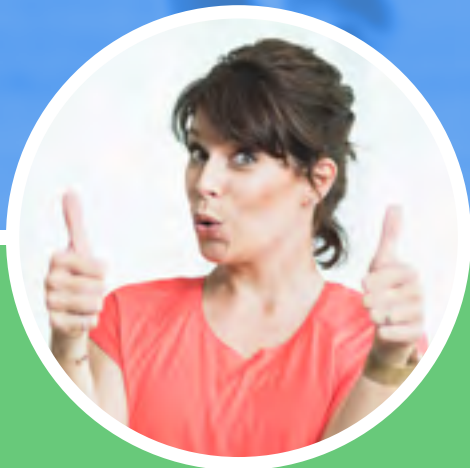


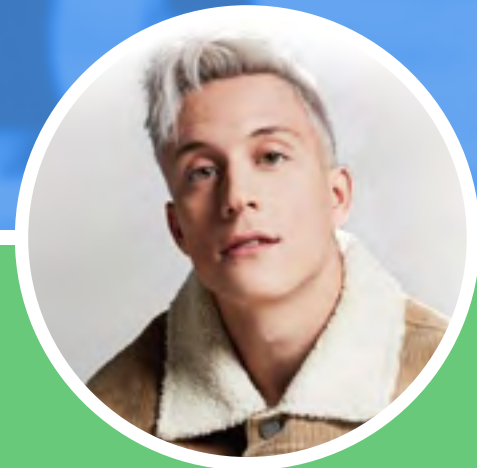
# START 2 RUN DAY



Evy  
(Flanders / the Netherlands)



Fernanda  
(Germany)



Loïc  
(Wallonia/France)

## JOIN OUR VIRTUAL 5K RUN



# TOGETHER WE ARE RUNNING 5K FOR THE GOOD CAUSE

## Virtual Start 2 Run event together with PLAN International

We invite all Start 2 Runners to participate in a virtual 5K run on Sunday September 20th. Via [www.start2runday.com](http://www.start2runday.com) a participant buys his virtual entry ticket and donates a part of his entry fee to PLAN international. Prior to the event the participant receives a digital starting number. After completing the event the runner receives a medal, other goodies and a personal note of his Start 2 Run coach.



[www.start2runday.com](http://www.start2runday.com)



