

# Brand Impact Analysis

*Mapping the Landscape of  
Brands and Running*

Prepared, Published and Released by



Data Sourced from





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# Brands Mapped for the year 2024-25


# Background

## Brand Impact Analysis: Third Edition (2024-2025)

The Indian running ecosystem continues to thrive, with road races witnessing unprecedented growth across both metropolitan cities and emerging urban centers. As running becomes an integral part of India's fitness culture, participation numbers are soaring, and races are becoming more structured and professionally managed. The momentum has only intensified in 2024-2025, with events scaling up in size, frequency, and diversity.

Unlike previous years, where sponsorship decisions were driven largely by **personal relationships**, brands have begun **adopting data-driven approaches** to maximize their engagement with the running community. The increasing availability of race metrics, participant demographics, and performance insights has enabled brands to **align their sponsorships with well-defined audience segments**, ensuring higher visibility and targeted impact.

Additionally, with the rise of **health-conscious consumer trends**, more sectors—including fitness, wellness, apparel, nutrition, and technology—are actively investing in road races. Sponsorship models have evolved beyond traditional logo placements, focusing on **experiential marketing, digital integration and community-building initiatives** to create lasting brand engagement.

The **third edition of the Brand Impact Analysis (2024-2025)** explores this transformation, offering insights into the **shifting dynamics of brand participation in Indian road races**. This report highlights the increasing role of **data-led sponsorship strategies**, measuring brand performance across events, and showcasing best practices for maximizing reach, engagement, and ROI in the ever-expanding running landscape.

## Purpose

- The purpose of this study is to examine the impact of brands and their investment within India's running event sector.
- It aims to provide a rationale for brands, aiding them in determining the allocation of marketing investments across running events.
- The study intends to analyze the extent of brand reach by assessing the number of runners engaged through sponsorships.
- As a data-driven initiative, this report stands as India's inaugural endeavor of its kind, designed to assist both events and brands in making more informed and strategic decisions.

## Sources

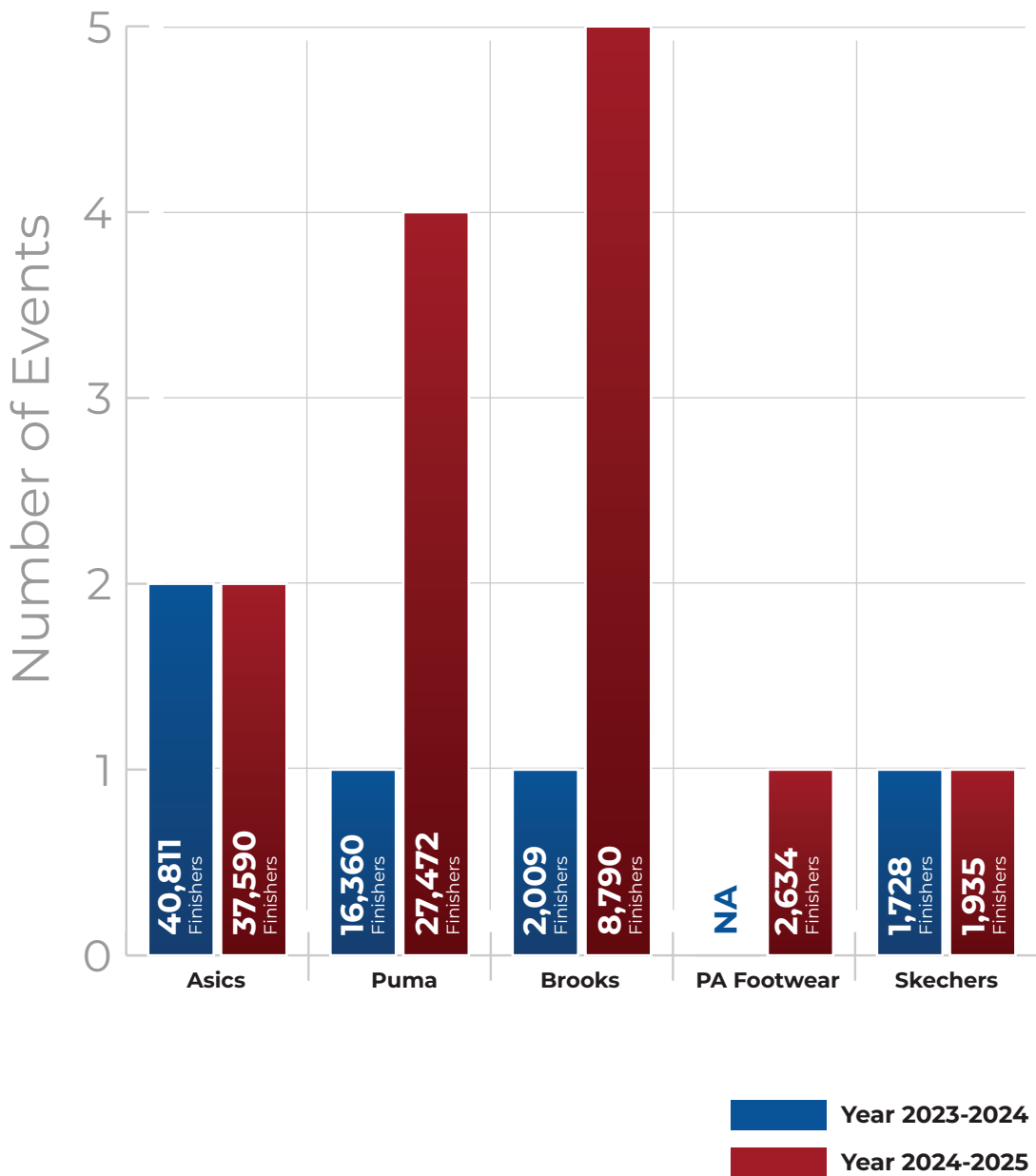
- The report draws its data from **RaceMart**, India's first and only running calendar, which accumulates a depth of data over the past several years of diverse running events across India.
- The report has analyzed the data of timed finishers and examined websites and social media handles to gather the data presented in the report.

