



# 10K Tour

Pacer Kick-Off

# Today

- Intros
- 10K Tour Info
- Connection
- Pacing 101
- Panel for Q&A
- What to Expect





# 10K Tour Vision

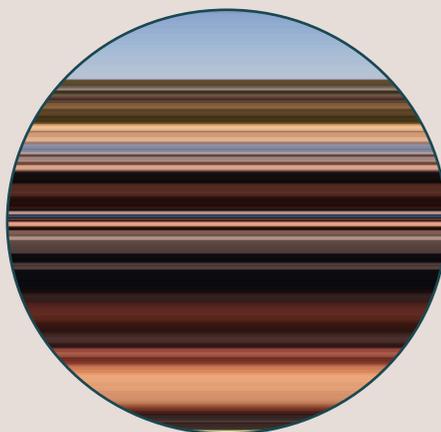
The 10K Tour is an iconic run experience, that is sought after across North America appealing to balance seekers, runners of all ability and brand enthusiasts. The Tour travels to new cities each year and complements these Tour stops with a Virtual Challenge that generates excitement for future stops. We set ourselves apart in the run market with a unique and inclusive event that invites all people to get involved and experience how it feels to run different.

## Experience Differentiators



**Localization**

**Celebrating the city**



**Our Community**

**The energy**

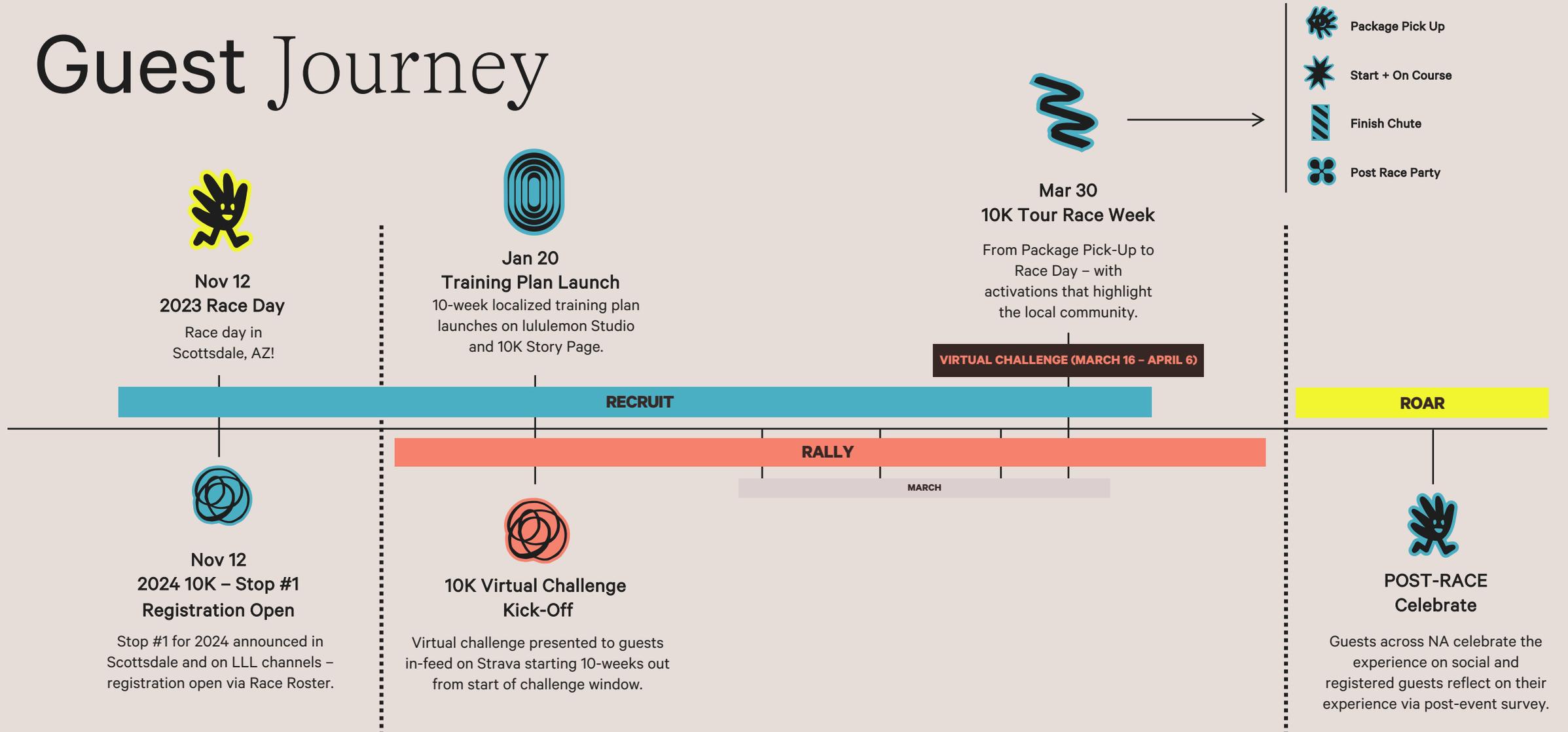


**Run Different**

**Run POV**



# Guest Journey





# Connection

with Jian Pablico





# Pacing 101

A pacer is an experienced runner tasked with the role of running at a set speed in a race for a certain projected finish time.

