



Manitoba Runners' Association

Running The Distance Since 1971

Event Promotion: What the MRA Can Do For You!

Have a great event coming up? Not sure how to get the word out? Not as savvy with social media as you'd like to be? Even if you are a guru or have a dedicated promotions person, the Manitoba Runners' Association can connect you to resources and networks that will ensure your event is promoted to the right people.

What you can provide:

- Event logo and any graphics/promo shots from previous years
- Registration link
- Event website
- Race results
- Race photos after your event
- Links to your social media
- Event association (charity, community club, residents' association, other group)
- Materials and swag for distribution (including old medals for display etc.)

What we can do:

- Set up an event race page for you at <https://mraweb.ca> linked to your registration
 - [MRA 2023 Events – Manitoba Runners' Association \(mraweb.ca\)](https://mraweb.ca)
- Posting in the MRA race calendar (printable as a PDF!)
 - [2023-MRA-Race-Calendar-2023-09-12-1.pdf \(mraweb.ca\)](#)
- Repost, boost, like and comment on race-related information on our social media platforms:
 - Instagram [@manitoba_runners](#) (925 followers)
 - Facebook ([Manitoba Runners' Association](#)) (1.9K followers)
 - This includes the creation of reels, stories, tagging of your events and sponsors in our posts!
 - Be taken directly to registration from an Instagram or Facebook story
 - Find volunteers via our social media followers
 - We can schedule posts in advance for you – early bird, reminders, last chance etc.
 - We also use [LinkTree](#) – we can put your registration links in our “link in bio”
 - MRA Series (Classic, Celebration, Youth) promotions drive traffic to your event
- Use in email blasts direct from MRA
- Promote in On the Run Newsletter
- Distribute promotional material and swag at other events which we host and participate at
 - Other race days, race kit pick ups, MRA Pop ups and the Manitoba Marathon Fit Expo
- Connect you with other networks, formal and informal – Athletics Manitoba, Sport Manitoba, running clubs in the province. Word of mouth/“runner FOMO” is also huge!

How do I access your help?

- Follow us on social media and connect with Jessica via Messenger or through email: Jessica.Drakul@gmail.com or via text at 204-250-3401. You can also connect Kathy Wiens directly at office@mraweb.ca and let her know any way we can contribute to your success!
- Feel free to call/text me to chat – I am learning too from all of you so let's talk!