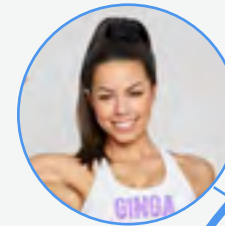
# Overview of the practical info

 SUNDAY 20/09  5K RUN



 €5/participant goes to PLAN international 

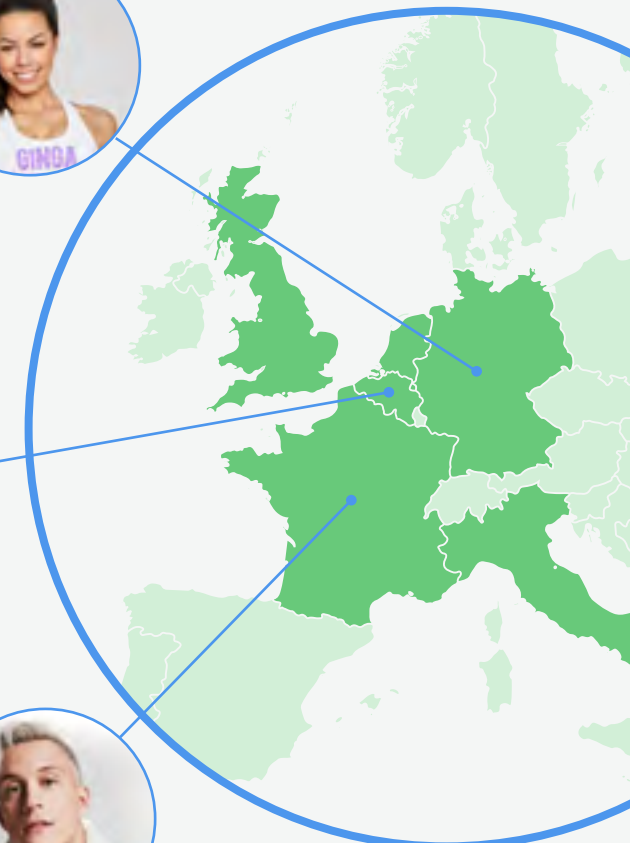
launched on June 15th



140.000 Start 2 Runners



launched on August 6th



# PARTICIPANT FLOW



**REGISTER:**  
register on  
www.  
start2runday.com  
and choose your  
starters package

**RECEIVE:**  
receive your  
virtual entry  
ticket and  
participate  
in the unique  
Start 2 Run Day  
Challenge.

**PARTICIPATE:**  
with your unique  
code you can  
participate in the  
Start 2 Run day  
challenge

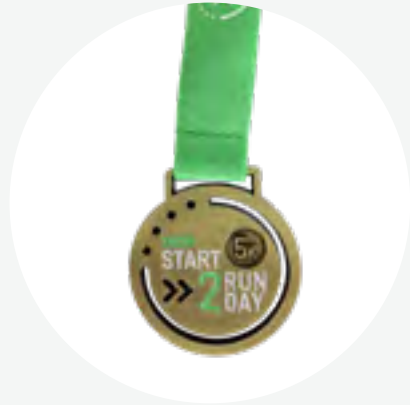
**PREPARE:**  
Follow the  
training plans in  
the  
Start 2 Run app to  
prepare yourself  
for your 5K.

**RUN:**  
Run/Walk 5K  
on Sunday  
September 20th

**RELAX:**  
receive your  
medal (and  
goodies) at home

# PACKAGES & PRICES

Invite your employees to participate in this virtual event and boost the team spirit



## PACKAGES AND PRICES B2B

- €5 for PLAN International
- Your virtual entry ticket
- Your Start 2 Run Day medal

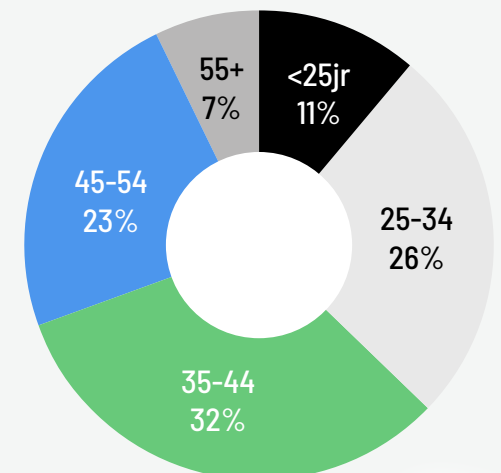
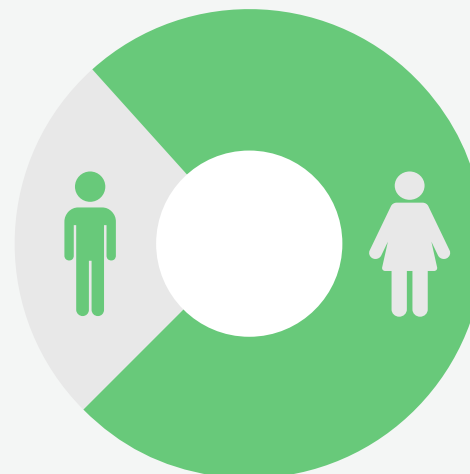


