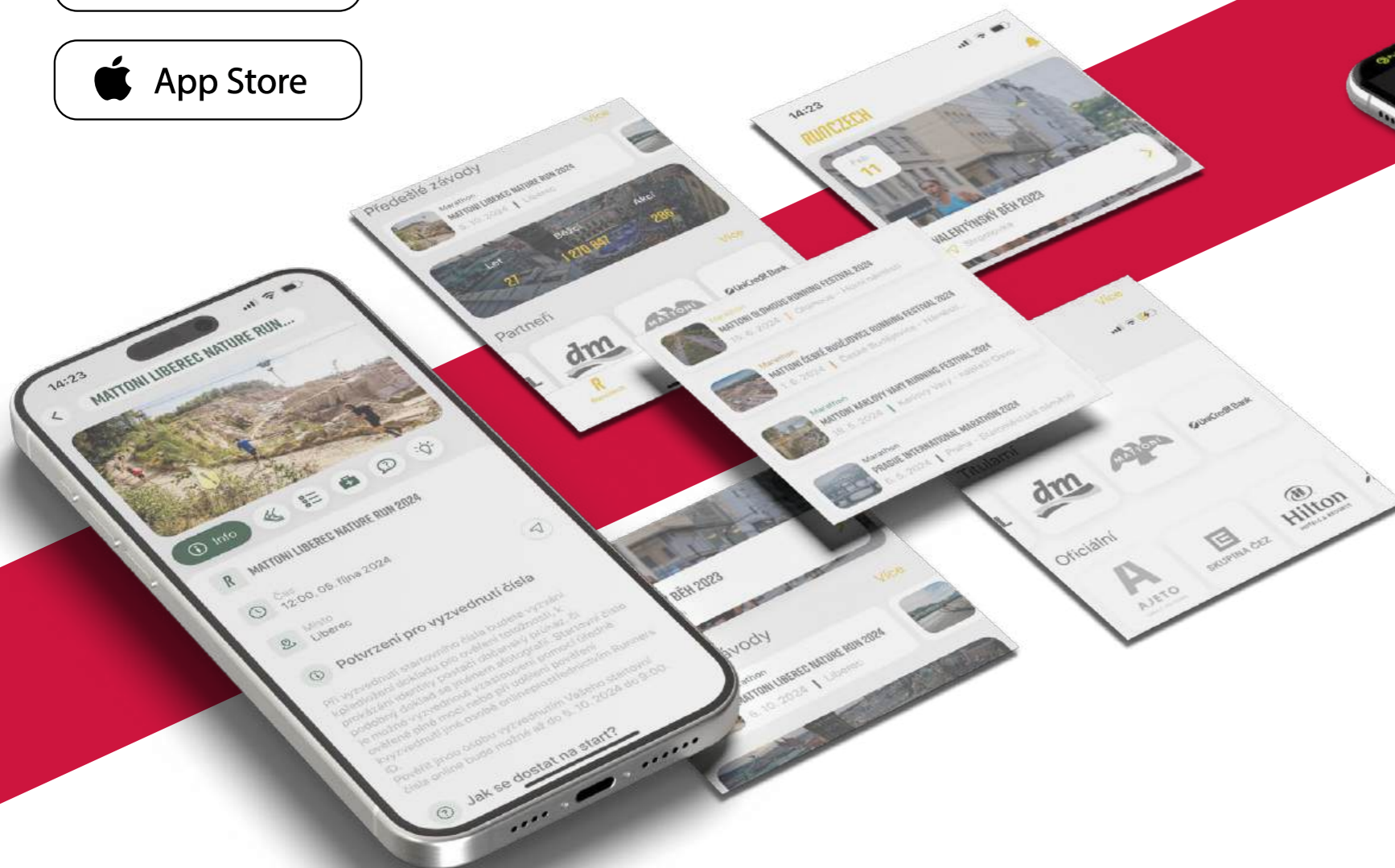
1 420H
TOTAL WATCH TIME

1 548
PEAK CONCURRENT VIEWERS

23 659
UNIQUE AUDIENCE

82 143
STREAM VIEWS

- Live chat
- Brand channels
- Live commentary
- On-demand recording
- Route map and flyovers
- Multi-camera live streaming
- Realtime multilingual broadcasting
- Sponsor and ecommerce campaigns
- Integration with RunCzech application
- Live telemetry and race data integration



25 194
+ 1 423 (NAPOLI HM)
**FOREIGN
RUNCZECH
RACES
RUNNERS**

55 427
+ 4 652 (NAPOLI HM)
**FOREIGN
RUNCZECH
RACES
VISITORS**



A WESTERN EUROPE
United Kingdom: 1 353
France: 944
Netherlands: 377
Ireland: 219
Belgium: 200

C CENTRAL + EASTERN EUROPE
Slovakia: 1 861
Germany: 1 471
Poland: 996
Austria: 203
Hungary: 164
Switzerland: 99
Ukraine: 378

E AMERICAS
USA: 407
Brazil: 196
Mexico: 110
Canada: 75
Colombia: 54
Argentina: 42
Chile: 15

G ASIA
China: 179
Israel: 127
Japan: 95
India: 76
Taiwan: 29
Turkey: 32
Kazakhstan: 29

B NORTHERN EUROPE
Denmark: 416
Norway: 287
Sweden: 203
Finland: 44

D SOUTHERN EUROPE
Spain: 1 058
Italy: 1 044
Portugal: 407

F AFRICA
South Africa: 71
Ethiopia: 24
Kenya: 20
Morocco: 12

H OCEANIA
Australia: 57
New Zealand: 2

**TOTAL NUMBER OF FOREIGN VISITORS WHO ARRIVED
BY PLANE (MORE THAN 500 KM FROM PRAGUE)**

28 483



> CZ EVENTS & STATISTICS

VALENTÝNSKÝ BĚH
#THEYLOVEMEHERE



PRAGUE HALF MARATHON

15 317 RUNNERS

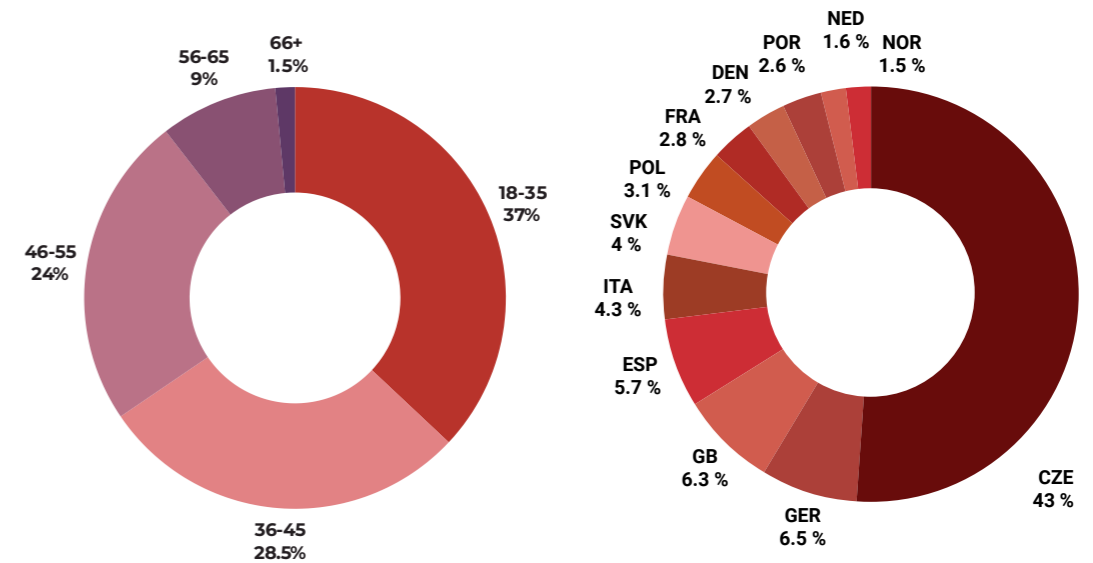
SABASTIAN SAWE MADE THIS RACE THE 3RD FASTEST EVENT IN THE WORLD

WINNERS 21K

- ♂ SABASTIAN KIMARU SAWE (KEN) 0:58:24
- ♀ GETE ALEMAYECHU TEKLEMICHAEL (ETH) 1:08:10

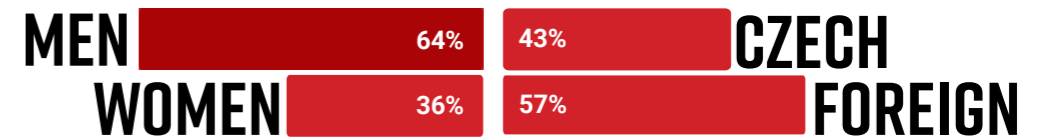
CZE WINNERS 21K

- ♂ PATRIK VEBR (CZE) 1:06:06
- ♀ TEREZA HROCHOVÁ (CZE) 1:14:19



115

NATIONALITIES



NUMBER OF RUNNERS BY CZECH REGIONS

Praha 42%	Moravskoslezský 3.5%	Pardubický 2.5%
Středočeský 20%	Vysočina 3%	Královohradecký 2%
Ústecký 5%	Jihočeský 3%	Zlínský 2%
Jihomoravský 4%	Plzeňský 3%	Karlovarský 2%
Liberecký 3.5%	Olomoucký 4.5%	



Prague Half Marathon

Team Prague Half Marathon

Running Expo



PRAGUE INTERNATIONAL MARATHON

Prague International Marathon

Battle of the Teams

ČT 2Run Prague Marathon

Prague Marathon – Team

dm family mile

dm bambini run

dm breakfast run

Marathon Expo

BI.



11 257 RUNNERS

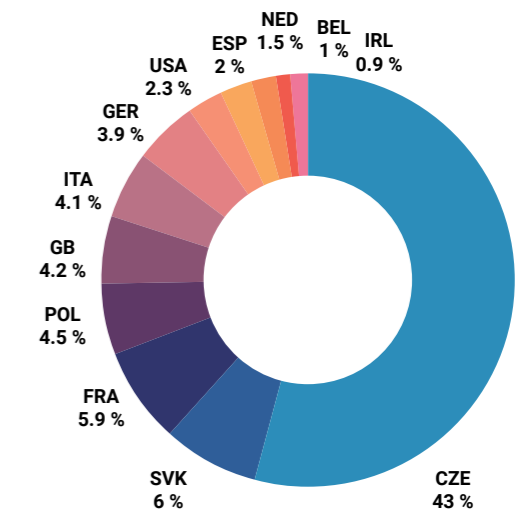
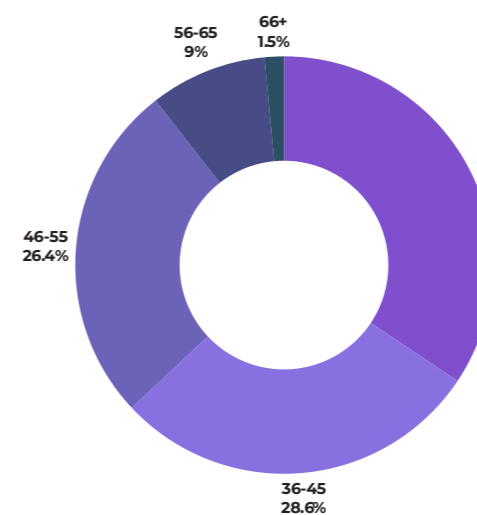
COMPETITIVE 8 156, NON COMPETITIVE 3 101

