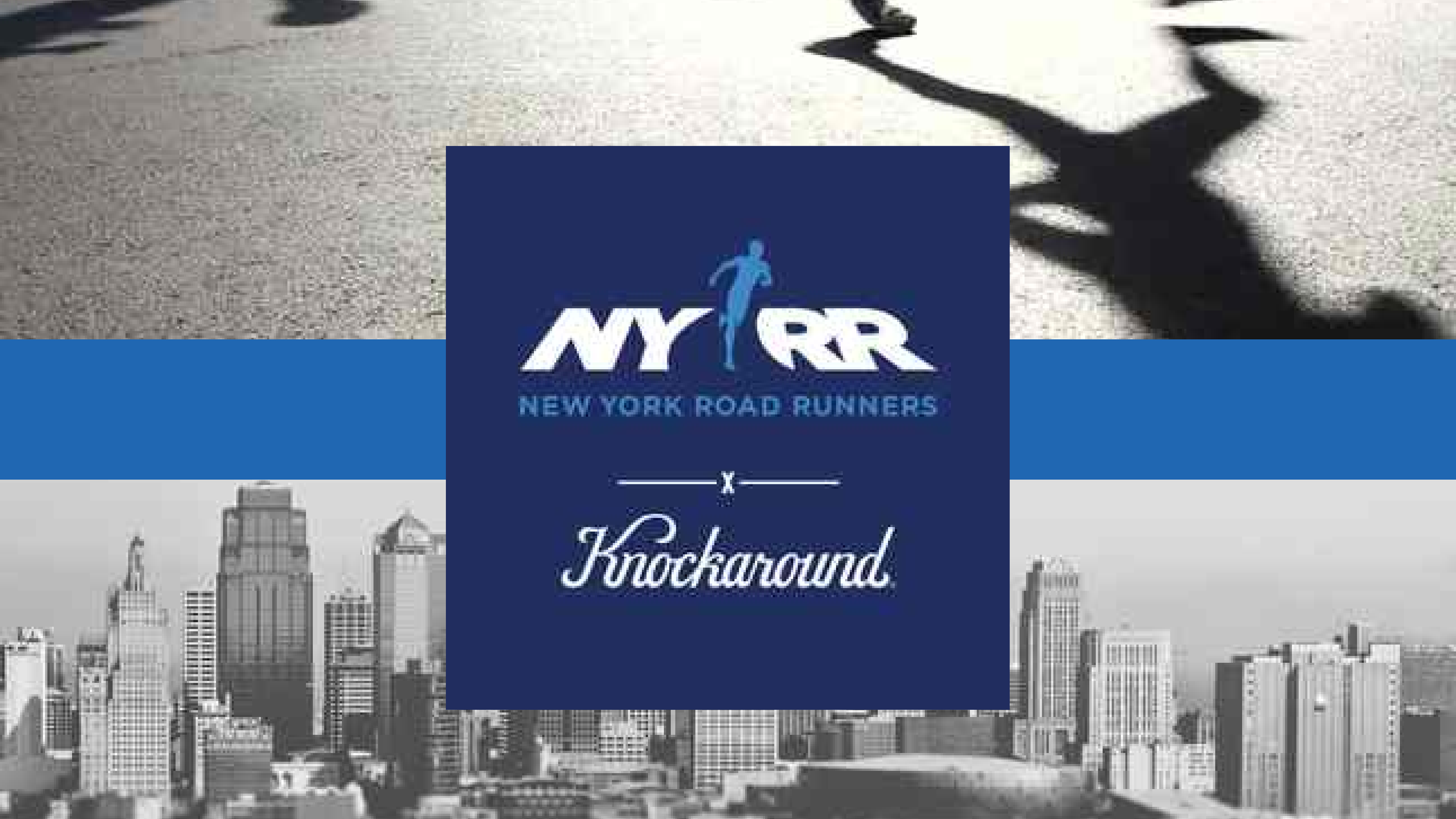

NYRR
NEW YORK ROAD RUNNERS
X
Knockaround

# OUR TEAM MEMBERS



KAIYA PANOMVANA



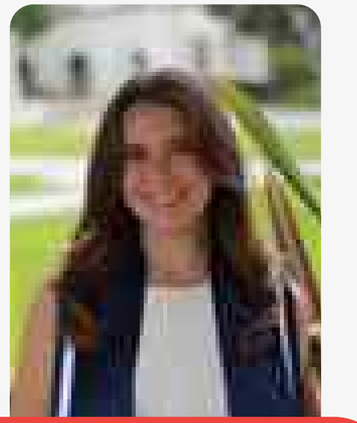
ALEXA GUTIERREZ



MINNA LARA



MÉLIA MOUSSA



NANCY AGUILAR



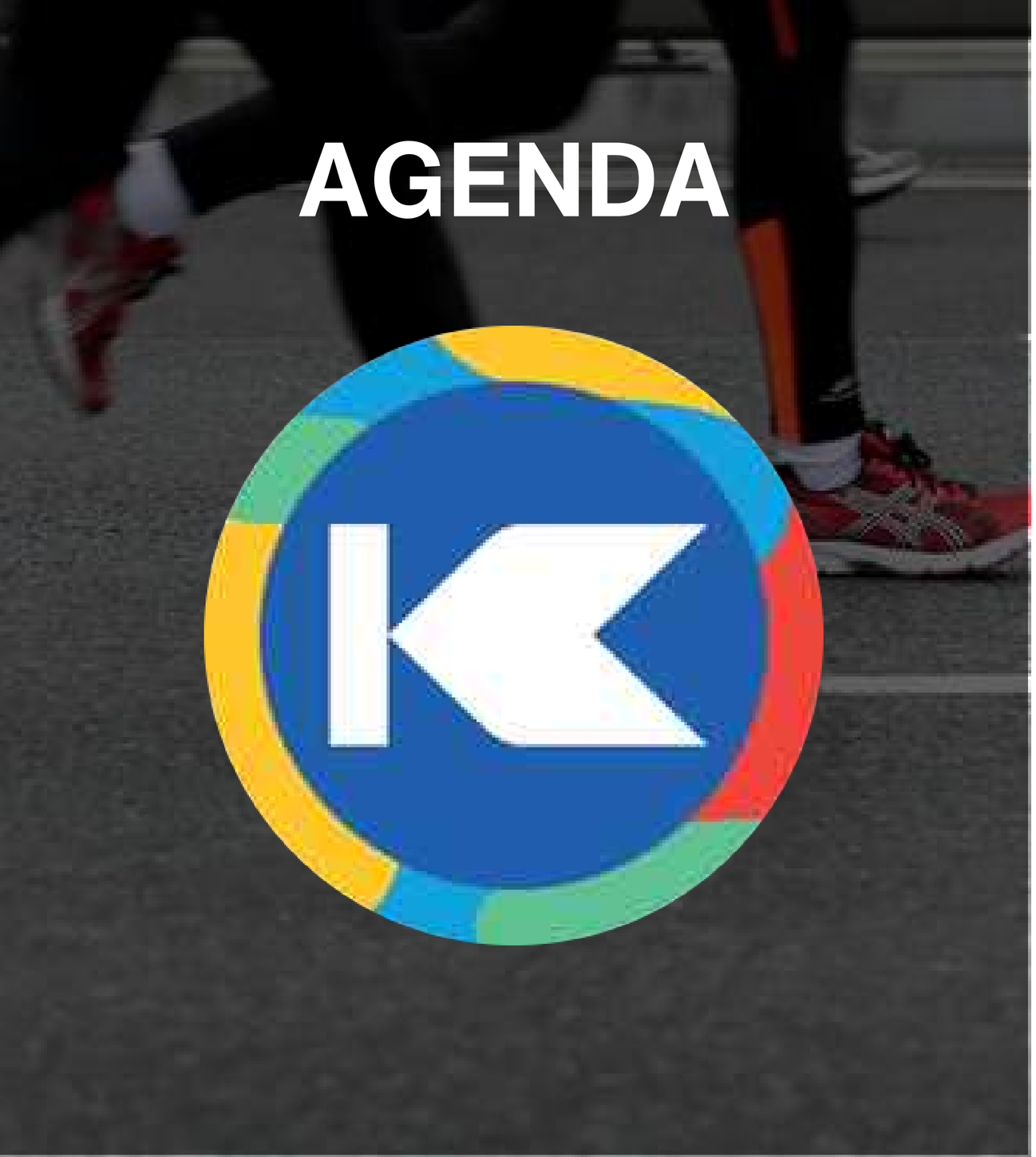
TATUM TANDE



HALEY TAYLOR



JACK STILLE



# AGENDA

- MARKET PENETRATION
- BRAND AWARENESS
- COMMUNTIY ENGAGEMENT
- ATHLETE & AMBASSADOR PROGRAM
- STRAVA & COMMUNITY TOOLS STRATEGY
- RACE DAY ACTIVATION & SPECTATOR ENGAGEMENT
- CO-BRANDING & MARKETING PARTNERSHIPS
- WHOLESALE GROWTH STRATEGY
- KPI METRICS
- BUDGET