## ENTRY TICKETS (NORMAL: 12,5 EXCL. VAT)

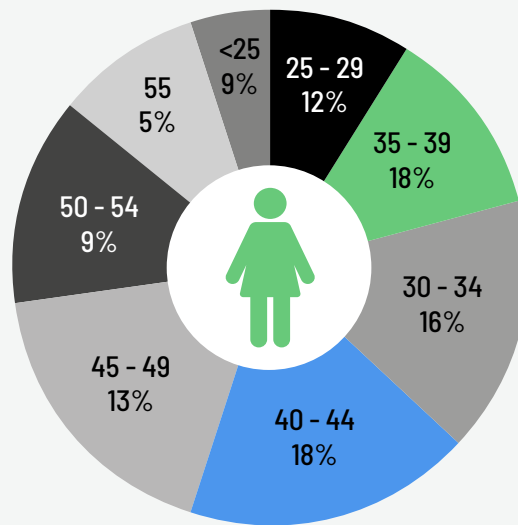
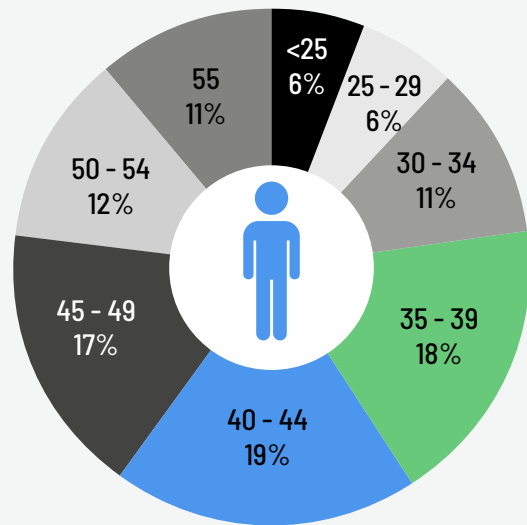
- |                 |                |
|-----------------|----------------|
| - 20 vouchers   | € 10 excl vat  |
| - 50 vouchers   | € 9.5 excl vat |
| - +100 vouchers | € 9 excl vat   |

# 300.000 APP USERS AND GROWING

Belgium	140.000
The Netherlands	160.000
Germany	released on June 15th
United Kingdom	released on July 13th
France	Released on August 6th
Italy	Released on August 13th
Switzerland	upcoming
Portugal	upcoming



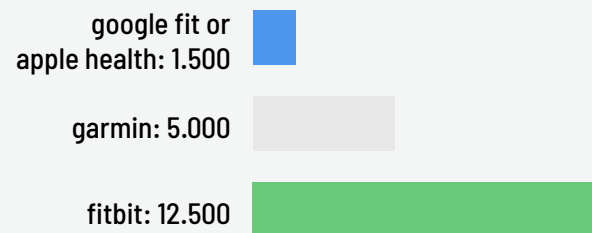
# DEMOGRAPHICS



## RUNS IN 1 YEAR



## WEARABLES



# OUR COACHES GUIDE YOU TOWARDS YOUR 5K

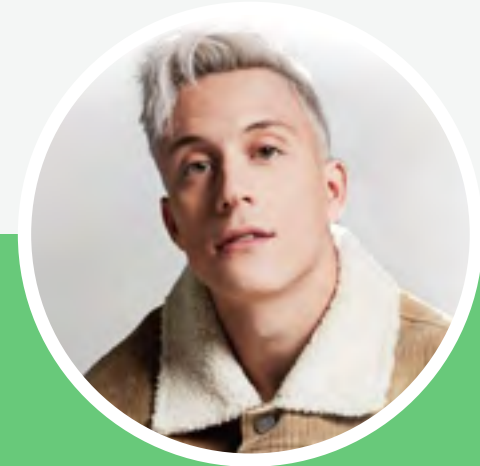
These Start 2 Run Day coaches guide you towards your 5K



Evy  
(Flanders / the Netherlands)



Fernanda  
(Germany)



Loïc  
(Wallonia/France)



# CONTACT US



## START 2 RUN

[www.start2run.app](http://www.start2run.app)  
[www.start2runday.com](http://www.start2runday.com)  
[hello@start2run.app](mailto:hello@start2run.app)