WINNERS 42K

♂ LEMI BERHANU HAYLE (ETH) 2:08:44
 ♀ BEDATU HIRPA BADANE (ETH) 2:23:41

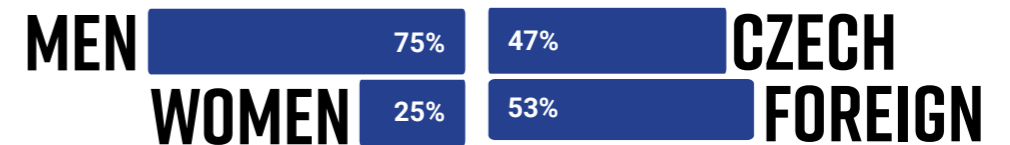
CZE WINNERS 42K

♂ MARTIN EDLMAN (CZE) 2:22:19
 ♀ PETRA PASTOROVÁ (CZE) 2:47:03



101

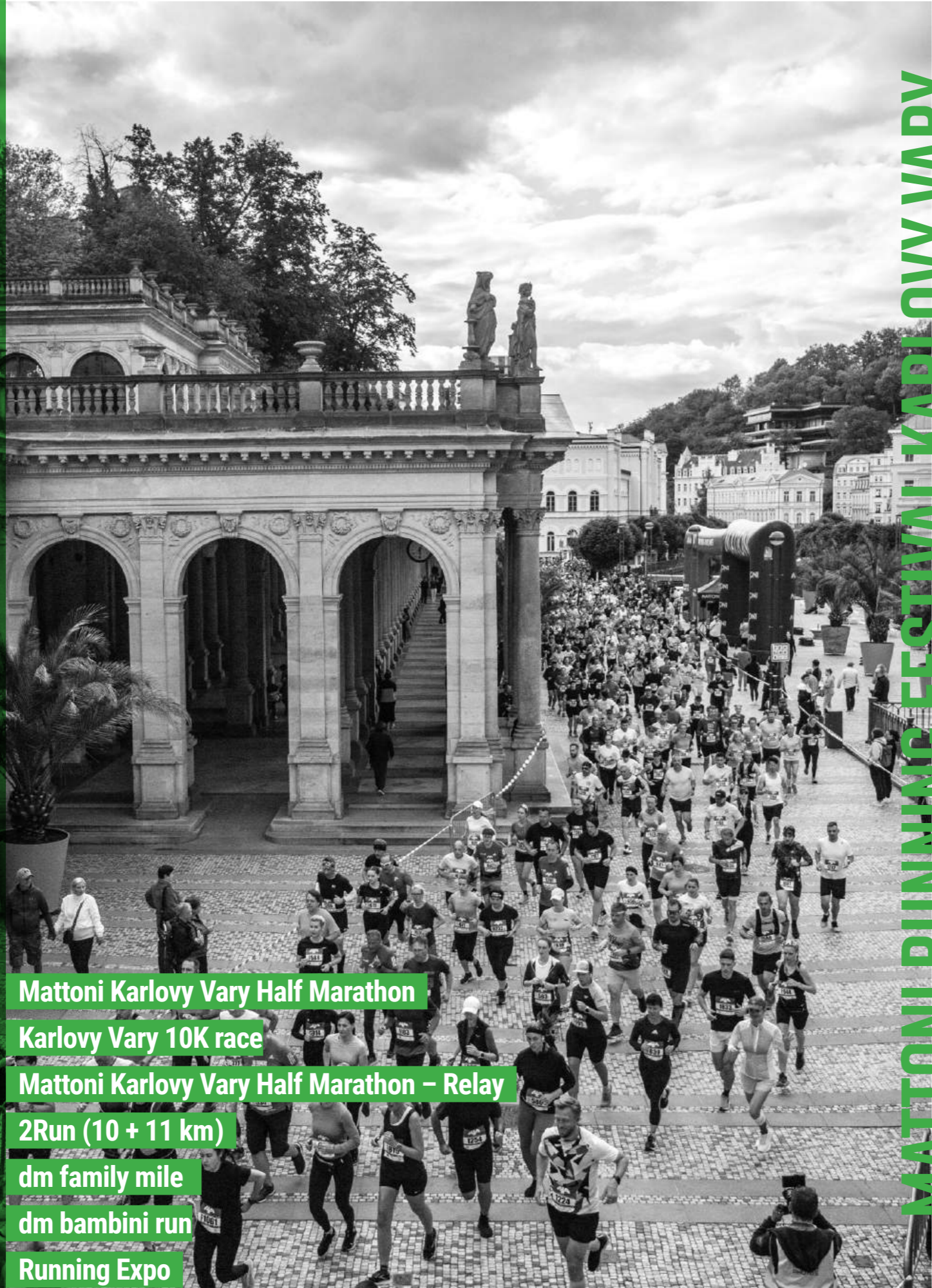
NATIONALITIES



NUMBER OF RUNNERS BY CZECH REGIONS

Praha 37%	Olomoucký 4%	Vysočina 3%
Středočeský 18%	Pardubický 4%	Zlínský 3%
Jihomoravský 6.5%	Jihočeský 3.5%	Plzeňský 3%
Moravskoslezský 5%	Liberecký 3.5%	Karlovarský 2%
Ústecký 4.5%	Královehradecký 3%	

MATTONI RUNNING FESTIVAL KARLOVY VARY



Mattoni Karlovy Vary Half Marathon

Karlovy Vary 10K race

Mattoni Karlovy Vary Half Marathon – Relay

2Run (10 + 11 km)

dm family mile

dm bambini run

Running Expo



5 098 RUNNERS

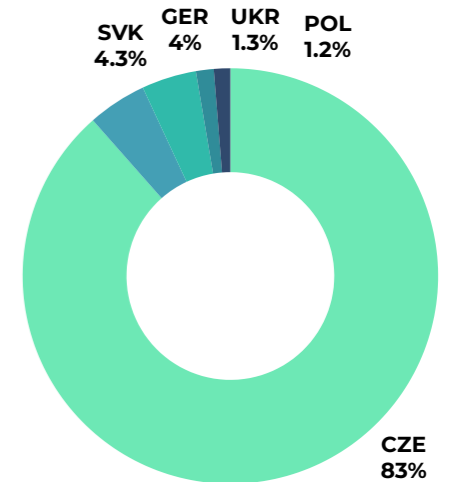
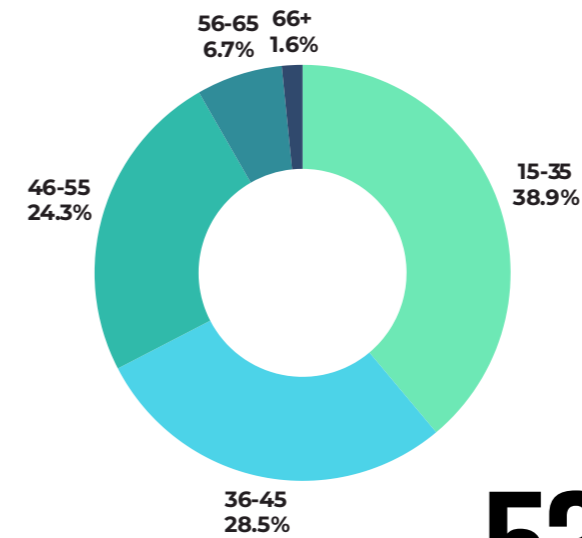
COMPETITIVE 3 196, NON COMPETITIVE 1 902

WINNERS 21K

♂ ABDELAZIZ MERZOUGUI (ESP) 1:04:01
 ♀ TEREZA HROCHOVÁ (CZE) 1:12:29

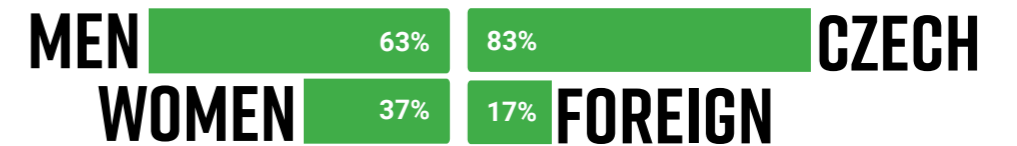
CZE WINNERS 21K

♂ ONDŘEJ FEJFAR (CZE) 1:07:20



53

NATIONALITIES



NUMBER OF RUNNERS BY CZECH REGIONS

Karlovarský 27%	Jihočeský 3%	Vysočina 1.5%
Praha 24.5%	Liberecký 2.5%	Zlínský 1%
Středočeský 14%	Jihomoravský 2%	Pardubický 1%
Ústecký 12.5%	Olomoucký 1.5%	Královehradecký 1%
Plzeňský 7%	Moravskoslezský 1.5%	



MATTONI RUNNING FESTIVAL ČESKÉ BUDĚJOVICE

Mattoni České Budějovice Half Marathon

České Budějovice 5K Race

Mattoni České Budějovice Half Marathon – Relay

2Run (10 + 11 km)

dm family mile

dm bambini run

Running Expo



5 483 RUNNERS

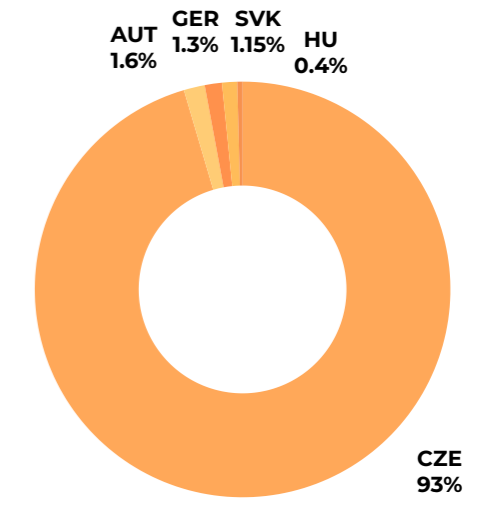
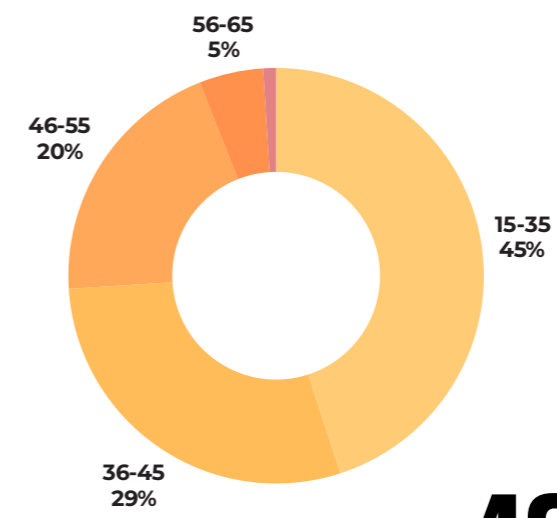
COMPETITIVE 3 272, NON COMPETITIVE 2 211

WINNERS 21K

- ♂ SEBASTIAN HENDEL (DEU) 1:03:38
- ♀ MARYNA NEMCHENKO (UKR) 1:11:26

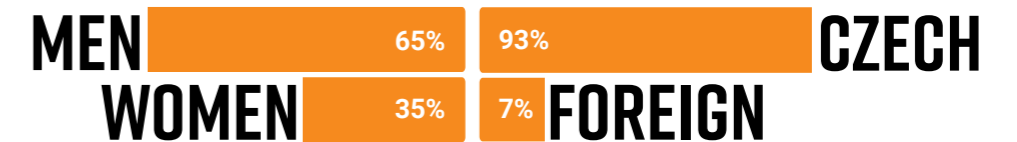
CZE WINNERS 21K

- ♂ PATRIK VEBR (CZE) 1:08:38
- ♀ HANA HOMOLKOVÁ (CZE) 1:21:26



48

NATIONALITIES



NUMBER OF RUNNERS BY CZECH REGIONS

- | | | |
|-----------------|--------------------|--------------------|
| Jihočeský 47% | Vysočina 3% | Pardubický 1% |
| Praha 16% | Ústecký 3% | Karlovarský 1% |
| Středočeský 13% | Liberecký 2% | Královehradecký 1% |
| Plzeňský 7% | Moravskoslezský 1% | Olomoucký 1% |
| Jihomoravský 3% | Zlínský 1% | |