Pacers are typically assigned a pace time or target finish time that is well within their means, slower than their PR.

A comfortable pace is crucial so that they can comfortably maintain the assigned pace with plenty of energy devoted to enthusiastically encouraging runners who chose to run with them in their pace groups.





# Pacing Perks for the Guest

**#1 – Take out the guesswork for the guest.** Allows for runners to settle, focus on how they feel in their body and free up mental energy.

**#2 – Connection to the event.** Running with pacers allows the runner to tap into the energy of the event and take advantage of a group mentality.

**#3 – Clearing the way.** Pacers tend to command the group from the front and this can ease up the task of navigating through the crowd for individual runners.





# Pacing Perks for the Guest

**#4 – Answer questions.** Pacers can even be resources for guests about the event, the race and the location in general. We're lucky to have 17 pacers who are from or live in the LA area.

**#5 – Achieve goals.** Pacer help guests stick to consistent and even splits to potentially achieve a goal. No negative splits here!

**#6 – Motivate & support.** Pacers can and should be able to provide moral support and encouragement, chatting with, cheering and distracting their pace group to help them stay motivated and engaged throughout the race.





# Pacing 101

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## Tips & Tricks

- Communicate with the guests around you and with your pacing partner if you have one
- Set a consistent pace versus one that fluctuates throughout the event from start to finish
- Don't be afraid to say that you don't know something instead of leading a guest astray
- Pace with your own flare – you're all here for a reason!





# Helpful Lingo

**Corral:** areas for runners to start the race based on their estimated start time. Identified by colors (Pink, Blue + Yellow) on bibs and signage

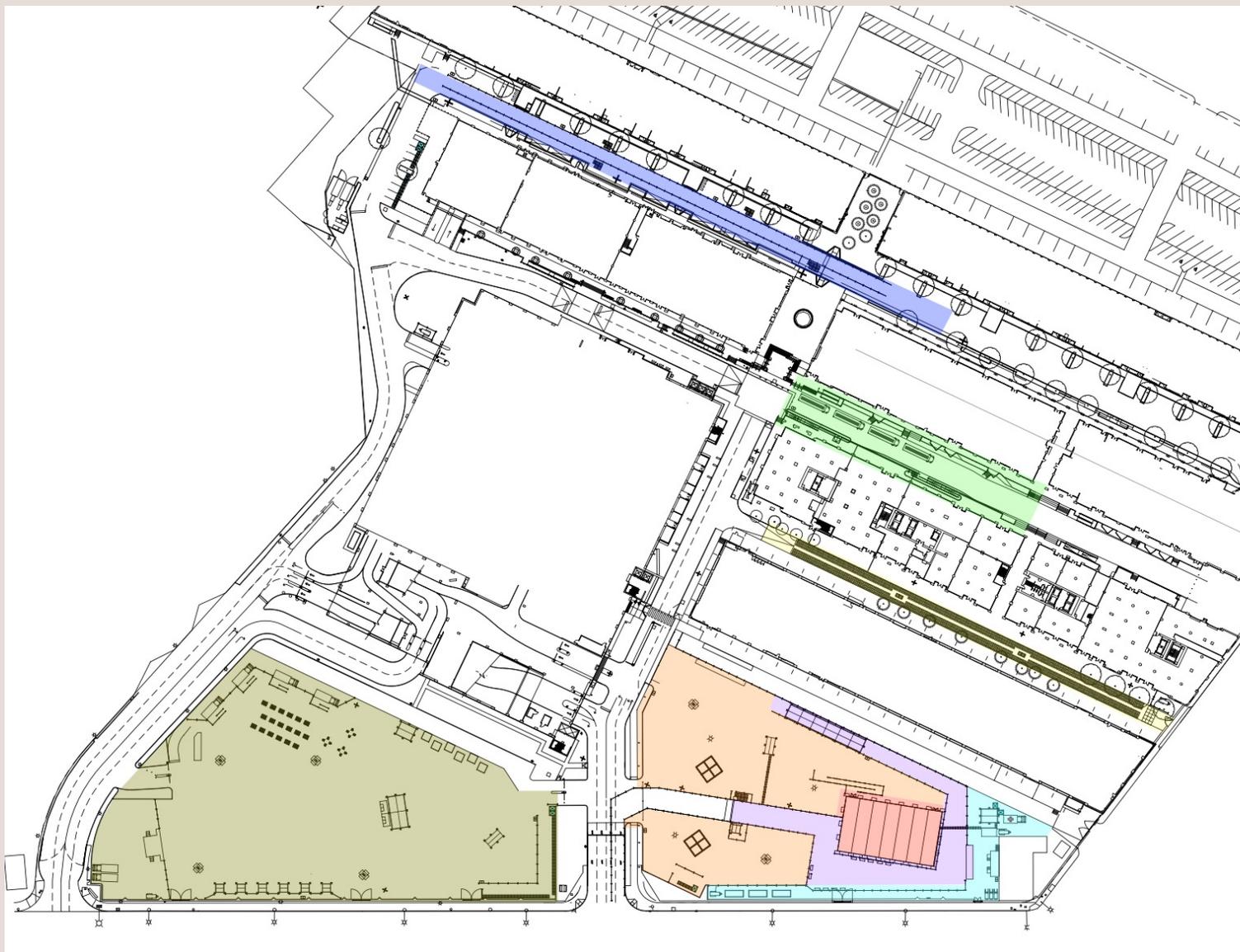
**Self-seeding:** participants self-selected their estimated finish time and similarly will select their corral that they would like to run within. They can move back, but not forwards.