Knockaround





***8.5M***
*2025 NYC Population*

***64.3 M***
*2024 NYC Visitors per year*

***$1,400+***
*NYC annual consumer spend on health & wellness*

***Brand Driven BUT Value Performance + Loyalty***
*Active urban consumers prioritize performance, comfort, and community connection.*

# MARKET PENETRATION

**Unlocking NYC Loyalty through Performance First Storytelling**

**PROBLEM**: Despite New York City ranking as Knockaround's top-volume market, it remains under-penetrated on a per-capita basis.

To scale brand penetration, Knockaround must capitalize on post-race momentum and drive repeat engagement among local runners and wellness communities.

**LEVERAGE**: Knockterra's premium quality and inclusive pricing positions it as the smart alternative to Oakley and Blenders, built for urban runners, trusted by real communities.

Knockaround

# BRAND COMPETITOR OVERVIEW

*BRAND MISSION & VALUES*




| | KNOCKAROUND | OAKLEY | PIT VIPER |
|---|---|---|---|
| | affordable, accessible, community-first | Elite athlete performance, tech-driven | Edgy, fashion-forward, Gen Z appeal |
| | $20-$55 | $150-$200 | $70-$120 |
| | Run-club, Co-branded products, Strava engagement | Pro athlete sponsorships, tech showcase | Viral humor, bold lifestyle campaigns |

Knockaround

*Knockaround*

# GOALS FOR THE NYRR PARTNERSHIP

Brand Awareness & Recognition

Market Penetration in NYC

Growth in Knockterra/Knockterra+ Line

Channel Expansion & Sales Lift

Cultural Integration

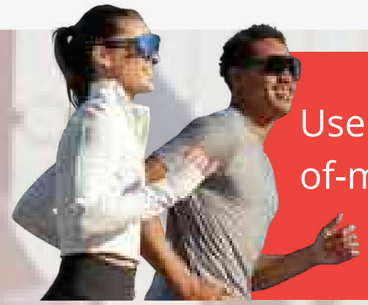


*Knockaround*

# WHY LOCAL RUN CLUBS MATTER



Built-in micro-communities : engaged, loyal runners already immersed in active lifestyle



User-Generated Content (UGC) and word-of-mouth amplify brand reach organically



Grassroots brand advocates: ideal for testing products and giving feedback



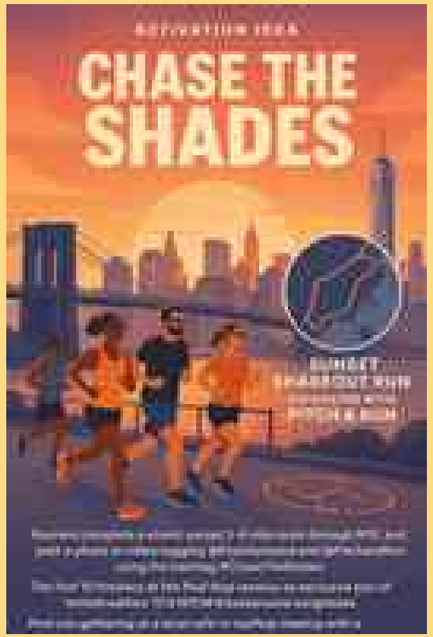
Aligns with Knockaround's mission: affordable, stylish performance gear for everyday runners.

Knockaround

# RUN CLUB ACTIVATION

## “CHASE THE SHADES”

NYC MARATHON SHAKEOUT RUN




## “GLOW ON THE GO”

WITH KNOCKAROUND SHADES & POST-RUN SIPS.