MATTONI RUNNING FESTIVAL OLOMOUC



Mattoni Olomouc Half Marathon

Šantovka 5K Race

Mattoni Olomouc Half Marathon – Relay

2Run (10 + 11 km)

dm family mile

dm bambini run

Moravia Sport Expo



8 597 RUNNERS

COMPETITIVE 5 813, NON COMPETITIVE 2 784

WINNERS 21K

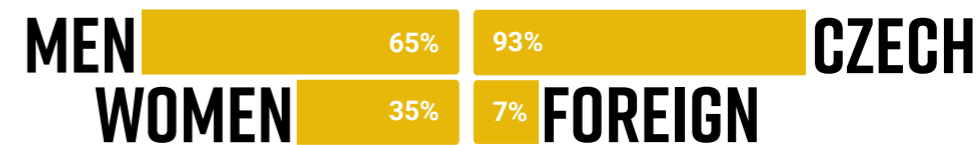
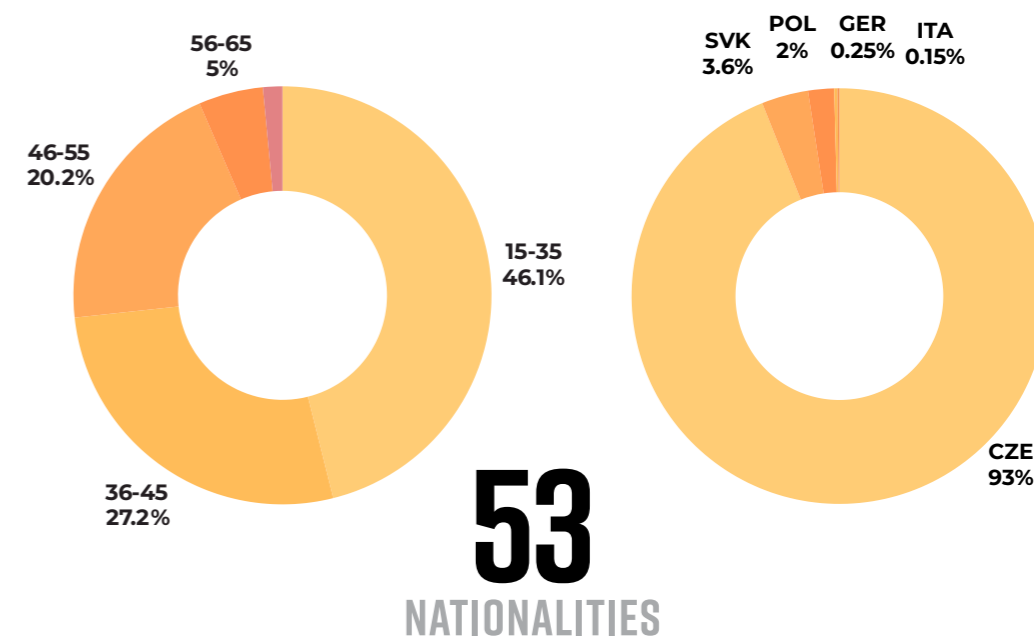
♂ DANIELE D'ONOFRIO (ITA) 1:04:56

♀ NÓRA SZABÓ (HUN) 1:12:44

CZE WINNERS 21K

♂ JIŘÍ HOMOLÁČ (CZE) 1:09:45

♀ TEREZA HROCHOVÁ (CZE) 1:12:58



NUMBER OF RUNNERS BY CZECH REGIONS

Olomoucký 44.5%	Středočeský 5%	Karlovarský 1%
Moravskoslezský 12.5%	Pardubický 3.5%	Plzeňský 1%
Jihomoravský 9.5%	Ústecký 2%	Jihočeský 1%
Praha 9%	Liberecký 1.5%	Královehradecký 1%
Zlínský 7%	Vysočina 1.5%	



UNICREDIT PRAGUE RELAY

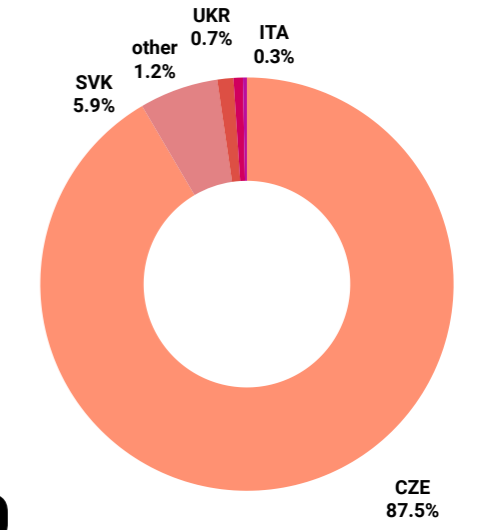
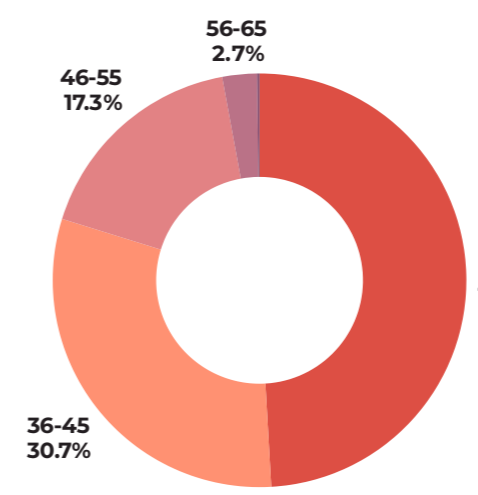
- Medical Cup
- Diplomatic Cup
- Chambers Cup
- Bank Cup
- dm bambini run

6 247 RUNNERS

COMPETITIVE 5 932, NON COMPETITIVE 315

WINNERS

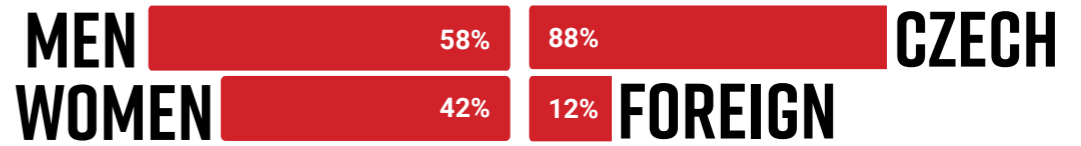
DAY ONE	DAY TWO
KPMG NOC REKORDŮ - 1:02:03	1. KERTEAM - 1:02:14
BĚŽCI SEVERU - 1:02:34	2. MOTOLAČKA - 1:04:42
UMIMBEHAT.CZ - 1:08:42	3. CSG TRI TEAM - 1:09:02



23

TEAM BOXES

TENTS WITH EQUIPMENT, CATERING, BEVERAGES AND CHEER ZONE FOR CORPORATE TEAMBUILDING



NUMBER OF RUNNERS BY CZECH REGIONS

Praha 58%	Jihomoravský 2%	Jihočeský 2%
Středočeský 18%	Moravskoslezský 2%	Královohradecký 2%
Ústecký 3.5%	Pardubický 2%	Zlínský 1%
Liberecký 2.5%	Vysočina 2%	Karlovarský 1%
Olomoucký 2%	Plzeňský 2%	



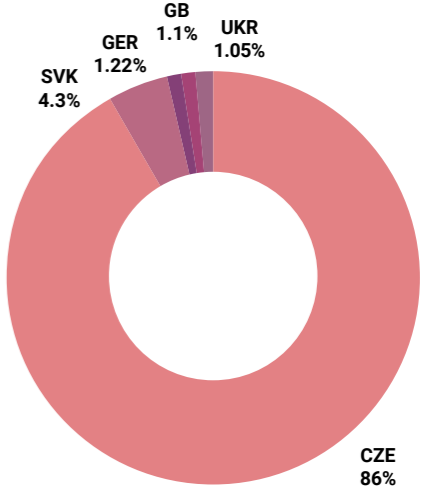
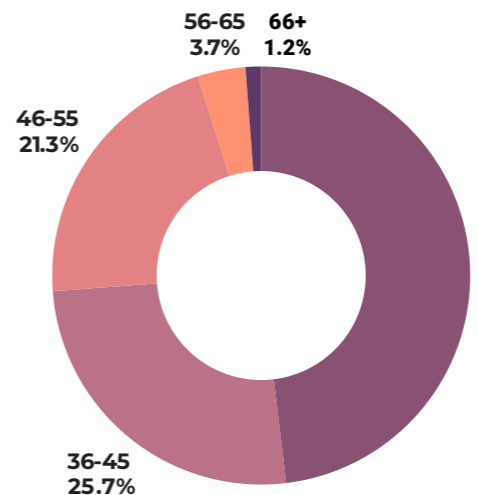
ADIDAS WOMEN'S RACE 5K PRAGUE

adidas Women's Race 5K Prague 2024
 adidas Women's Race 5K Run - pair
 Running Mall Expo

