Line the route.
Get paid.

How your brand fills a kilometre of Edmonton.

[BRAND] × SHALA.RUN

CONTENTS

Your brand lines *a kilometre of* Edmonton.

Running Shala runs a timed 1K race through Edmonton every month.

Members who are not racing that month stand along the route holding branded posters. They are paid by Running Shala.

The brand pays the shala.
The shala pays the members.
The members line the course.
The city watches.

1K

Race distance — one kilometre of city streets

12

Races per year — same route, different month

∞

Members available to line the route

0

Posters held by people who did not choose to be there

One kilometre.
Through the city.

The 1K route runs through Edmonton streets.
It is timed through the shala.run app.

Along the route, shala members who are
not racing that month take up positions
and hold the branded posters as runners pass.

Every runner on the course sees the poster.
Every bystander on the street sees the poster.
Every person filming the race sees the poster.

One kilometre. Your brand, the full length of it.

START RUNNER   FINISH

▲ = Member holding poster
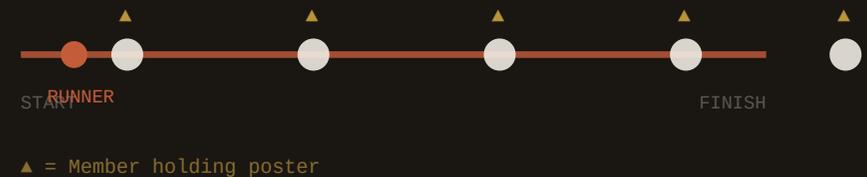
Members line *the route.*
Get paid.

Running Shala members who are not competing that month sign up to be route spectators.

They are assigned positions along the 1K course and given a branded poster to hold as runners pass.

Running Shala pays them from the sponsorship fee received from the brand.

No *runner holds anything.*
No one is forced to participate.
Everyone who shows up chose to.

[BRAND]	*Pays sponsorship fee to Running Shala*
RUNNING SHALA	*Produces posters, coordinates members*
SHALA MEMBERS	*Line the 1K route, hold posters, get paid*
THE RACE	*Runners + city see brand the full kilometre*

A kilometre of *your brand.*

Runners pass each poster carrier at speed.
The poster is large, legible, and still.

Bystanders on the street — not part of the race — see the posters for the full duration of the race as runners pass.

Members filming or photographing the race capture the posters in every frame.
That content gets shared.

Your brand is not in an ad.
It is in the neighbourhood.

● **During the race**
Every runner on the course passes every poster carrier. At 1K pace, that is multiple passes per minute.

● **Bystander eyes**
Edmonton residents watching from the street see the posters for the full race duration. Unplanned audience.

● **Social content**
Members photograph the race. Posters appear in every photo and video posted to @edmontonashtangashala.

Four formats.
One route.

A | Co-Branded Race Poster
Shala poster intact. Brand name integrated into the copy as a partner credit ac

B | Brand Colourway
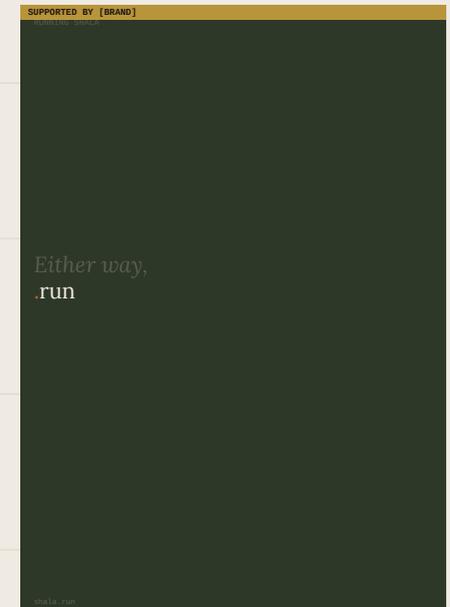The Running Shala poster structure remapped entirely into the brand's own co

C | Limited Edition
Numbered race edition. "Race 04 — Supported by [Brand]." Runners keep them.

D | Clean Brand Poster
Brand supplies their own artwork. Shala produces and distributes to members

[BRAND] × RACE 04
RUNNING SHALA

Either way,
.run

shala.run

SUPPORTED BY [BRAND]
RUNNING SHALA

Either way,
.run

shala.run

Street level.
Real people.
Live event.

- **Kilometre-long brand presence**
  Your posters line the full 1K course. Runners see them start to finish.

- **Organic social reach**
  Race photography and video circulates through shala.run and @edmontonashtangashala.

- **Edmonton brand placement**
  Visible to runners, members, and the general public along the race route.

- **Opt-in community**
  Every person holding a poster chose to be there. No reluctant participants.

- **Physical print asset**
  Professional poster files supplied for your own channels and campaigns.

- **Community association**
  Linked to Ashtanga, running culture, and a tight urban membership community.

Transparent. *Simple.*

The brand pays a sponsorship fee to Running Shala.

Running Shala uses that fee to:

— Produce the branded posters
— Pay members who line the route
— Cover race organisation costs
— Retain a margin for the shala

Members who sign up to hold posters receive a flat payment per race.

The rate is set by Running Shala.
The brand does not negotiate with members.
The shala handles everything.

[BRAND] fee   IN

Poster production   OUT

Member payments   OUT

Shala operations   OUT
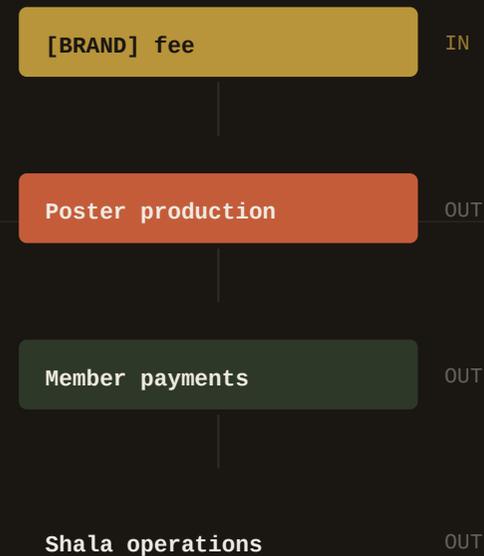
Route Supporter

Single race

- Co-branded poster format
- Members line the full route
- Post-race digital assets
- Brand mention in race comms

[Price TBC]

Monthly Partner

3-month commitment

- Choice of poster format
- Priority route positioning
- Limited edition credit
- Social campaign assets
- Recurring brand presence

[Price TBC]

Season Sponsor

12 races — full year

- All formats available
- Named race editions
- Collab colourway poster
- First renewal rights
- Founding sponsor credit

[Price TBC]

Members choose.
Members get paid.

1 Sign up before race day
Members who are not running that month register via the app to be route spectators.

2 Get assigned a position
Running Shala assigns positions along the 1K route. Members are spread across the full kilometre.

3 Collect the poster
Posters are collected from the shala before race day. Pre-printed, ready to hold.

4 Hold the poster during the race
Members stand at their position for the duration of the 1K race — typically under 10 minutes.

5 Get paid
Running Shala pays members a flat rate per race via the app. No invoice required.

Ready to
line the route?

kellie@shala.run

01 **Choose your package**
Single race, monthly, or full season.

02 **Choose your format**
Co-branded, colourway, edition, or bring your own artwork.

03 **We handle production**
Running Shala designs, prints, and distributes to members.

04 **Race day**
Members take position. Runners run. Your brand lines the route.

run

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@edmontonashtangashala · Edmonton, Alberta