## “FIND YOUR PAIR”

WITH KNOCKAROUND




Knockaround

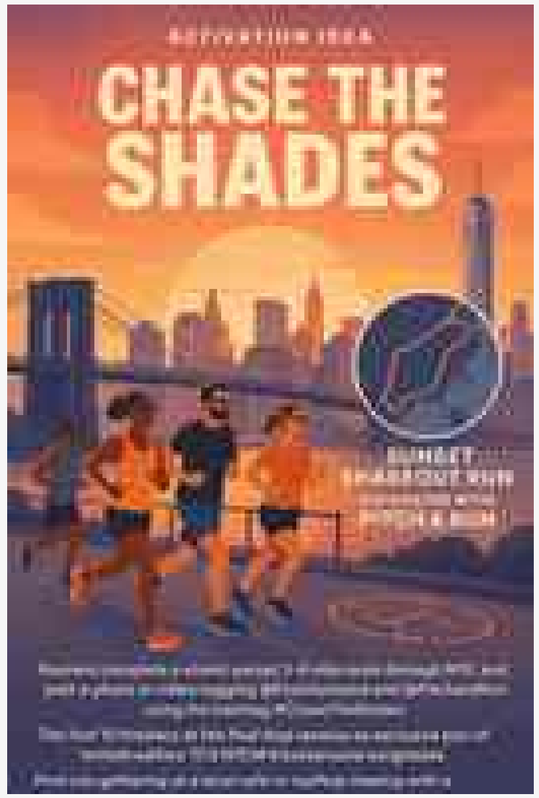
*NYC Marathon Shakeout Run*

# 2025 RE-ACTIVATION CONCEPT

# “CHASE THE SHADES”

## KNOCKAROUND FIT

Pitch & Run attracts stylish, motivated millennial professionals—perfect ambassadors for Knockaround’s blend of performance, accessibility, and personality.




## GOAL

Continue the partnership to re-engage Knockaround’s visibility at the TCS NYC Marathon by tapping into the club’s entrepreneurial spirit and well-established presence in the New York City running scene.

## ACTIVATION IDEA

- Runners complete a scenic 3–4 mile route through NYC and post a photo or video tagging @Knockaround and @PitchandRun using the hashtag #ChaseTheShades.
- The first 10 finishers at the final stop receive an exclusive pair of limited-edition TCS NYCM Knockaround sunglasses.
- Post-run gathering at a local café or rooftop meetup with a Knockaround pop-up try-on station to build community, gather feedback, and boost visibility.

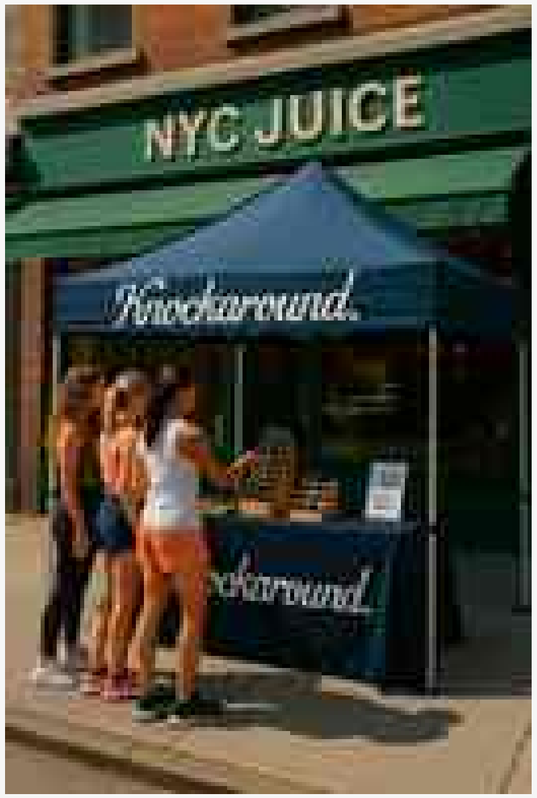
Knockaround

# NEW CLUB ACTIVATION CONCEPT:

# “GLOW ON THE GO”

## KNOCKAROUND FIT

Lime’s audience of stylish, wellness-driven runners aligns perfectly with Knockaround’s performance-meets-lifestyle products .




## GOAL

Cultivate community through a curated wellness experience designed for socially active, health-conscious individuals with a majority-female demographic. Lime Social Run Club blends casual running, mindful movement, and social connection into its fitness culture,

## ACTIVATION IDEA

- Host a Sunday morning community run two weeks before the NYC Marathon.
- After the run, attendees head to a smoothie bar social featuring Knockaround’s sports performance sunglasses pop-up with three sport performance options. Suggested color-enhancing performance styles include the Torrey Pines and Moonshot frames, along with the new High Stakes model in Tiger's Eye
- NYC Lime social club owner and social lead Caitee Opher acts as the event host promoting the frames on Instagram Stories and Reels leading up to and during the event.