2 027 RUNNERS

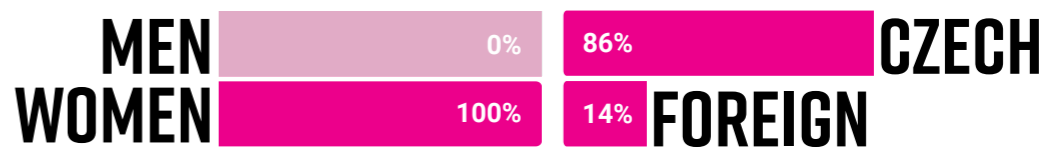
WINNERS 5K

- ♀ 1. RADKA HANZLOVÁ (CZE) 0:18:08
- ♀ 2. KLAUDIA PAWLUS (POL) 0:18:14
- ♀ 3. LAURA MATULOVÁ (CZE) 0:18:22



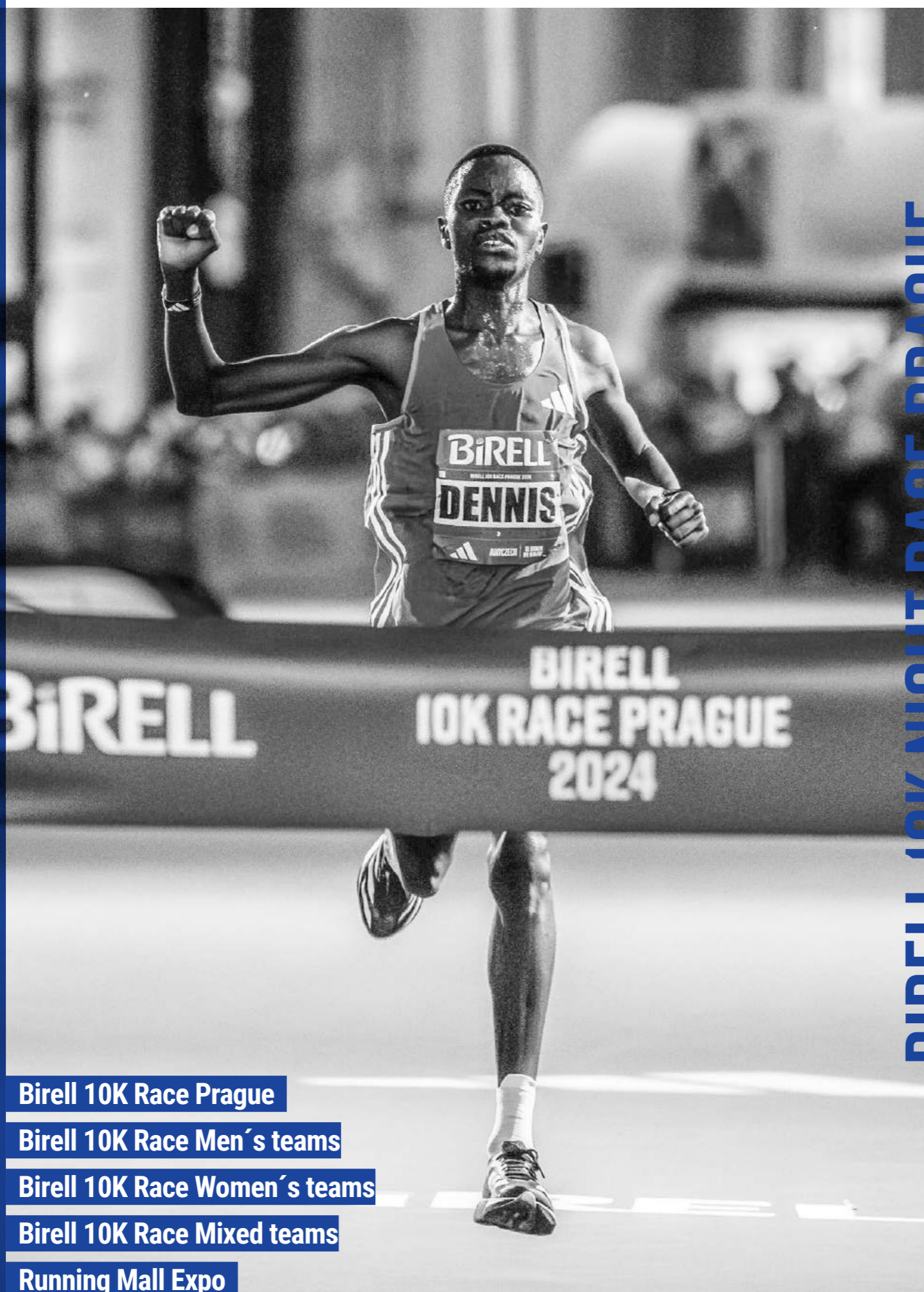
40

NATIONALITIES



NUMBER OF RUNNERS BY CZECH REGIONS

- | | | |
|-------------------------|-------------------------|---------------------|
| Praha 50% | Ústecký kraj 3% | Kraj Vysočina 1% |
| Středočeský kraj 16% | Plzeňský kraj 3% | Zlínský kraj 1% |
| Jihomoravský kraj 7% | Královéhradecký kraj 3% | Olomoucký kraj 1% |
| Moravskoslezský kraj 6% | Liberecký kraj 2% | Karlovarský kraj 1% |
| Jihočeský kraj 4% | Pardubický kraj 2% | |



BIRELL IOK NIGHT RACE PRAGUE

- Birell 10K Race Prague**
- Birell 10K Race Men's teams**
- Birell 10K Race Women's teams**
- Birell 10K Race Mixed teams**
- Running Mall Expo**



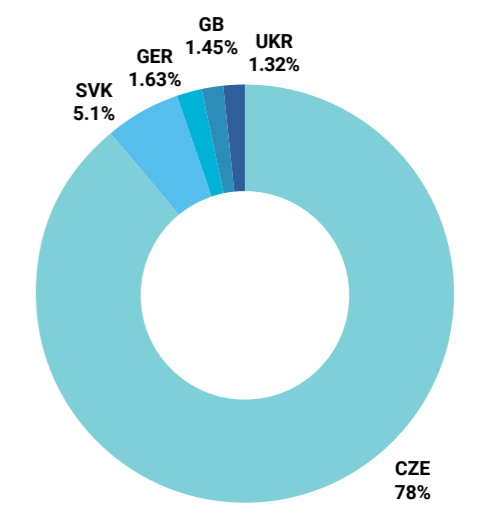
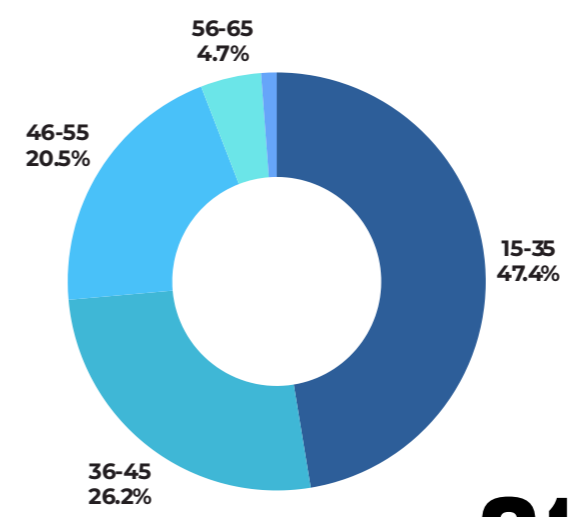
5 555 RUNNERS

WINNERS 10K

♂ DENNIS KIBET KITIYO (KEN) 0:27:17
 ♀ DIANA CHEPKORIR (KEN) 0:30:12

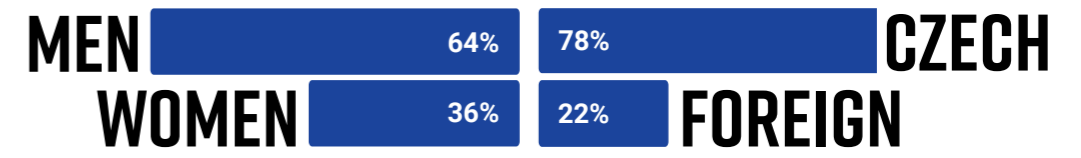
CZE WINNERS 10K

♂ JAN FRIŠ (CZE) 0:30:12
 ♀ TEREZA HROCHOVÁ (CZE) 0:33:17



91

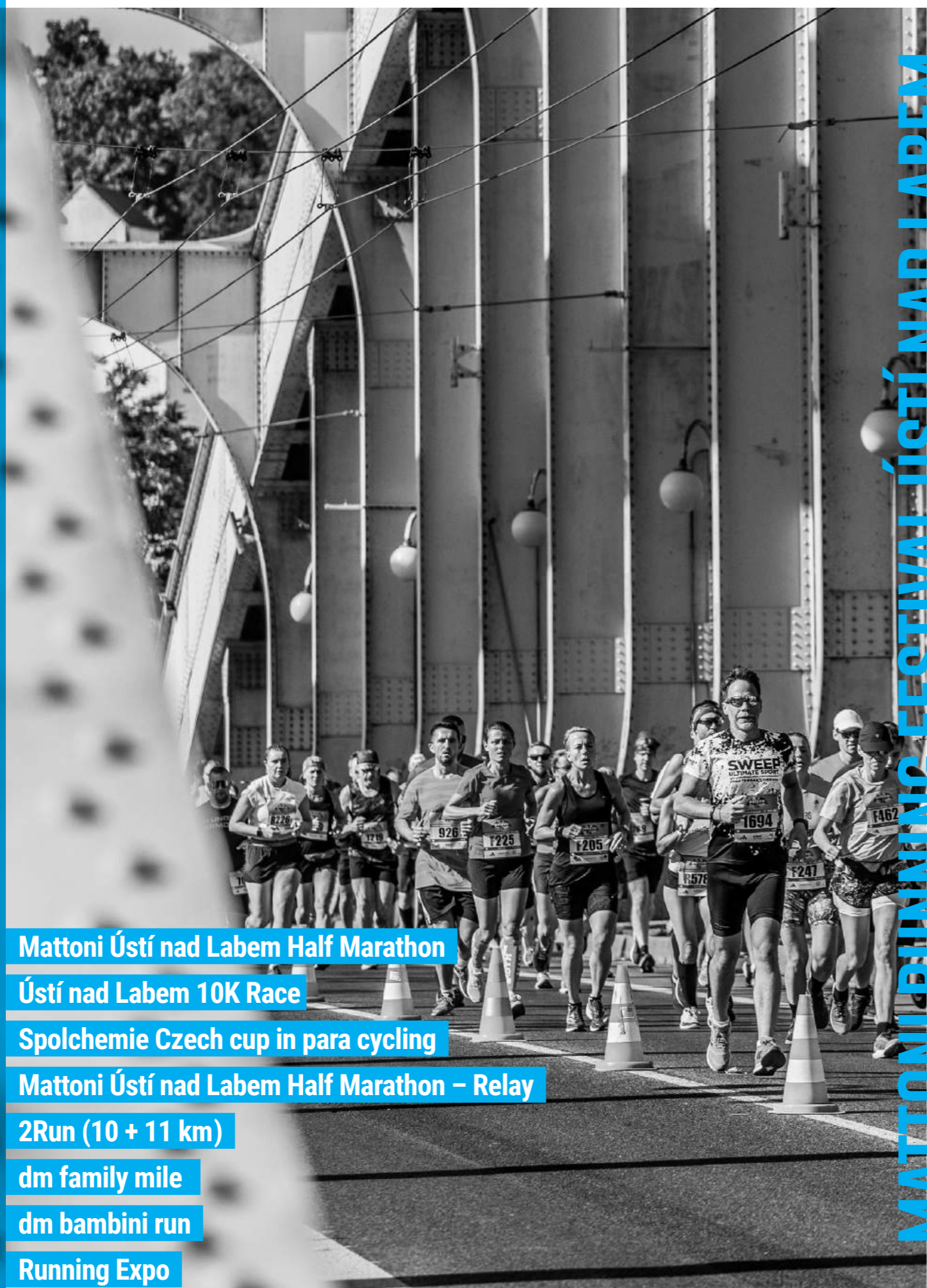
NATIONALITIES



NUMBER OF RUNNERS BY CZECH REGIONS

- | | | |
|-------------------------|-------------------------|-------------------|
| Praha 45% | Jihočeský kraj 4% | Kraj Vysočina 2% |
| Středočeský kraj 19% | Plzeňský kraj 3% | Olomoucký kraj 1% |
| Jihomoravský kraj 8% | Liberecký kraj 3% | Zlínský kraj 1% |
| Moravskoslezský kraj 6% | Královéhradecký kraj 2% | |
| Ústecký kraj 4% | Pardubický kraj 2% | |

MATTONI RUNNING FESTIVAL ÚSTÍ NAD LABEM



Mattoni Ústí nad Labem Half Marathon

Ústí nad Labem 10K Race

Spolchemie Czech cup in para cycling

Mattoni Ústí nad Labem Half Marathon – Relay

2Run (10 + 11 km)

dm family mile

dm bambini run

Running Expo



4 655 RUNNERS

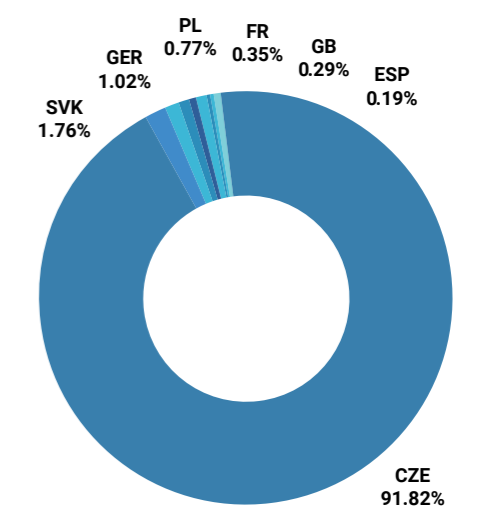
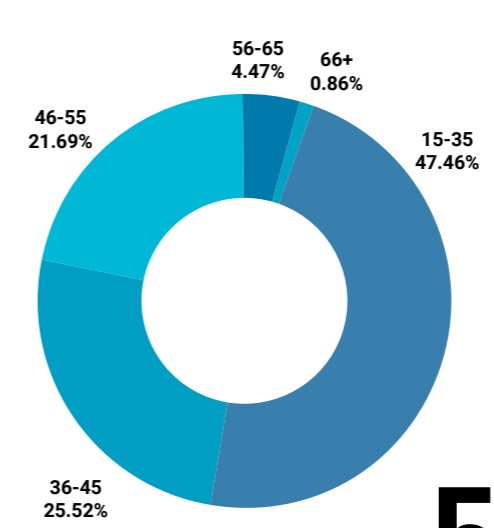
COMPETITIVE 3 132, NON COMPETITIVE 1 523