## Methods

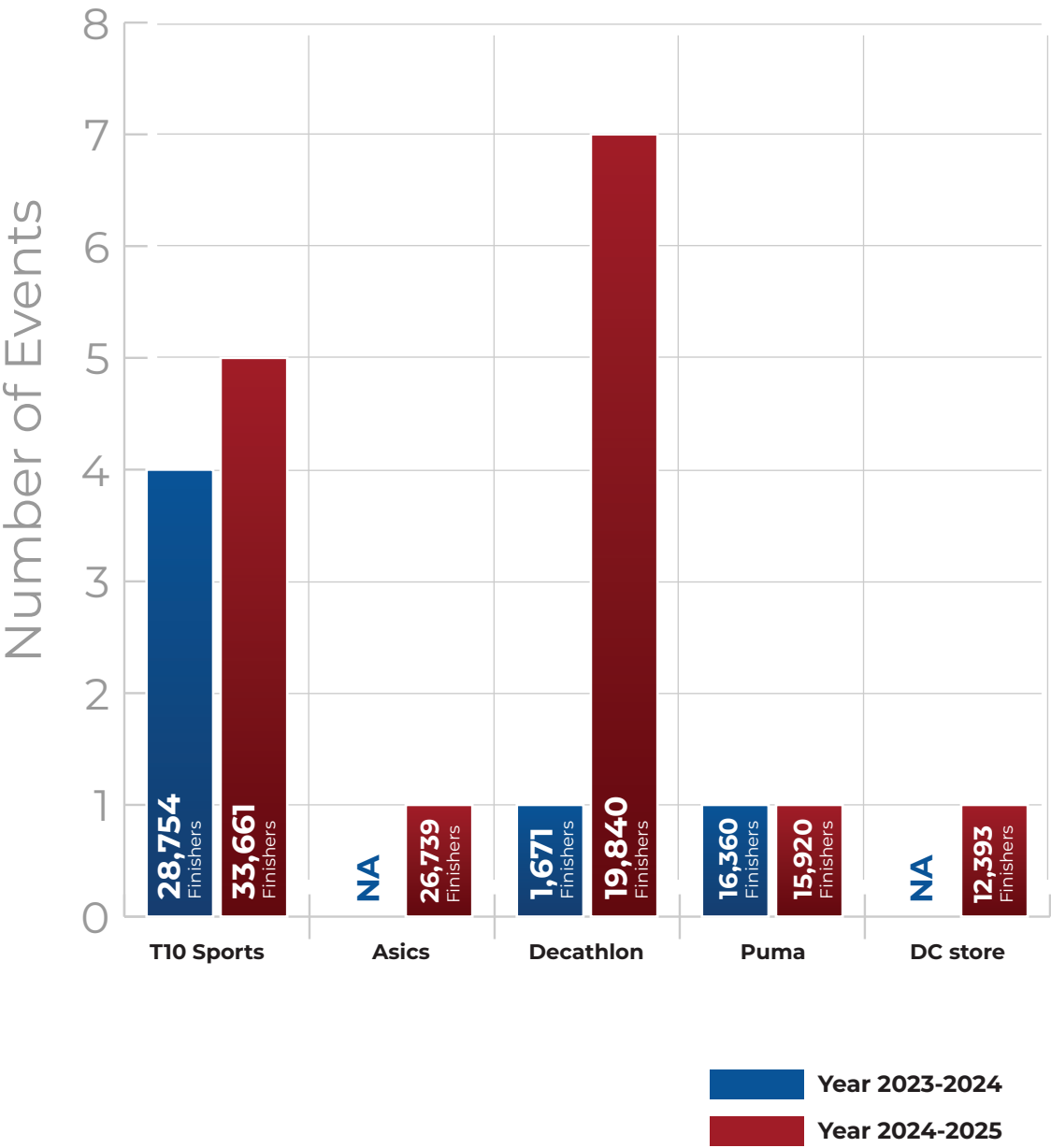
- To determine the number of participants influenced by brand sponsorships, the report utilizes the count of timed finishers as a reliable metric.
- Non-timed finishers, due to their unverifiable nature are excluded from statistical considerations within the industry.
- RaceMart's systematic tracking of timed finishers on a weekly basis serves as the foundation for associating brands with individual running events.
- The report exclusively focuses on the top 100 running events, chosen for their comprehensive data depth as brand coverage beyond this tier is notably sparse.