*Lunge Running Group*

# NEW CLUB ACTIVATION CONCEPT:

# “FIND YOUR PAIR”

## KNOCKAROUND FIT

With its colorful lenses and accessible pricing, Knockaround offers an easy conversation starter and stylish accessory for a run-then-drinks crowd




## GOAL

Create an engaging co-branded event that taps into Lunge’s social, single-focused community. The goal is to drive awareness, create organic connections, and boost shareable, memorable moments through a sunglasses-themed “blind date” run.

## ACTIVATION IDEA

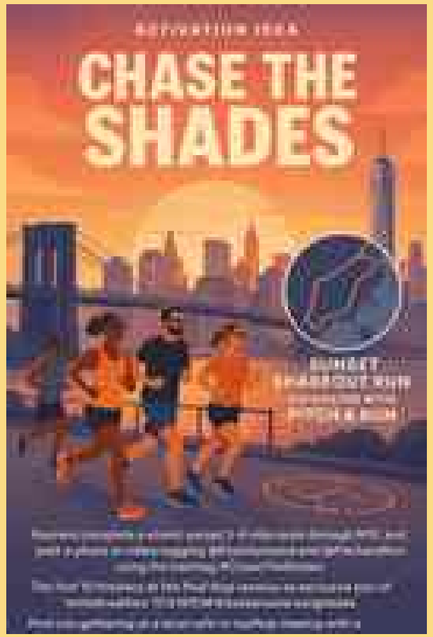
- Participants receive a card at check-in with a pair of Knockaround glasses printed on it. Somewhere in the crowd, someone else has the same pair on their card.
- After the group run, the challenge is to “find your match” by locating your sunglasses twin during the social hour at a partnered bar.
- Once a match is found, the pair visits the Knockaround table to receive a real pair of matching sunglasses, snap a photo for IG, and enter a raffle for a full “Knockaround Date Night Kit” (frames + drinks voucher)

Knockaround

# RUN CLUB ACTIVATION

## “CHASE THE SHADES”

NYC MARATHON SHAKEOUT RUN




## “GLOW ON THE GO”

WITH KNOCKAROUND SHADES & POST-RUN SIPS.




## “FIND YOUR PAIR”

WITH KNOCKAROUND




Knockaround

*Program Structure*

# ATHLETE & AMBASSADOR PROGRAM

**4-MONTH CONTRACT** AUGUST - NOVEMBER 2025

**SPONSORED** NYC MARATHON ENTRY + KNOCKTERRA+ GEAR + FULL BRANDED KITS + PERFORMANCE BONUSES + PROMO CODES

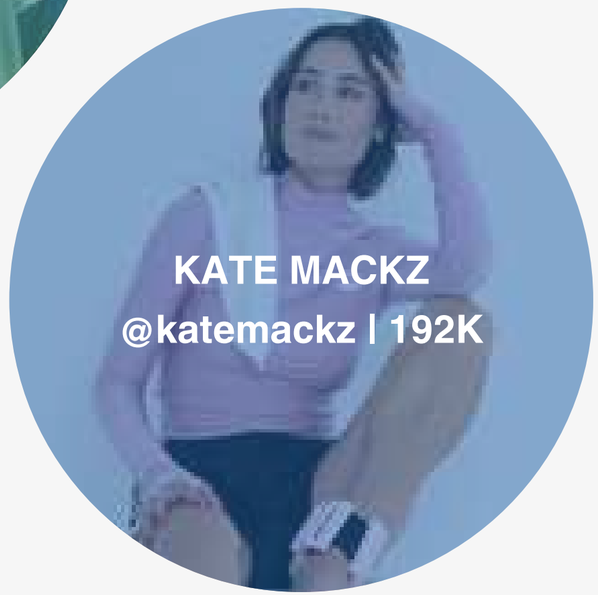
**AMBASSADORS DELIVERABLES** HIGH FREQUENCY SOCIAL CONTENT, PODCAST INTEGRATIONS, IN-PERSON ACTIVATIONS

