

Event PR & Community Engagement Sample

Saucony Love Run Philadelphia Half Marathon

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Overview

Elite Access Running provided strategic public relations and community engagement support for the Saucony Love Run Philadelphia Half Marathon, a premier endurance event attracting more than 15,000 participants and generating multi-platform media visibility.

Support focused on aligning media outreach, stakeholder engagement, and on-site coordination to enhance visibility, strengthen community connections, and support a successful race weekend experience.

Scope of Work

- Supported race weekend public relations strategy, media coordination, and on-site communications execution
 - Conducted targeted outreach to local media, community leaders, and key stakeholders
 - Coordinated VIP invitations and engagement for race weekend activations
 - Assisted in development and execution of race weekend media opportunities
 - Provided on-site support to align media presence with event operations
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Community & Stakeholder Engagement

- Engaged local community leaders and stakeholders to support race weekend participation
 - Coordinated invitations to elected officials and community representatives
 - Supported attendance and engagement at race weekend kickoff events and activations
 - Strengthened relationships between event organizers, partners, and the local community
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Media & Event Support

- Supported coordination of race day media coverage, including alignment with broadcast crews and interview opportunities

- Assisted in development of structured media opportunities to support live and recorded coverage
 - Ensured consistent messaging across media, stakeholders, and event partners
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Strategic Impact

- Contributed to strong race weekend visibility across broadcast, digital, and community platforms
- Supported successful execution of media and community engagement efforts
- Strengthened alignment between communications strategy and on-site event operations
- Enhanced overall participant and stakeholder experience
- Contributed to a coordinated, high-visibility race weekend experience aligned with organizational goals and community engagement priorities