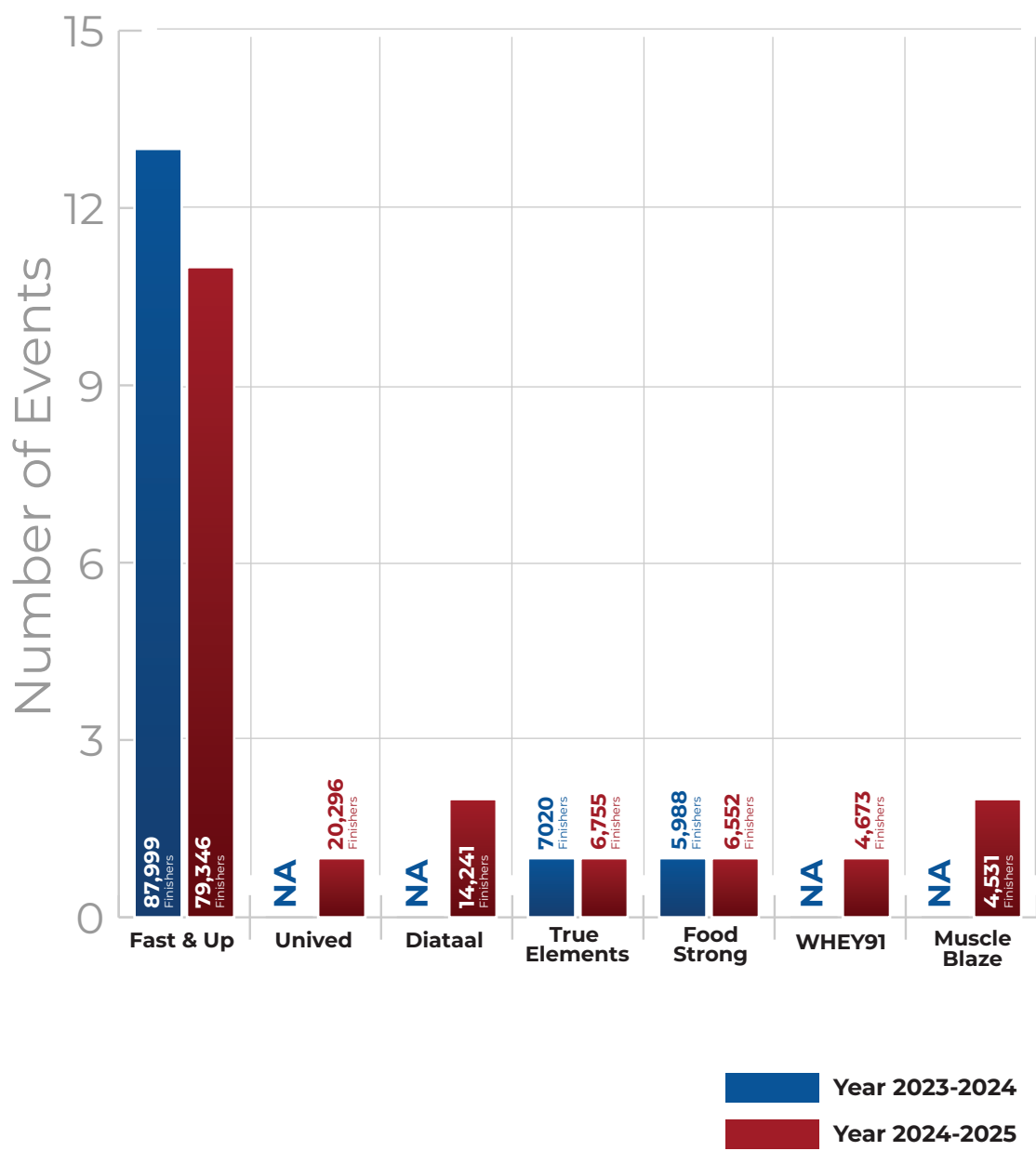
## Footwear Partners



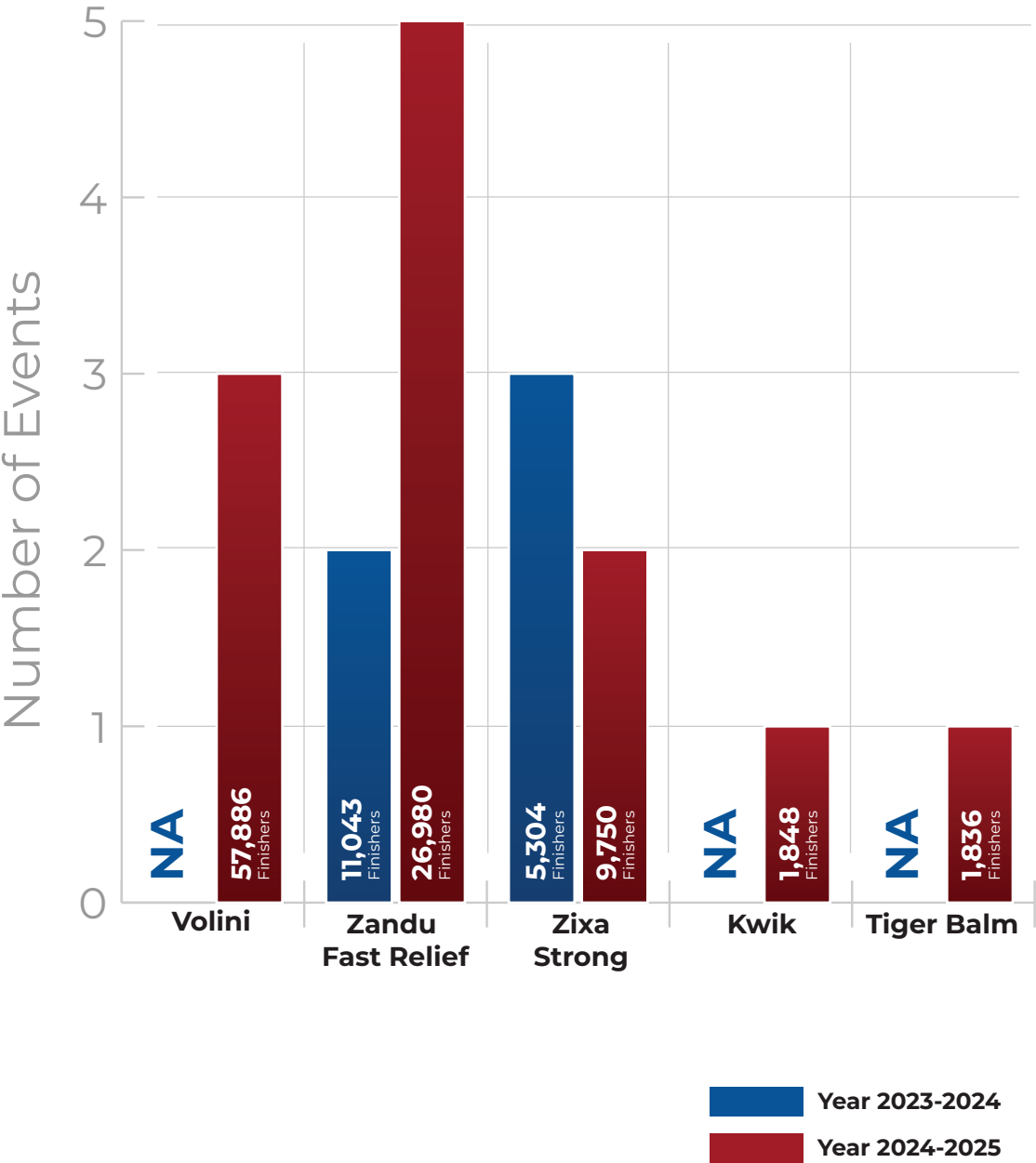
# Merchandise Partners



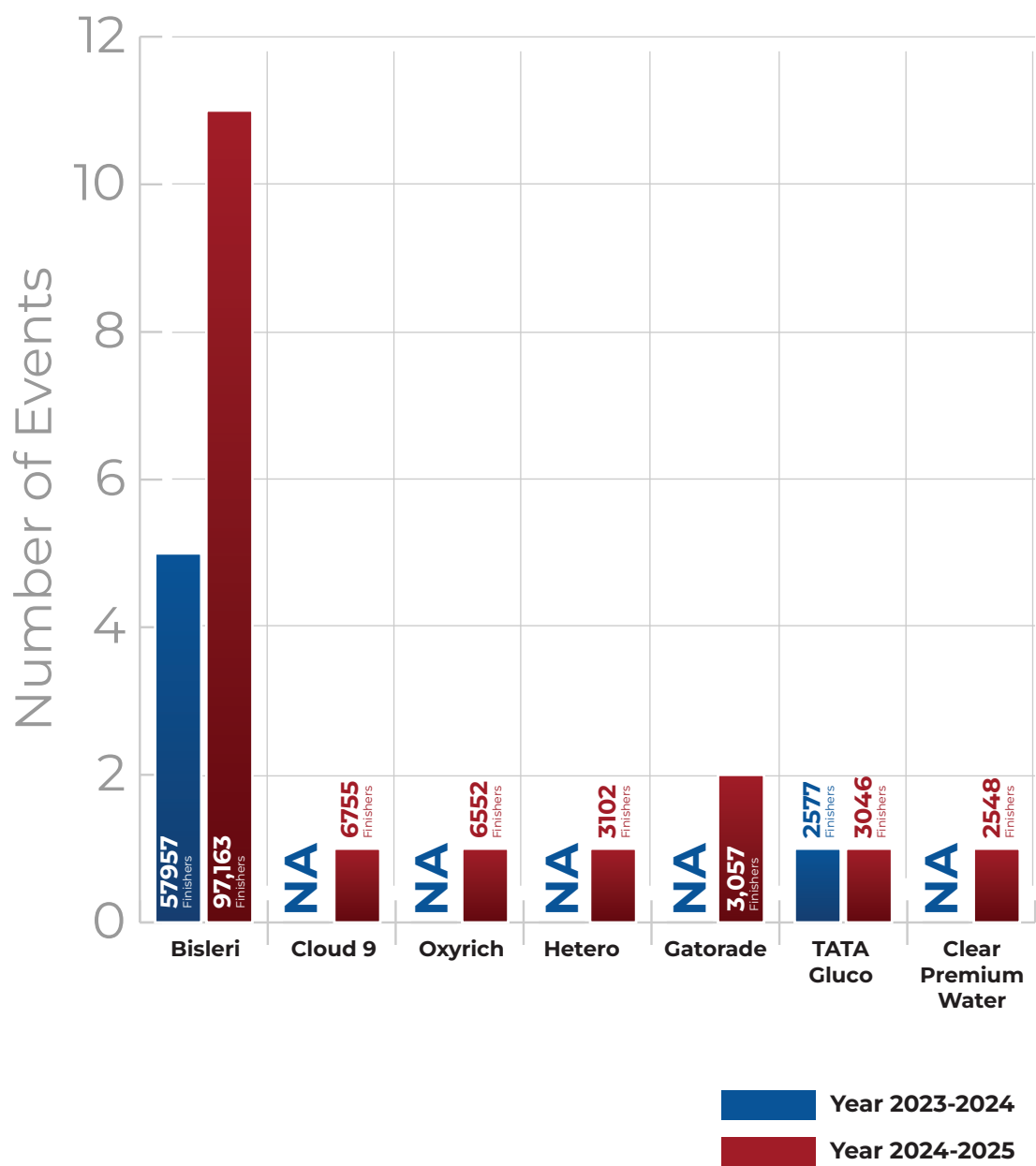
# Nutrition Partners



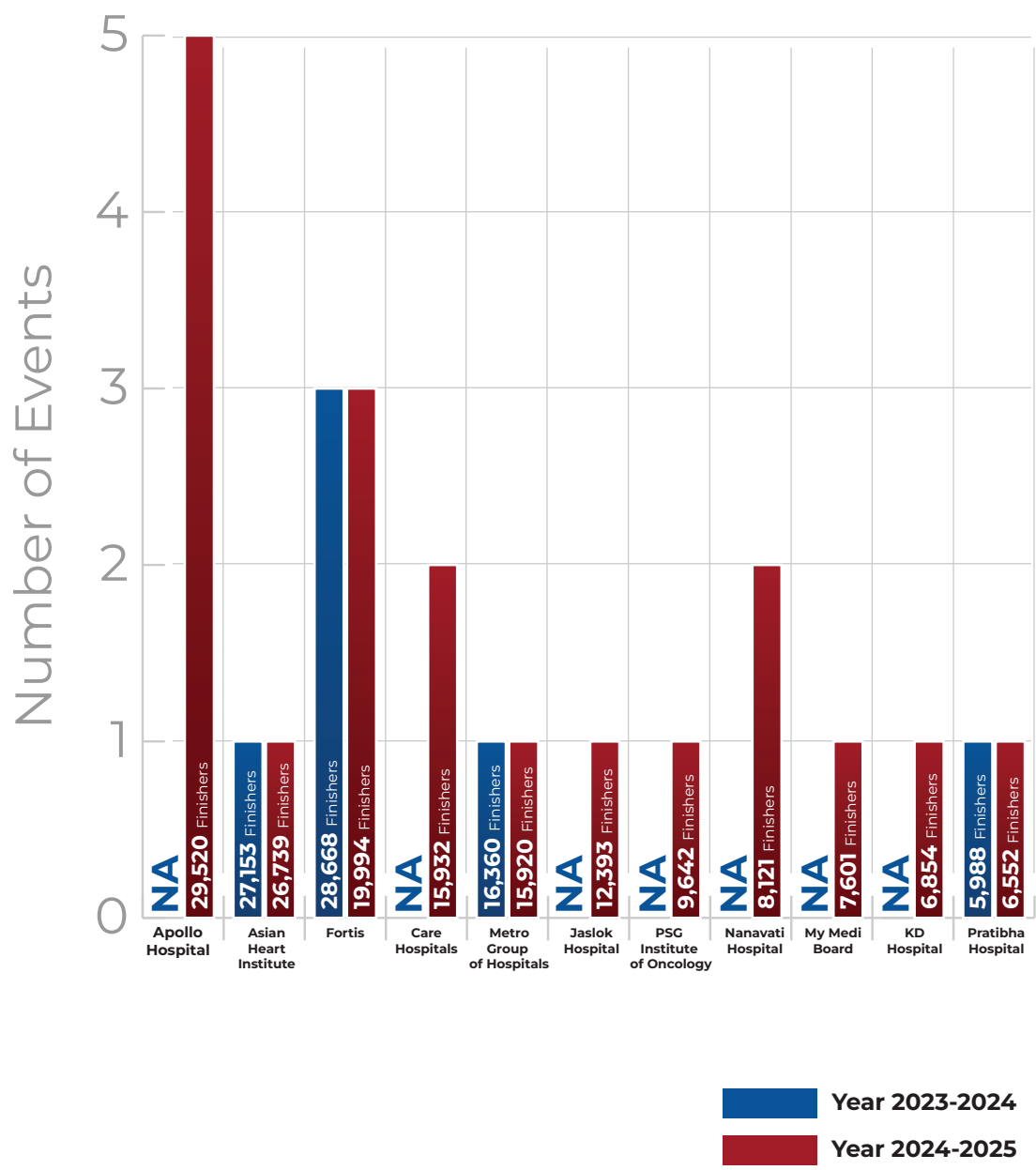
# Pain Relief Spray Partners



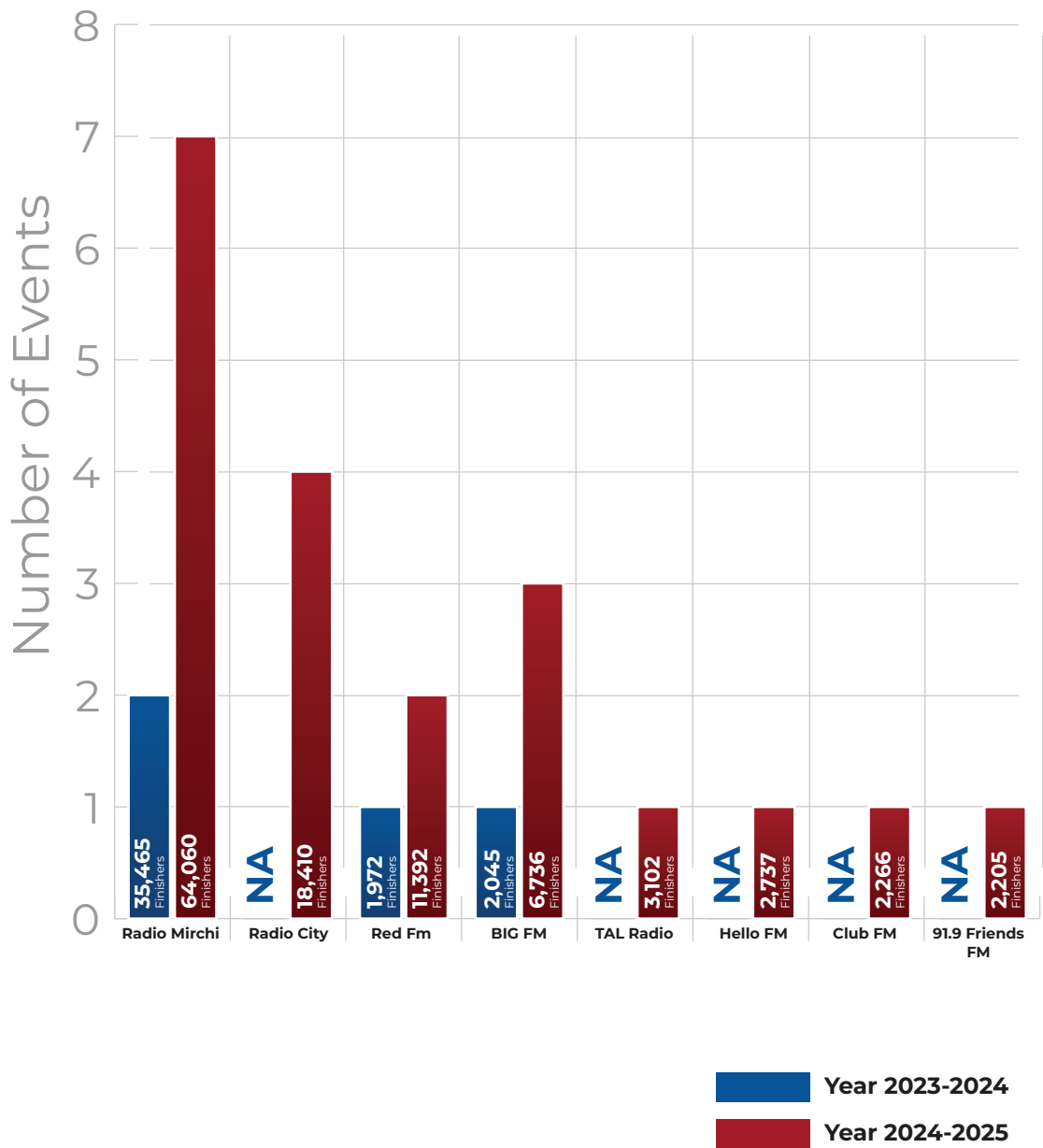
# Hydration Partners



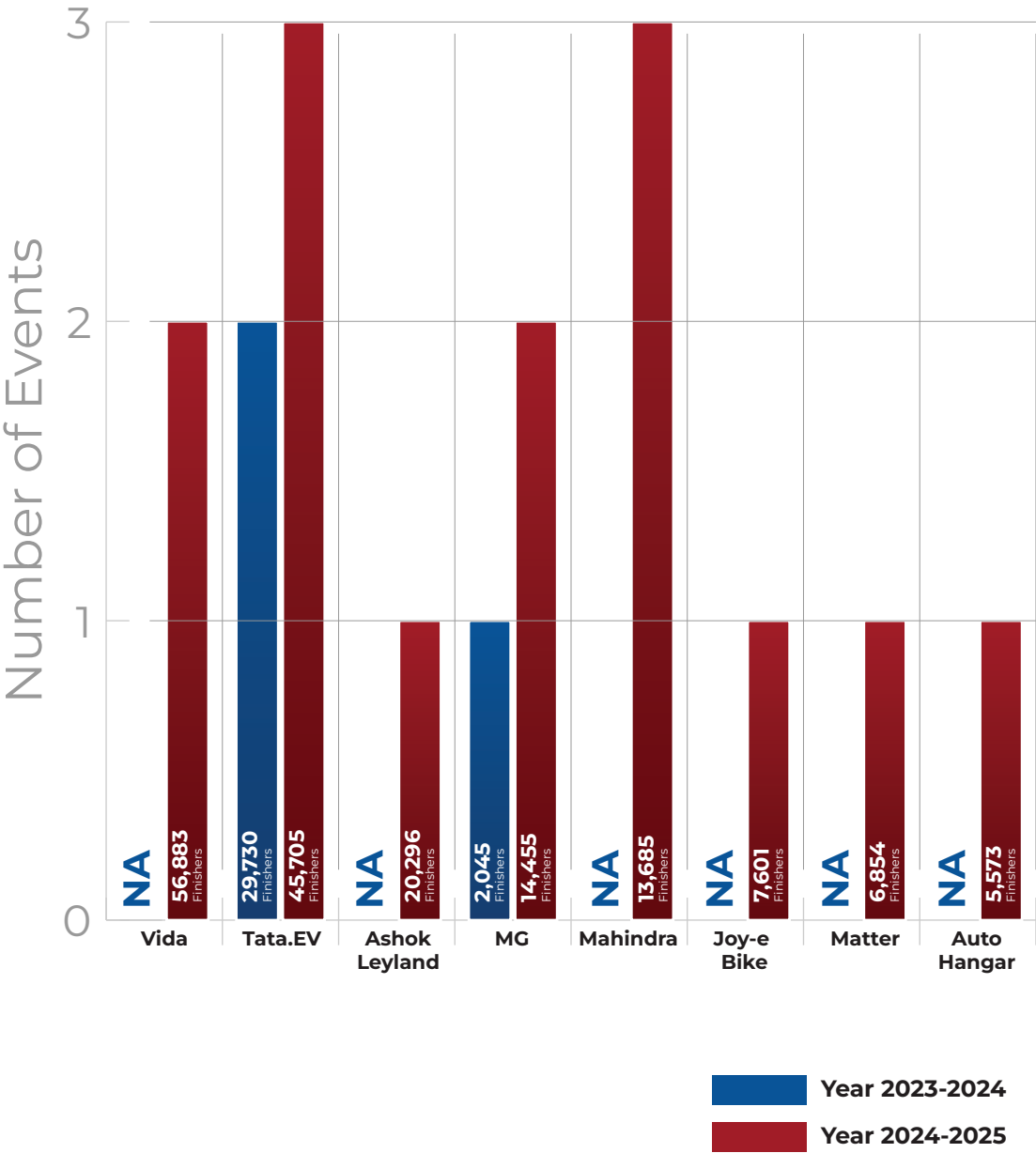
# Hospital Partners



# Radio Partners



# Automobile Partners





# About YouTooCanRun

YouTooCanRun is India's full-suite endurance sports management entity, that provides