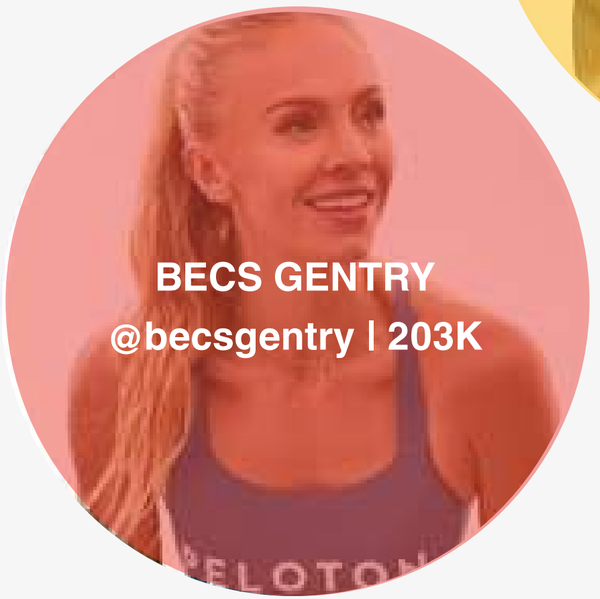
**KNOCKAROUND GAINS** NYC-BASED VISIBILITY AND CREDIBILITY, TRACKABLE ENGAGEMENT, COMMUNITY TOUCHPOINTS

*Knockaround*

# SELECTED AMBASSADORS






# ALI FELLER



**@aliontherun | 81K**

- One of the most trusted voices in the U.S. running community.
- Podcast: **Ali on the Run Show**, consistently ranks in the top 5 for the Running category on Apple and Spotify, featuring elite athletes, first-time marathoners, and everyday runners alike.
- She has a long-standing relationship with the NYC Marathon, having hosted live events and panels during past race weeks.
- **Social Deliverables**:
  - 3 podcast integrations (pre, race week, recap)
  - INSTAGRAM content
  - IG Takeover: pre-race routine
- **Activations**:
  - Ali on the Run LIVE Expo taping
  - Branded Shakeout Run with Knockterra+ giveaways for runners

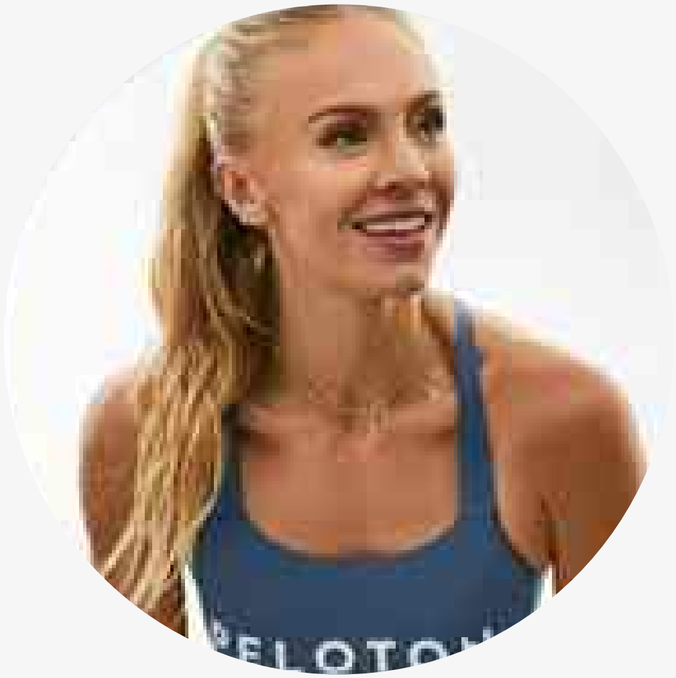
# KATE MACKZ



**@katemackz | 192K**

- One of the most engaging Gen Z creators in the running and wellness space, known for high-energy, fashion-forward content on TikTok and Instagram.
- Her signature style includes POV-style gifting videos where she surprises strangers with gear — **reimagined with Knockterra+**
- She has a long-standing relationship with the NYC Marathon, having hosted live events and panels during past race weeks.
- **Social Deliverables**:
  - TikTok (Knockterra gifting, fit checks, marathon prep)
  - IG Reels featuring her race kit and Knockterra+
  - IG Takeover: race day energy + finish line POV
- **Activation:**
  - “Catch Kate” Gifting Run — filmed around Williamsburg with Knockterra+ giveaways

# BECS GENTRY



**@becsgentry | 203K**

- Elite runner and Peloton Tread coach with a global audience and a powerful voice in both the performance running and NYC fitness communities.
- Co-host of **Set the Pace, the official NYRR podcast**, where she shares expert race strategy, mindset tips, and gear recommendation
- **Longstanding relationship with NYRR** and past NYC Marathon appearances make her a trusted voice in the city's endurance community.
- **Social Deliverables**:
  - Sponsored podcast integrations (gear prep + post-race insights)
  - IG posts highlighting Knockterra+ high-end performance
  - IG Takeover: post-race reflection + recovery POV
- **Activation:**
  - Pace & Protect with Becs — guided warm-up and mobility session at the NYRR Expo