WINNERS 21K

♂ GASPAR CSERE (HUN) 1:06:06
 ♀ TEREZA HROCHOVÁ (CZE) 1:12:01

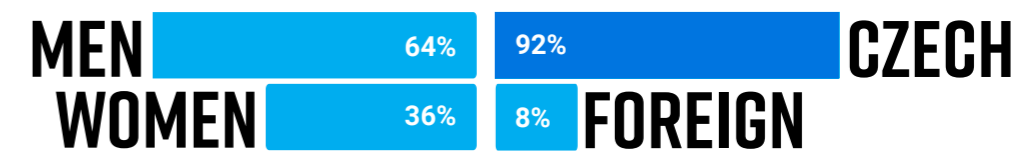
CZE WINNERS 21K

♂ DAMIÁN VÍCH (CZE) 1:07:04



52

NATIONALITIES



NUMBER OF RUNNERS BY CZECH REGIONS

- | | | |
|-----------------|--------------------|--------------------|
| Ústecký 40% | Olomoucký 2% | Pardubický 1% |
| Praha 25% | Plzeňský 2% | Vysočina 1% |
| Středočeský 14% | Jihočeský 2% | Zlínský 1% |
| Liberecký 5% | Jihomoravský 2% | Královehradecký 1% |
| Karlovarský 3% | Moravskoslezský 1% | |



MATTONI LIBEREC NATURE RUN

Mattoni Liberec Nature Run – 22k Race

Mattoni Liberec Nature Run – 12k Race

dm family mile

dm bambini run

Running Expo

2 597 RUNNERS

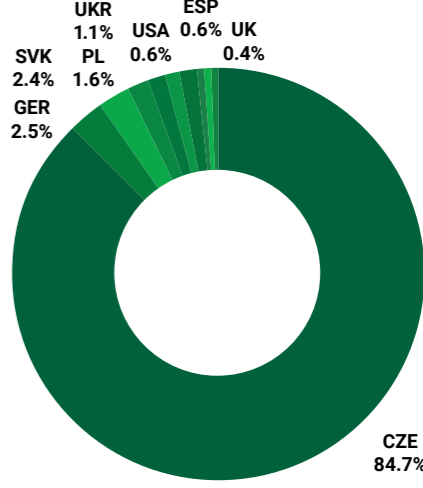
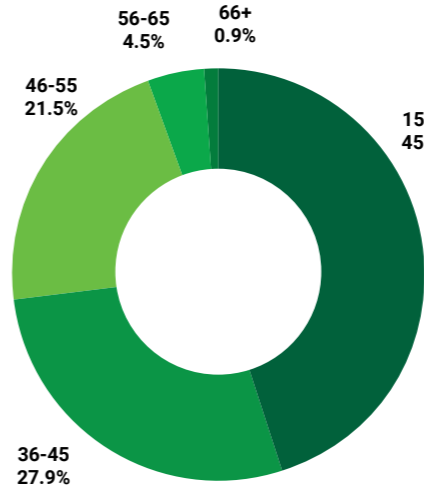
COMPETITIVE | 647, NON COMPETITIVE 950

WINNERS 22K

♂ VÍT PAVLIŠTA (CZE) 1:21:32
 ♀ LUCIE PAVLIŠTOVÁ (CZE) 1:38:33

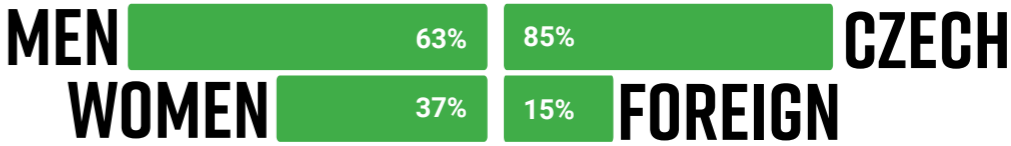
WINNERS 12K

♂ DAMIAN VICH (CZE) 0:40:58
 ♀ ANEŽKA SEIFERTOVÁ (CZE) 0:54:16



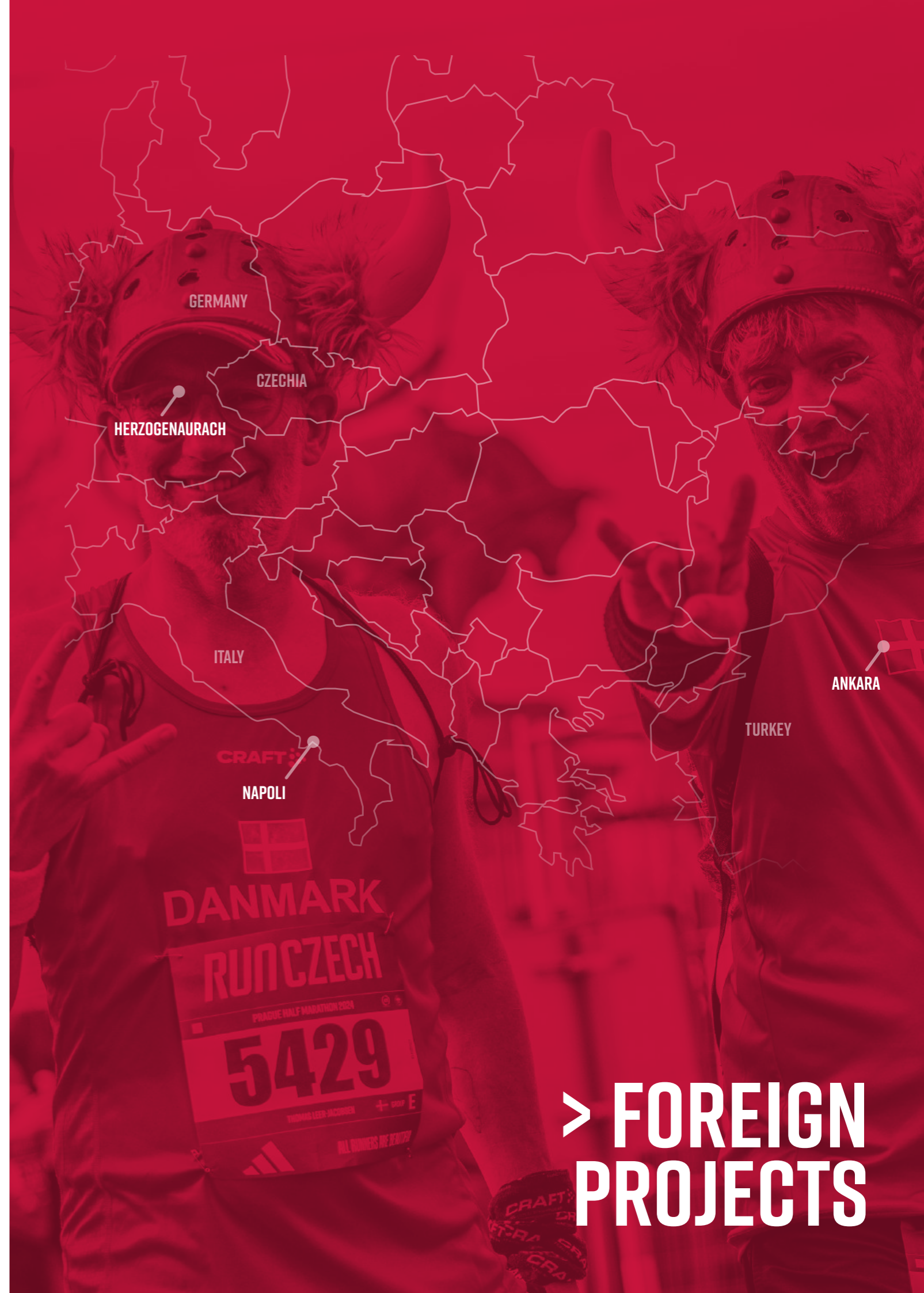
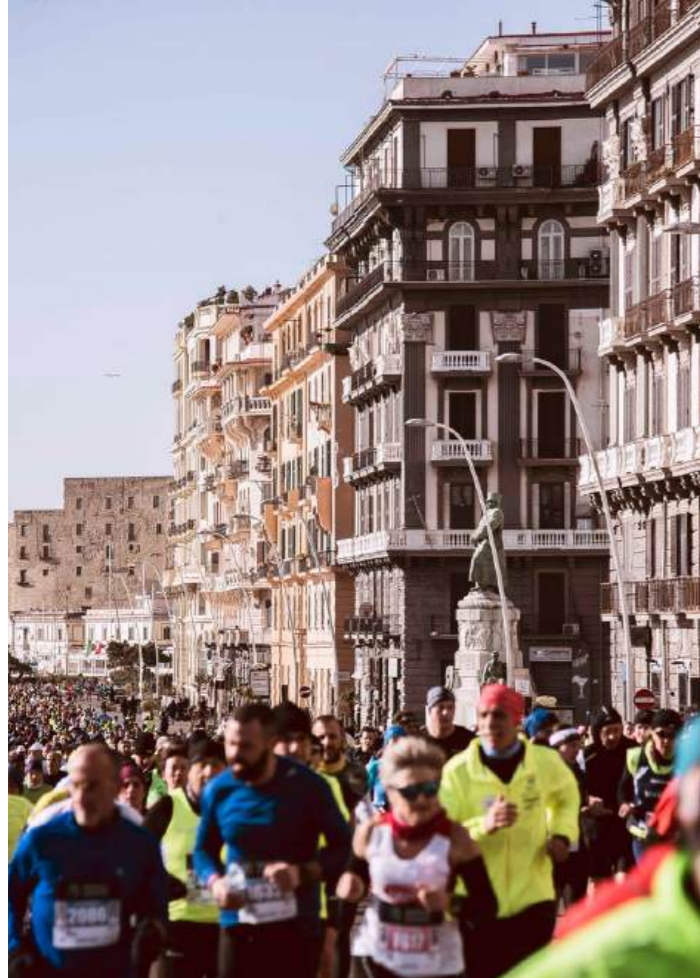
44