**Pacer Sign:** All pacers will receive a sign to hold so that runners can easily identify you in the sea of people. Your pacer sign will list your estimated finish time. You will also receive your pacer kit and bib.





# Start Line & Corrals



# LA Pacers



**Rob Balucas**  
He/Him  
LOCAL



**Lizette Marroquin**  
She/Her  
LOCAL



**Ron Ferraz**  
He/Him  
LOCAL



**Shanda Barrow**  
She/Her  
LOCAL



**Patrick Amato**  
He/Him  
LOCAL



**Kitwana John**  
He/Him  
LOCAL



**Jelani Nattey**  
He/Him  
LOCAL



**Kaitie Beetner**  
She/her  
LOCAL



**Mark Donohue**  
He/Him  
LOCAL



**Lauren Cornell**  
She/her  
LOCAL



**Raymond Harvey**  
He/Him  
LOCAL



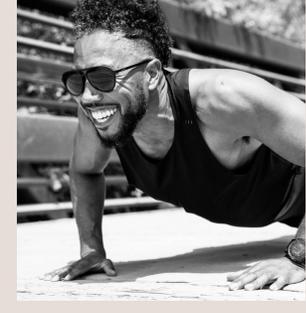
**LaToya White**  
She/Her  
LOCAL



**Jeremiah Maestre**  
He/Him  
PIPELINE CITY



**Lidia Garcia**  
She/her  
CITY



**Stacey Frantela II**  
He/Him  
LOCAL



**Charlie Dark**  
He/Him  
GLOBAL



**Rob Watson**  
He/Him  
GLOBAL



**Mau Diaz**  
He/Him  
GLOBAL



**Matt James**  
He/Him  
CITY



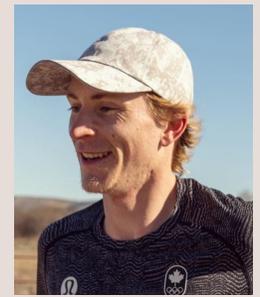
**Coffey**  
He/Him  
CITY



**Sanchia Legister**  
She/her  
GLOBAL



**Colleen Quigley**  
She/her  
GLOBAL



**Ben Preisner**  
He/Him  
GLOBAL



# Pacer Panel Q&A





# Pacer Panel



**Kit John**

**Local Ambassador, Run**

- Founder of Movement Runners, a nonprofit running organization
- Ran with the lululemon Hood To Coast team in 2022
- @kitwanajohn



**Rob Watson**

**Global Ambassador, Run**

- 10K Tour Training Program Head Coach
- Four-time Canadian Marathon Champion
- @rwatson26point2



**Courtney McGillivray**

**DMSE Sports**

- Race Logistics Expert
- People Support Aficionado
- @dmsesports





# Race Day Schedule

	Thu, Mar 28	Fri, Mar 29	Sat, Mar 30
Pacer Need-To-Knows		<b>Ambassador Connection Event</b> <ul style="list-style-type: none"><li>• The Grass Room</li><li>• 5pm-7pm</li></ul>	6:00am - Pacers on-site 6:30am - Runners start arriving 7:00am - Start Line programming starts 7:30am - Race Start
Nice-to-Knows	<b>Shakeout Runs</b> <ul style="list-style-type: none"><li>• Santa Monica 6pm</li><li>• Americana 6:30am</li><li>• The Point 6:30am</li></ul>	<b>Package Pick-Up</b> <b>Yoga Flow + Sound Bath</b> <ul style="list-style-type: none"><li>• Boomtown Brewery</li><li>• 12p-1:30pm</li></ul>	Race Day





# Getting Involved

This race wouldn't be possible without a dedicated team of volunteers. From wayfinding to getting runners hydrated to handing out treats at the finish line.

If your friends and/or family are interested in getting involved but don't feel like registering to run, you can encourage them to join in on the fun by volunteering their time.

Volunteer registration linked [HERE](#).





# What's Next

- Product & race day outfit
- Race Week Enrollment Call
- Everything You Need To Know



