



MAY 17-19,
2024

The Premier Running Weekend in the Rocky Mountain Region

DENVER
COLFAX MARATHON

PRESENTED BY **cigna**
healthcare

A WEEKEND OF EVENTS

21,000 runners | 60,000 spectators | 46,000 expo attendees



COLFAX MARATHON EXPO



MARATHON



HALF MARATHON



URBAN 10 MILER



MARATHON RELAY



CORPORATE CUP RELAY



GOVERNMENT CUP RELAY



COLFAX 5K

125+ CHARITIES

- 2nd largest charity program in US – 125+ charities
- \$5,000,000 over the last 10 years
- Prize pool not geared to elites but to charities
- Only race in the world with a charity prize pool
 - \$100,000 to 60 relay winners
- Supporting youth
 - 2200 Girls on the Run
 - Colfax Fly Feet



PRESENTED BY  cigna
healthcare



Then and Now

- 18th Year
- Small community race to Major city marathon
- Brand Denver Colfax Marathon – industry standard to name the major city BUT we keep the Colfax
- Reach 15 million people/impressions a year
 - Social media, website, TV, PR
 - **4,000** → **21,000 runners today**



DENVER
COLFAX MARATHON

PRESENTED BY **cigna**
healthcare

Focus on Colfax

- Runcolfax.org
- [@RunColfax](https://twitter.com/RunColfax)
- Colfax is the backbone
- Posters celebrating all Colfax
- 20K car decals each year



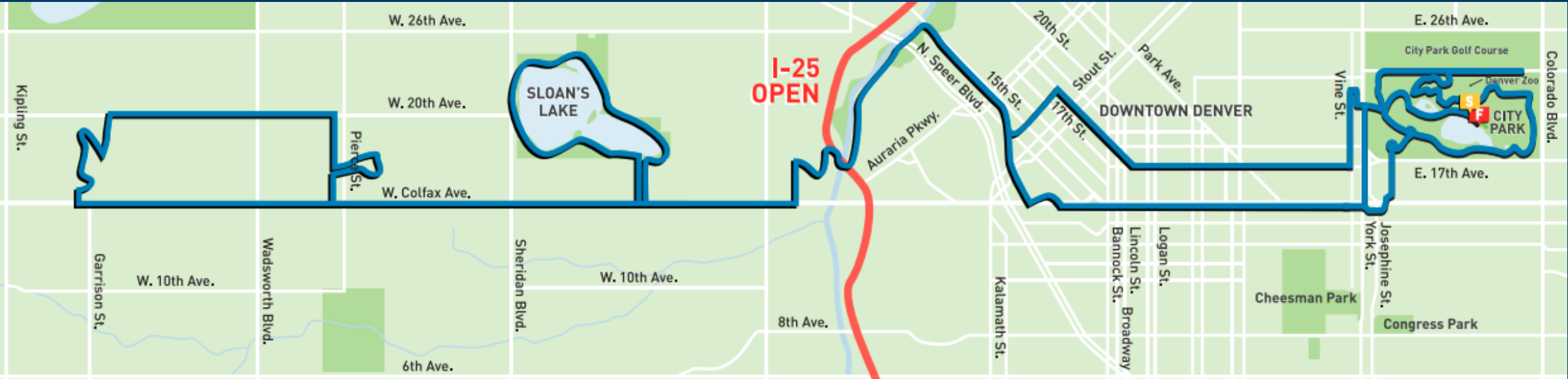
Colfax is branded well!

- Each year 20000+ race shirts
- Each year thousands of branded items sold



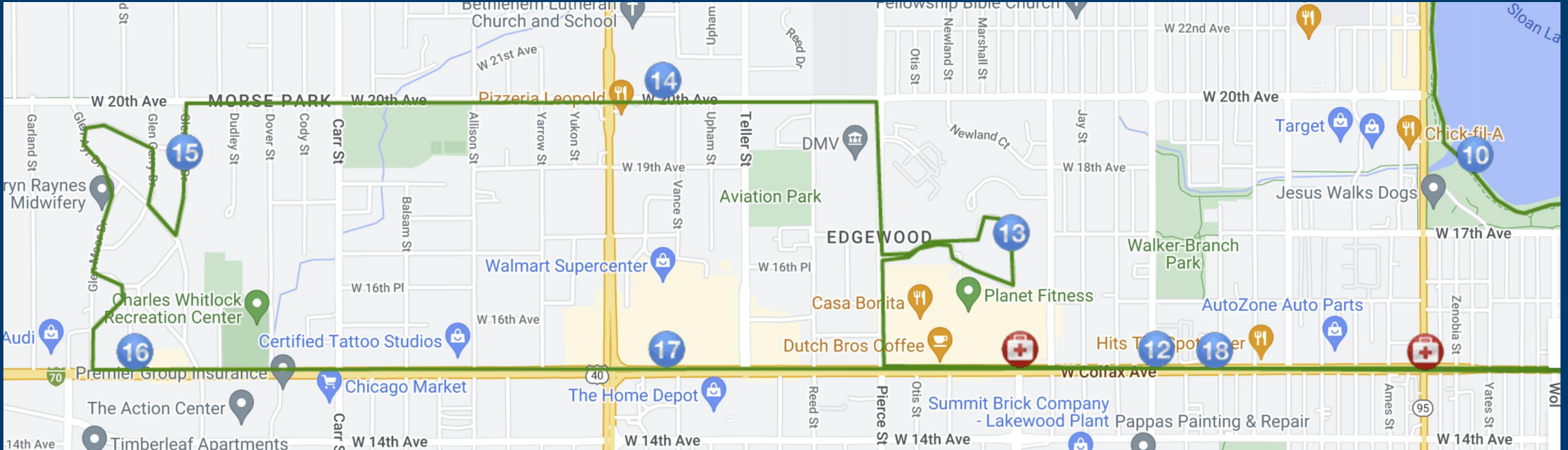
Route Map – All Courses

- Colfax is the backbone



Lakewood

- Marathon and Relay run through Lakewood
- Urban 10 Miler starts at RMCAD



THANK YOU

- Lakewood PD
- West Metro Fire
- Volunteers
- Colfax Clean Up
- Entertainment
- Neighborhood Support - Morse Park, Two Creeks
- 40 West Arts

DENVER
COLFAX MARATHON

PRESENTED BY **cigna**
healthcare



Andrea Dowdy
andrea@runcolfax.org