NATIONALITIES

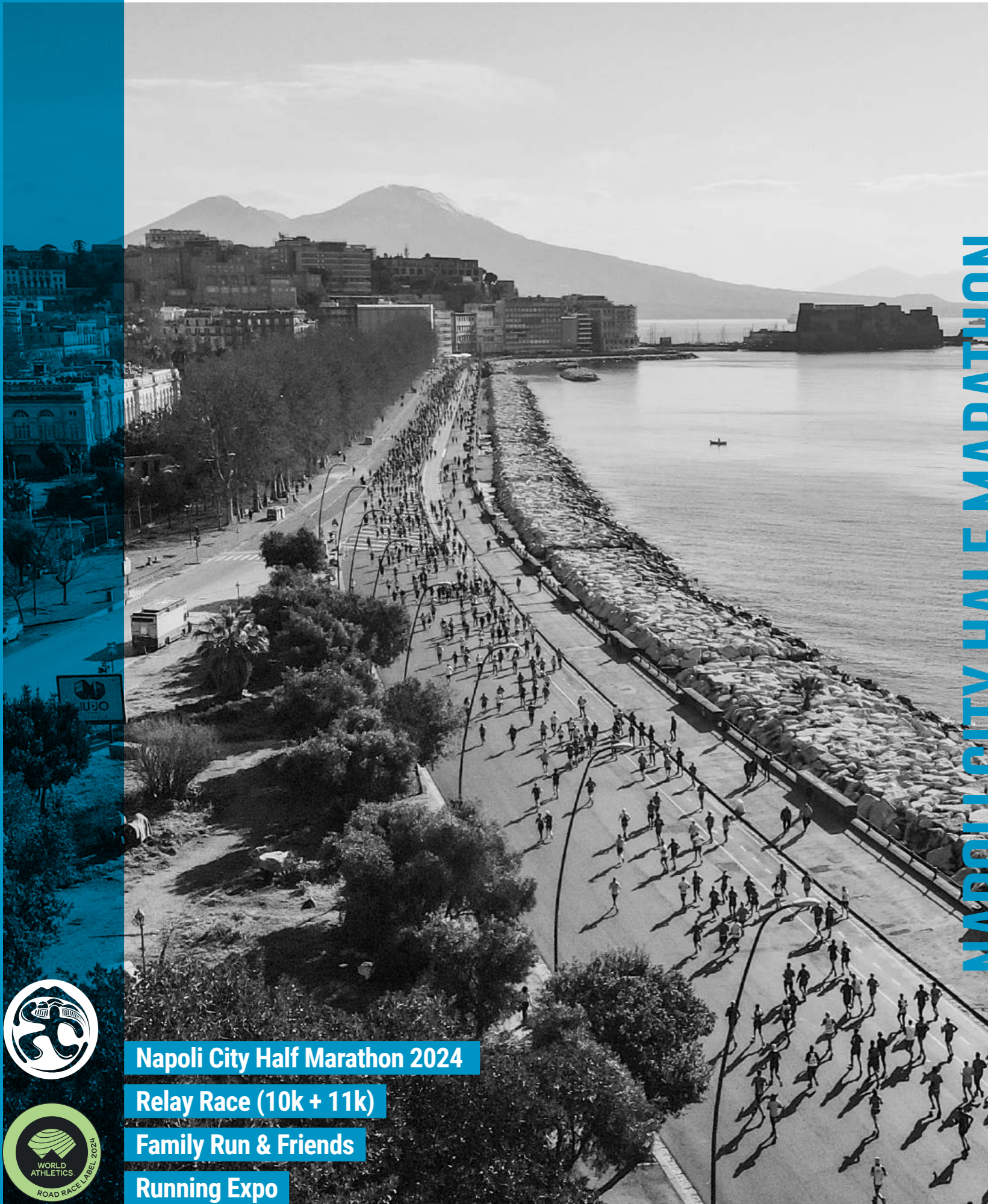


NUMBER OF RUNNERS BY CZECH REGIONS

- Praha 31%
- Liberecký 26%
- Středočeský 17%
- Ústecký 8%
- Olomoucký 2%
- Plzeňský 2%
- Jihočeský 2%
- Jihomoravský 2%
- Moravskoslezský 2%
- Pardubický 2%
- Vysočina 2%
- Královohradecký 2%
- Zlínský 1%
- Karlovarský 1%



> FOREIGN PROJECTS



NAPOLI CITY HALF MARATHON

6 413 RUNNERS

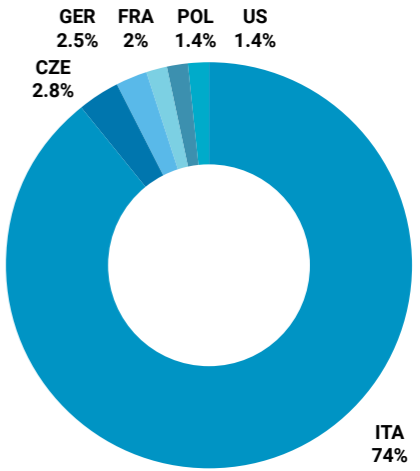
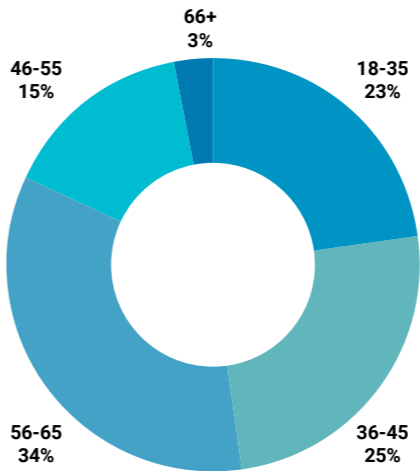
COMPETITIVE 5 501, NON COMPETITIVE 912

WINNERS 21K

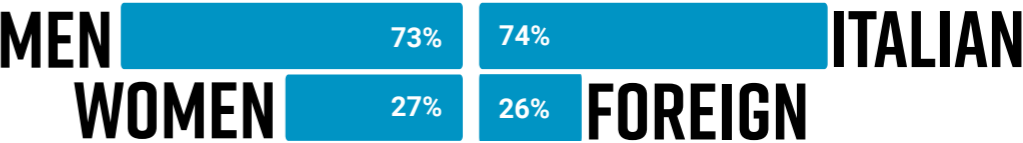
♂ KIRUI BRIAN KWEMOI (KEN) 00:59:26
 ♀ TANUI ANGELA JEMESUNDE (KEN) 01:07:04

ITA WINNERS 21K

♂ YASSINE RACHIK (ITA) 01:05:14
 ♀ SOFIA YAREMCHUK (ITA) 01:08:27 (ITALIAN WOMENS RECORD)



72
NATIONALITIES



NUMBER OF RUNNERS BY ITALIAN REGIONS

Campania 35%	Sicilia 4.80%	Basilicata 1.90%
Lazio 10.40%	Tuscany 3.80%	Marche 1.70%
Emilia Romagna 8%	Piemonte 3.60%	Liguria 1.30%
Lombardia 7.20%	Calabria 2.20%	Friuli 1.30%
Veneto 6.30%	Sardinia 2%	Trentino 1.30%
Puglia 6%	Abruzzo 2%	Molise 1.20%



Napoli City Half Marathon 2024

Relay Race (10k + 11k)

Family Run & Friends

Running Expo



12 RECORDS BROKEN

ROAD TO RECORDS
ADIDAS HQ
GERMANY APRIL 27, 2024



2024 ADIZERO
ROAD TO RECORDS

IN LOVING MEMORY OF VICTORIA VĚRA BLYTH

With heavy hearts, we remember Victoria Věra Blyth, the amazing founder of the Runkara International Half Marathon. Victoria wasn't just a leader. She was a dreamer, a doer, and a true inspiration to everyone lucky enough to know her.

Runkara wasn't just an event to Victoria. It was her passion and her way of bringing people together. Her dedication, hard work, and love for running connected athletes from Türkiye and across Europe, creating something much bigger than just a race.

This year's edition was all about honoring her memory. Even though she's no longer with us, her spirit will always be part of every step taken in this event. Her legacy lives on in the race she loved so much, and her story will keep inspiring us all.

We'll always be grateful for the countless ways she touched our lives.

Rest easy, Victoria. You'll always be with us.

"Adizero: Road to Records" brings together some of the world's fastest athletes on the adidas campus in Herzogenaurach, Germany, for a special day of racing and with the ambition of smashing personal bests, breaking records, and building legacies!

This event itself was inspired by RunCzech in 2020 where we invented the "Prague 21,1km - Ready for the Restart". After breaking the Women's World Record in Prague, during pandemics, the next edition of the event was moved to the adidas headquarters in Germany.

RACES

800M
MEN

1 MILE
MEN & WOMEN

5K
MEN & WOMEN

10K
MEN & WOMEN

PARTICIPANTS

120+
PRO
ATHLETES

1 200+
5K MASS
PARTICIPANTS

26
NATIONALITIES

RECORDS

1x
WORLD RECORD
MILE

9x
NATIONAL
RECORDS

2x
U20 WR - MILE



ANKARA, HEART OF TÜRKİYE
RUNKARA



5TH
EDITION

BOSCO IN ROSA

Napoli Running, with the patronage of the Municipality of Naples and the Real Bosco e Museo di Capodimonte, has organized the fifth edition of Bosco in Rosa. It is a non-competitive 4 k race reserved only for women and the aim of the event is to increase women participation in sports. The event takes place in the Real Bosco di Capodimonte, one of the most beautiful parks in Naples, and home to one of the most famous museums in Italy.

The event is organized together with the charity Sostenitori Ospedale Santobono: the foundation that works to support the Santobono Pausilipon, the largest pediatric hospital in southern Italy.

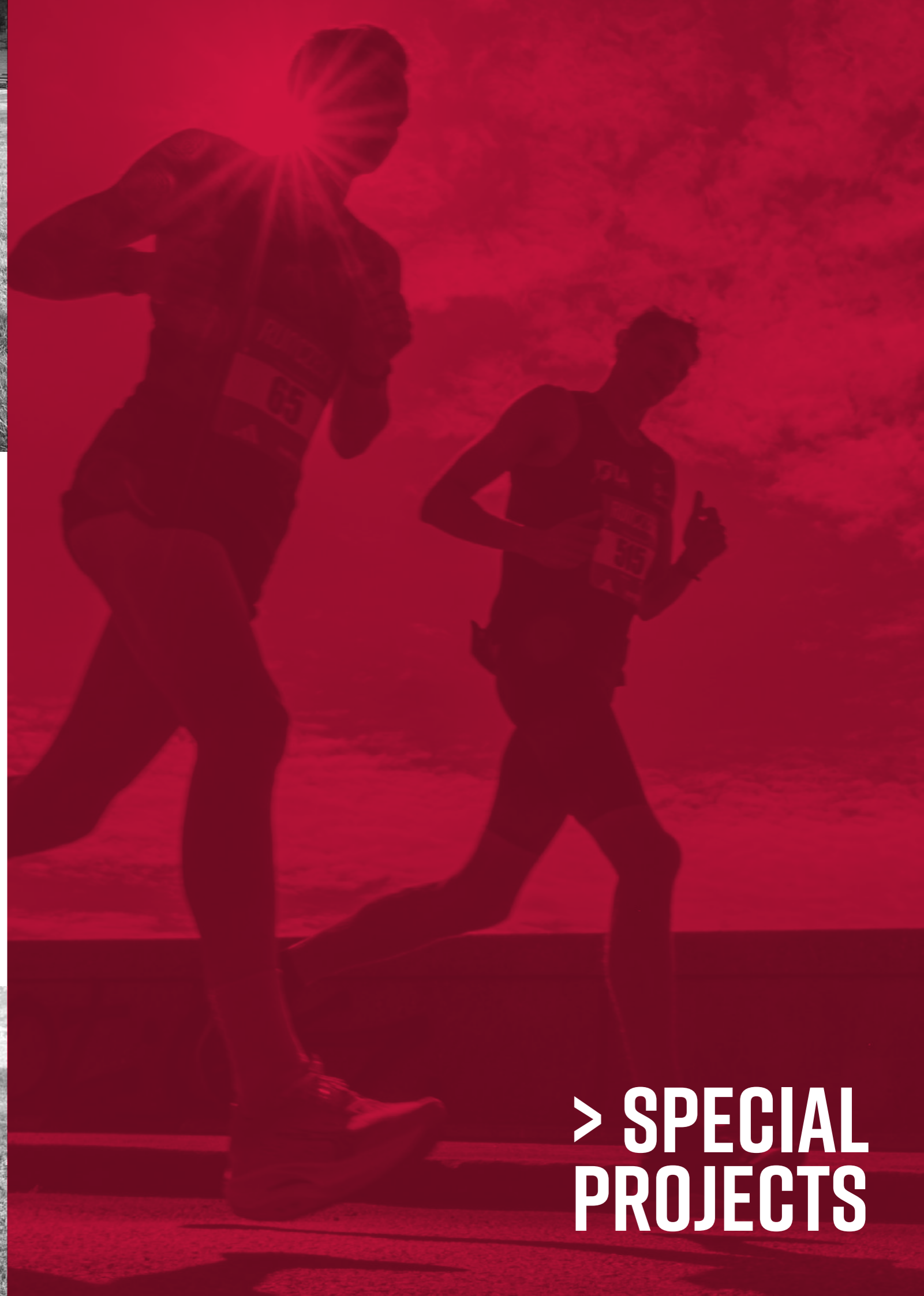
This year, the event raised awareness about gynecological and breast cancer prevention: the partner SYNLAB offered a check-up at a discounted price, so that every woman could have a complete examination.