Knockaround

# CHRIS CHUNG



**@cchungy_ | 50.5K**

- NYC-based coach, creative, and content strategist known for cinematic Reels and his authentic presence in the New York City running community.
- Builds strong trust through storytelling and visual POV content — often highlighting everyday runners, city routes, and a grounded approach to training.
- His influence lies in **connecting brands with local credibility**, creating content that resonates with both new and seasoned runners in NYC
- **Social Deliverables**:
  - Weekly IG Stories with gear updates and training reflections
  - IG posts showing Knockterra line in action on NYC
  - IG Takeover: race day and post-race recap
- **Activation:**
  - Pace & Protect with Becs — guided warm-up and mobility session at the NYRR Expo

# PERFORMANCE TRACKING

## AWARENESS

**KPI:** Total Reach
**TARGET:** 1M+ Impressions
**TOOLS:** Meta & TikTok Analytics + Chartable

**KPI:** Podcast Listener Reach
**TARGET:** 80K+ listens across 5 episodes
**TOOL:** Chartable + Spotify Analytics

## ENGAGEMENT

**KPI:** Average Instagram Engagement Rate
**TARGET:** 5%+ per post
**TOOLS:** Meta Analytics

**KPI:** TikTok Shares & Comments
**TARGET:** 300+ per post
**TOOL:** TikTok Analytics

## CONVERSIONS

**KPI:** Promo Code Redemptions
**TARGET:** 20 + per ambassador
80+ total
**TOOLS:** Shopify



# PERFORMANCE TRACKING

## COMMUNITY

**KPI:** IRL Activation Attendance
**TARGET:** 250+ total across 4 events
**TOOLS:** RSVP Tracking via Google Forms

**KPI:** Hashtag UGC
**TARGET:** 120+ Organic Posts
**TOOL:** Social Listening Tools

## CONTENT DELIVERY

**KPI:** Deliverable Completion
**TARGET:** 100% met by Nov 5
**TOOLS:** Internal Content Calendar

## FOLLOWER GROWTH

**KPI:** Audience Expansion
**TARGET:** Instagram +15%
TikTok +20%
Email Subscribers +2,000
**TOOLS:** Meta + TikTok Analytics + Internal Database



*Knockaround*

# STRAVA BREAKTHROUGH

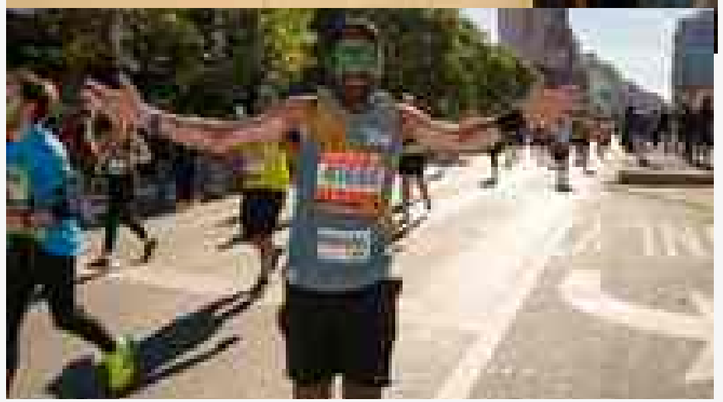
## LEVERAGE EXISTING CONNECTIONS

- Use your **NYRR contact** to refer or loop them into the intro email for warm alignment
- Have a collab with NYRR and have them post people running with Knockarounds

## CREATE YOUR OWN RUNNING CLUBS

- Use athlete ambassadors to be the directors/ leaders of the running club
- Set up in different cities to gain more community engagement on Strava



*Knockaround x Strava*

# VIRTUAL FITNESS CHALLENGE IDEAS

## CONCEPT CHALLENGES

**“KNOCKAROUND 100-MILE CHALLENGE”** OR **“KNOCKAROUND 5K CLUB”**
**“OUTDOOR ADVENTURES WITH KNOCKAROUND”** PHOTO CONTEST WHILE WEARING GEAR
“**KNOCKAROUND MARATHON MILES CHALLENGE”** 26.2 MILES IN 30 DAYS PRE-NYC MARATHON