integrated race management solutions to event organizers, corporates and non-profit organizations, across India. We are a one-stop-shop for everything in running, that provides an array of solutions for racing events. YouTooCanRun's deep community engagement and domain expertise, bundled with a suite of offerings, helps brands leverage and unlock their potential in the areas of mass participation endurance events, be it running, cycling or variations of these such as duathlons, triathlons, etc. YouTooCanRun has a proven track record of establishing and growing sports IP over a several-year engagement cycle.

## Race Management

Managed more than 120 running events on a pan-India basis. Acted in various capacities across 1900-plus events.

## Brand Servicing

Offers a comprehensive suite of brand servicing solutions. Engaged with leading brands to promote their reach within the running, fitness, and health segments.

## Wellagio

Wellagio is an e-commerce platform dedicated to health, fitness, and endurance sports. Designed to cater to the needs of runners, athletes, and fitness enthusiasts, Wellagio offers a curated selection of high-quality products that enhance performance, recovery, and overall well-being.

By leveraging YouTooCanRun's extensive network of mass participation endurance events, Wellagio provides a unique marketplace where brands can connect directly with a dedicated fitness community.

## About RaceMart

RaceMart serves as a comprehensive data-driven directory of running events throughout India. It enables runners to choose smart.

**For Participants,** it provides a detailed marathon calendar and individual event pages, facilitating informed race selection based on criteria such as date, distance, and location.

**Event Organisers,** benefit from being able to add/edit their event listings on RaceMart. This platform serves as a targeted hub for participants, allowing organizers to reach them through banner advertisements.

## Disclaimer

- The study is made to the best effort basis and is correct up to its publishing date.
- It does not ascertain whether sponsorships involve barter agreements or cash transactions, thereby precluding the determination of the precise sponsorship value, since that is private knowledge.
- The product categories attributed to respective brands are as reported by the brands themselves.
- It's essential to note that the count of runners is just one metric for brands to consider when making sponsorship decisions. Additional factors such as the event's reputation, marketing investments, media coverage, and various other elements play a crucial role in determining the brand's Return of Investment (ROI).



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