The race also saw the participation of the Napoli Football Women Team: the club's academy gave the start to the race and brought joy to the event.

START:
MUSEO E REAL BOSCO
DI CAPODIMONTE, NAPLES
26. 10. 2024, 16:00



> SPECIAL
PROJECTS



125 000 TOTAL VISITORS RUNCZECH EXPOS

ESTIMATED
NUMBER OF
VISITORS
(RUNNERS
+ GENERAL
PUBLIC)

RUNNING EXPO

31 000
VISITORS

3-5. APRIL 2024
PRAGUE
HALF MARATHON

MARATHON EXPO

42 000
VISITORS

2-4. MAY 2024
PRAGUE INTERNATIONAL
MARATHON

MORAVIA SPORT EXPO

17 000
VISITORS

14-15. JUNE 2024
MATTONI OLOMOUC
RUNNING FESTIVAL

5000 - 8500

PEOPLE IN AVERAGE
VISITED RUNNING EXPO
AT THE REST OF
RUNCZECH
EVENTS



VALENTINE'S RUN

820
RUNNERS

START: STROMOVKA PARK,
PRAGUE, FEBRUARY 17, 2024

THE VALENTINE'S RUN IS REALLY
FOR EVERYONE. THE ROUTE IS
ONLY 5 KM AND EVERYONE IS A
WINNER ON THIS DAY!



DM ACTIVE BREAKFAST

423 RUNNERS PARTICIPATED

347 BREAKFASTS SERVED

START: LETENSKÁ PLÁŇ,
PRAGUE, MAY 4, 2024

IT'S ALL ABOUT GETTING READY FOR A
GREAT PERFORMANCE IN A FRIENDLY
ATMOSPHERE AND MEETING OTHER
RUNNERS.



DM FAMILY MILE



Categories and corridors:

- ▶ **Children running solo** (8–14 years)
- ▶ **Family and adults** (0–99 years)
- ▶ **Grandparents and grandchildren** (0–99 years)
- ▶ **Walk** (0–99 years)

12 345

FAMILIES AND KIDS RUNNING



PRAGUE INTERNATIONAL MARATHON



OLOMOUC RUNNING FESTIVAL



MATTONI KARLOVY VARY RUNNING FESTIVAL



MATTONI ÚSTÍ NAD LABEM RUNNING FESTIVAL



MATTONI ČESKÉ BUDĚJOVICE RUNNING FESTIVAL



MATTONI LIBEREC NATURE RUN

DM BAMBINI RUN



- ▶ **100m** (2–3 years) ▶ **150m** (4–5 years)
- ▶ **200m** (6–7 years)

We also organize several Bambini Runs, so that even the little ones can enjoy the race atmosphere.

The run is completely free and each bambino receives a t-shirt, starting number and finisher medal, just like their big heroes.

The categories are divided into three age groups so that many kids can feel how it is to be a winner.

1 200 KIDS RUNNING





SUPERHALFS

SuperHalves is a series of six glorious half marathons that takes super-ordinary runners to six dream tourist destinations



74 000
RUNNERS ON THEIR
SUPERJOURNEY



1321
SUPERMEDALS
DELIVERED



BATTLE OF THE TEAMS

The Battle of the Teams is a whole new way to approach our sport. Turning the marathon into a team sport adds a huge amount of excitement to the race. One in which every runner matters. Every second matters. It prolongs the drama, it motivates every runner to be at their best, and it makes the sport of running infinitely more watchable.

4 TEAMS

EACH TEAM INCLUDES

5 MEMBERS

4 PRO ATHLETES + ALL RUNNERS

ALL RUNNERS

ARE HOBBY RUNNERS WHOSE TIME COUNTS TOO

All Prague International Marathon entrants can participate in The Battle of the Teams. They are free to choose their team according to who is their favourite pro-runner, their local hero, or which benefits from the partners they want to receive.

This event is highly competitive, as it means that each runner in the team can have their own impact on the outcome of the race, even the slowest member from the back of the race.

BT. BATTLE OF THE TEAMS
RUN FOR ALL. ALL FOR RUN.

EUROHEROES

EuroHeroes is a RunCzech initiative (in cooperation with European Athletics) that was created for three reasons. To make European athletes even more competitive on the world stage. To celebrate the greatness that exists among us. And to generate a fan base for local and regional runners with the hope of inspiring a new generation to follow in their footsteps. With that in mind, we have designated four of our half marathons as EuroHeroes events, featuring only European runners. Each race is awarded with a WA Label.

EUROHEROES CHALLENGE

Runners need to complete at least two out of four EuroHeroes races. For each race they are awarded points according to the World Athletics Scoring Tables. The sum of the two best points gives final ranking.

EuroHeroes 2024 series culminated with the race in Ústí nad Labem. In terms of winners, last year's winners almost managed to defend their primacy. In the men's category, Sebastian Hendel became the winner. In the women's category, last year's winner Tereza Hrochová despite winning the race, she finished second overall, Winner is Maryna Nemchenko, she won by just 18 points.



Euroheroes men:

1. **Sebastian Hendel** (Germany) 2036 Pts
2. **Daniele D'Onofrio** (Italy) 2011 Pts
3. **Mykola Mevsha** (Ukraine) 1953 Pts

Euroheores women:

1. **Maryna Nemchenko** (Ukraine) 2186 Pts
2. **Tereza Hrochová** (Czech Republic) 2168 Pts
3. **Nóra Szabó** (Hungary) 2134 Pts



RUNCZECH
RACING

RUNCZECH RACING



243

TOP 5
FINISHES

8

WORLD
RECORDS

74

VICTORIES IN WORLD
LEADING EVENTS

Inspired by the legacy of running legend Emil Zatopek, back in 2014 we launched a project called RunCzech Racing, aiming to develop a new generation of world class athletes. These young and talented athletes compete in the most prestigious races on the planet and promote not only the Czech Republic but also cooperation and understanding between nations, inspiring both, adults and children, to live well and active and healthy lives.

ENERGY AT WORK

RunCzech offers a program that helps companies and work teams to shake up the normal work day. Our professional coaches are ready to visit clients' offices and prepare a customized running and training plans for their employees.

That means the full program is designed according to the corporate needs and goals, the fitness level of the runners, and the preferred place, time, and date.

Energy at Work is a turn-key wellness program for companies that care about the healthy and active lifestyle of their teams.

14
COMPANIES
INVOLVED

2 184
EMPLOYEES
TRAINED

182
TRAINING
SESSIONS

589
PAID
ENTRIES

8
WEEKLY
TRAININGS

11
SPECIAL
EVENTS

29
MATTONI
FREERUN RUNS



RUNNING MALL

WE ARE DETERMINED TO BUILD A RUNNING COMMUNITY WHERE ALL RUNNERS ARE BEAUTIFUL. A SPACE WHERE EVERYONE IS EQUAL NO MATTER THEIR EXPERIENCE, AGE, SIZE, CULTURE OR RACE.

Our running center provides complete support for every single runner and runner-to-be! A place where people can train, learn, improve, enjoy, relax and make new friends at many of our events! We connect active people locally and internationally and offer a space where we also merge wellness & networking. Our guests don't need to have any sport experience to start with us. We will take care of everything from the very beginning until runners reach their goals and set-up new ones!

We provide runners with everything they need, including training, massages, clothes, shoes and nutritional supplements. For the convenience of our clients all of these are available at one place, where there is a highly experienced staff including trainers and runners who are happy to assist you with anything you might need.



JUNIOR MARATHON CHAMPIONSHIP

2 500

QUALIFIED SEMIFINAL PARTICIPANTS

GYMNÁZIUM SOŠ A SZŠ JILEMNICE LIBEREC REGION WINNER 2024

8 630

RUNNERS ENGAGED COUNTRY-WIDE

The Junior Marathon Championship, organized by RunCzech since 1997, continues to be the biggest nation wide event for high school students and their teachers. This relay-style competition welcomes thousands of students every year, with each team comprised of 10 members, with each member running 4.2 km. It's an event that we hope will instill a lifelong love of running in young people. A desire to live a healthy lifestyle. For that reason, participation in the event is free. The final is held as a part of the Prague International Marathon where the students start next to the elite runners.

STUDENTS RUN IN 14 REGIONS IN THE CZECH REPUBLIC



VOLUNTEERS

6 485

RUNCZECH VOLUNTEERS

RUNCZECH
volunteer

253

CHIEF VOLUNTEERS

Volunteers are the heroes of our races, and their contributions are invaluable to the success of RunCzech events. These dedicated individuals selflessly give their time and energy to ensure that each race is a memorable and enjoyable experience for all runners. Their commitment and enthusiasm make a significant difference in every aspect of their involvement.

They are alongside the course, ensuring the safety of all participants as well as cheering them on. They run the refreshment stations. They are at the start and finish area, helping runners get to the right corridor before the start and giving them medals after they finish. Their energy, smiles, and words of encouragement lift the spirits of participants, creating a fantastic atmosphere that inspires everyone to give their best. Needless to say, we would not be able to organise world-class races without the help of our amazing volunteers. It is a massive job requiring more than 6 000 people each year and every single one deserves our utmost appreciation.

MATTONI FREERUN

A nationwide project that offers 5km courses, certified by the Czech Athletic Federation, all around the country. It motivates runners to run on safe places, join groups of like minded people, organize own events, or follow our coaches. All free of charge.



66
MATTONI FREERUN
COACHES

95
CERTIFIED
ROUTES

13 150
RUNNERS MFR
FB GROUPS

59
TOWNS
IN CZECHIA

MATTONI
FREERUN



LOYALTY PROGRAM

RunCzech operates like many other successful businesses, with the understanding that we have to constantly expand our customer base, but knowing that it's easier to retain customers (in our case, runners) than to attract new ones. That's why we invest so much energy and time maintaining constant contact with people who have run with us before. And developing our various loyalty programs:

RUNCZECH STARS

Runners that completed all Runczech Races in one year.

120
RUNCZECH STARS
2024

RUNCZECH KINGS AND QUEENS

Runners that completed the Prague Marathon



6 times
BRONZE

10 times
SILVER

15 times
GOLD
(run free of charge)



1973
TOTAL

187
IN 2024

123
BRONZE

42
SILVER

22
GOLD

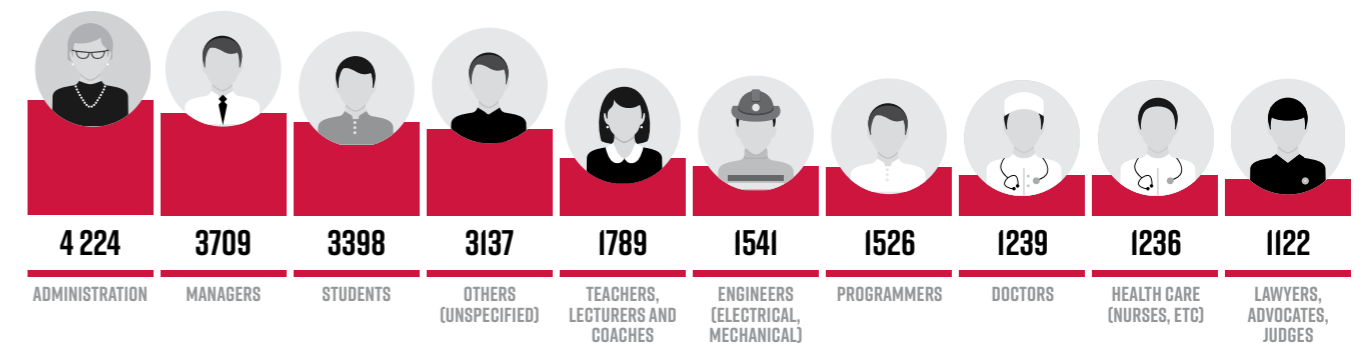
6
28 EDITIONS

RUNCZECH RUNNING LEAGUE

Competition for hobby runners based on occupation. This not only makes the races more fun, it vastly improves participants' chances of finishing their race as a champion! And it means that anyone can be the fastest banker, lawyer, executive, taxi driver etc... in the country.

41 722
PARTICIPANTS

386
WINNERS WITHIN AGE CATEGORIES
OF SPECIFIC PROFESSIONS





CHARITY

RunCzech cooperates and supports charities and non-profitable organizations during individual races and through out the year. Our wish is to channel the beauty and emotions generated at running events into meaningful and noble causes. Runners are keen to support such causes and RunCzech is giving them the chance on every race.

16
CHARITIES

107 500 EUR
EQUIVALENT OF THE TOTAL VALUE GAINED
FOR CHARITIES



ECOLOGY

PROJECT: SUSTAINABLE DRINK CUPS

This partnership between Foopak and RunCzech aims to replace single-use plastic cups with Foopak Bio Natura cups across all RunCzech events. Throughout the season, Foopak is supplying a total of over 300,000 plastic-free cups at all hydration stations of all RunCzech events.

300 000
PLASTIC FREE CUPS

PROJECT: RUN FOR TREES

Nearly 1,000 runners run every year to support tree planting in places where people want and need them. Since 2005, almost 3,800 new trees and bushes were added to the landscape thanks to the financial contribution of 10 EUR by each runner.

6 100 EUR
FROM CONTRIBUTIONS

MARATHON MUSIC FESTIVAL

Music is the so-called 'allowed doping' at running events. At least for the thousands of hobby runners who need every little push to get them to the finish line. We are ready to help them with all kinds of music at the start, finish, and along the course.

NUMBER
OF BANDS

75+

BAND PLAYING
AT EVERY

2.5 KM



ECONOMIC IMPACT

EVENTS IN CZECHIA

RunCzech events across the country stimulate the local economy and motivate domestic and international runners to explore Prague and other beautiful cities outside the Capital. The analysis was carried out in cooperation with Czech Tourism and leading independent analytical company.

CZECH REPUBLIC	TOTAL	PRAGUE	REGIONS
NUMBER OF VISITORS	192 033	121 209	70 824
TOTAL ECONOMIC IMPACT	911 MIL CZK 36 MIL €	712 MIL CZK 29 MIL €	199 MIL CZK 8.1 MIL €
CREATION OF JOB OPPORTUNITIES	432	322	110



EVENTS IN ITALY

ITALY	TOTAL
NUMBER OF VISITORS	16 503
TOTAL ECONOMIC IMPACT	4.3 MIL €
CREATION OF JOB OPPORTUNITIES	57



POLAND

FOREIGN PROMOTION

GERMANY

Prager Halbmarathon 2024 – Unser Review

Laufen in Kroatien, Laufen in Frankreich und Laufen in Deutschland – und einen 'Sechseckmeister' dazwischen. Das ist der Inhalt des neuen Podcasts 'Laufen in der Welt' von RunCzech.

Kronstadt – der Halbmarathon, der auch der Startpunkt für den ersten Schritt auf die große Meisterschaft ist. 200 Teilnehmer, die von der Stadt Prag für 24 Prager Kilometer einen Ort besucht, in dem die Teilnehmer, die auf dem 14,5 km-Lauf teilnehmen, den Ort für den Marathon.

Regulation – der erste Schritt, der als Startpunkt für den ersten Schritt, aber mit der Möglichkeit, den Ort zu besuchen, ist ein weiterer Schritt, der die Teilnehmer, die auf dem 14,5 km-Lauf teilnehmen, den Ort für den Marathon.

„All Runners Are Beautiful“: Prijavi se za Praški polumarton i/li maraton 2024!

Prague is a great city to visit and a great place to run. It's a beautiful city with a rich history and a vibrant culture. The Prague Half Marathon and Marathon 2024 is a great opportunity to experience it all. Sign up now!

SERBIA

RunCzech is proud to announce the Prague Half Marathon and Marathon 2024. It's a great opportunity to experience the beauty of Prague and the thrill of a long-distance run. Sign up now!

NETHERLANDS

RunCzech is proud to announce the Prague Half Marathon and Marathon 2024. It's a great opportunity to experience the beauty of Prague and the thrill of a long-distance run. Sign up now!

FRANCE

Tu as déjà couru plusieurs marathons. Quelles sont, selon toi, les particularités de cette course ?

Courir un marathon dans une capitale offre l'opportunité de découvrir la ville en passant par ses monuments emblématiques : l'horloge astronomique, le pont Charles, la vieille ville.

Cependant, une particularité de ce parcours réside dans les nombreux pavés que nous devons traverser. Il faut être vigilant pour éviter les chutes ou les blessures, ce qui ajoute un challenge supplémentaire.

Le parcours est relativement roulant malgré quelques reliefs, avec environ 100 mètres de dénivelé positif. Pour mon objectif de chrono, j'ai pu tester pour cette course des chaussures de course tant plaque de carbone : le modèle Spire 5 de la marque 36°. Voici mon test de cette chaussure si vous voulez en connaître tous les détails. Spoiler alerte : je recommande à

SWEDEN

Superhals! SEX SUPERHÄRLIGA SUPERHALVOR

Att vara på en halvmaraton i Prag är en fantastisk upplevelse. Staden är så vackert utsedd och det är så mycket att se. Det är en fantastisk upplevelse att vara på en halvmaraton i Prag. Staden är så vackert utsedd och det är så mycket att se. Det är en fantastisk upplevelse att vara på en halvmaraton i Prag. Staden är så vackert utsedd och det är så mycket att se.

AUSTRIA

Prague International Marathon | Prag

Das Prag International Marathon, das von der Stadt Prag organisiert wird, ist ein großartiges Ereignis, das die Schönheit der Stadt und die Herausforderung eines Marathons verbindet. Die Teilnehmer können die wunderschöne Altstadt von Prag erleben, während sie den Marathon absolvieren. Die Veranstaltung ist ein Höhepunkt der Sportkultur in Prag und ein großartiges Erlebnis für alle Teilnehmer.

UNITED KINGDOM

Why Prague is a must-do destination for runners in 2024

Capital of the Czech Republic has plenty to offer for half-marathon and marathon participants in the spring

Prague is a beautiful city with a rich history and a vibrant culture. The Prague Half Marathon and Marathon 2024 is a great opportunity to experience it all. Sign up now!

ITALY

Maratona di Praga, vincono Berhanu Hayle e Badane!

Una 20ª edizione di valore per la Maratona di Praga che si è corsa nel meraviglioso Centro della città in occasione dell'arrivo della Maratona di Praga. I vincitori sono Berhanu Hayle e Badane. La gara è stata una grande occasione per tutti i partecipanti e per la città di Praga.

RunCzech annuncia il calendario gare 2024, apertura iscrizioni

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Il calendario delle gare RunCzech 2024 è stato annunciato. Le gare si svolgeranno in diverse città della Repubblica Ceca e offrono un'ottima opportunità per i runner di provare nuove rotte e sfide. Le iscrizioni sono aperte e la partecipazione è attesa con entusiasmo.

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A BIG THANKS TO OUR PARTNERS

TITLE PARTNERS



PATRONS



WHY RUNNING EVENTS ARE A POWERFUL SPONSORSHIP VEHICLE FOR BURNISHING YOUR BRAND

POWER OF THE PARTICIPANT

You interact with prospects when they're most receptive, doing something they love.

COMMUNITY IMPACT

Running events have a huge impact on local charities and the communities they serve, solidifying your image as a responsible corporate citizen.

RUNNER'S PLUS-ONE (OR MORE)

As a sponsor, you reach a runner's friends and family who are often involved in helping them get to the finish line.

POSITIVE DEMOS

Runners tend to be more affluent and brand loyal.

B2B CONNECTION

Runners represent a good percentage of corporate executives and decision makers.

TEAM BUILDING

Running events are a great vehicle for employee morale, motivation and volunteerism. They also promote a great message of health and fitness internally.

START A CONVERSATION

Runners train for months before their races, creating opportunities to build long-term relationships.

RUNNING IS GROWING

In part because of the pandemic, more people are taking up running as a simple way to get exercise. In fact, distance races are the fastest-growing events in many parts of the world.

THE RIGHT RACE FOR YOUR MESSAGE

There are running events that appeal to all target markets, from 5k to a Marathon, as well as races for young children and teens who will grow up with you having been a vital part of their lives.

TECH SUPER STARS

Runners tend to be tech-lovers, and very active on their social channels, resulting in more engagement opportunities across platforms.

OFFICIAL PARTNERS



PARTNERS



OFFICIAL MEDIA PARTNERS



MEDIA PARTNERS



RUNCZECH

**ALL RUNNERS
ARE BEAUTIFUL**



PRAGUE MARATHON
4. 5. 2025



RUNCZECH

**ALL RUNNERS
ARE BEAUTIFUL**

WHAT'S NEW FOR 2025

ANNIVERSARY OF

PRAGUE MARATHON – 30 YEARS

GENERALI PRAGUE HALF MARATHON – 25 YEARS

MATTONI OLOMOUC HALF MARATHON – 15 YEARS

MATTONI ÚSTÍ NAD LABEM HALF MARATHON – 15 YEARS

REACHING OVER 100 000 RUNNERS

DIGITAL NEWS

NEW WEBSITE

NEW APPLICATION

NEW REGISTRATION SYSTEM

DIGITAL GATE ON PRAGUE RACES

NEW POSITIONING OF ADIDAS WOMEN'S 5K RUN

NEW COURSE IN ČESKÉ BUDĚJOVICE AND OLOMOUC

LIBEREC GETS A NEW NAME - TRAIL RUN

INTRODUCING NEW CHALLENGE - RUNCZECH HALFS

VALENTINES RUN ENTERS THE OFFICIAL CALENDAR

NEW TITLE PARTNERS IN OUR FAMILY

RUNCZECH

ALL RUNNERS
ARE BEAUTIFUL

CALENDAR 2025

VALENTINE'S RUN
15. 02.

NAPOLI CITY
HALF MARATHON
23. 02.

GENERALI PRAGUE
HALF MARATHON
05. 04.

PRAGUE
MARATHON
04. 05.

MATTONI RUNNING FESTIVAL
KARLOVY VARY
17. 05.

MATTONI RUNNING FESTIVAL
ČESKÉ BUDĚJOVICE
31. 05.

MATTONI RUNNING FESTIVAL
OLOMOUC
14. 06.

BIREL PRAGUE 10K
NIGHT RACE
06. 09.

ADIDAS WOMEN'S RUN 5K
PRAGUE
06. 09.

MATTONI RUNNING FESTIVAL
ÚSTÍ NAD LABEM
20. 09.

MATTONI LIBEREC TRAIL RUN
12K - 22K
05. 10.