## INCENTIVES & ELECTIVES

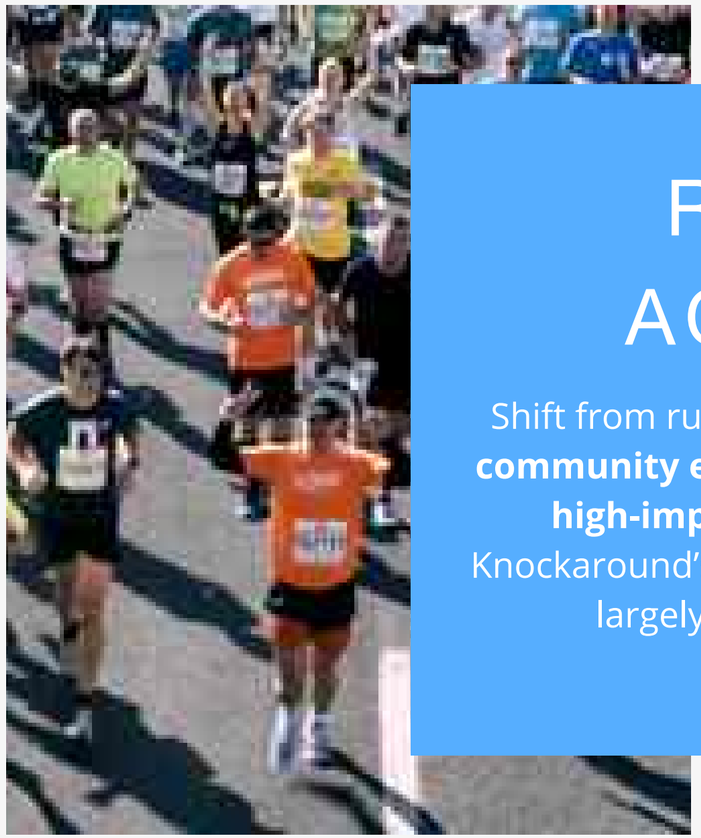
**LIMITED-EDITION SUNGLASSES**, **EXCLUSIVE GEAR**, **DISCOUNT CODES** & **STRAVA BADGES**
SOCIAL MEDIA **SHOUT-OUT**S FOR TOP PARTICIPANTS AND **CREATIVE UGC**

## PROMOTION & AMPLIFICATION

**CROSS-PROMOTION** VIA STRAVA**, INSTAGRAM, EMAIL/SMS**
**NYRR** SUPPORT**, BRAND AMBASSADOR** POSTS**,** AND **LEADERBOARD SHOUT-OUTS**

Knockaround





# RACE DAY ACTIVATION

Shift from runner-exclusive branding to **shared community experiences** with scalable, **low-cost high-impression activations** that bring Knockaround's fun, bold energy to spectators — a largely untapped audience of 2M+.



Knockaround



*Knockaround*

# PRE RACE
# EXPO ACTIVATION

## GOAL

Build buzz, capture data, and drive social anticipation.

## SOLUTIONS

**Try on + Find Your Fit Quiz at NYRR Expo**

Knockaround

*Pre-Race Expo*

# TRY-ON + FIND YOUR FIT QUIZ




RUNNERS **TRY ON** VARIOUS **KNOCKAROUND SHADES**

**BRANDED** MIRROR SELFIE WALL WITH **RACE SLOGANS**

“LOOK FAST. FEEL KNOCKAROUND”

“SHADE UP FOR RACE DAY”

**QR CODE** LEADS TO IG/TIKTOK FILTER OR **TAGGING PROMPT**

**SIGN UP TO OUR NEWSLETTER**







Knockaround



*Knockaround*

# RACE ACTIVATION

## GOAL

Maximize brand visibility and emotional connection with spectators and runners.

## SOLUTIONS

DIY Race Banner

Scream For Shades Challenge

*Race Day - Interactive Spectator Zones*

# SCREAM FOR SHADES CHALLENGE




SET UP **DECIBEL METERS AT CHEER STATIONS**

IF THE CROWD REACHES A CERTAIN VOLUME, A **KNOCKAROUND STREET TEAM TOSSES OUT SUNGLASSES TO THE LOUDEST FANS.**

THIS ENCOURAGES ENERGY, FUN COMPETITION, AND TONS OF **SOCIAL SHARING**

**FOAM HANDS + SUNGLASS GIVEAWAYS**

BRANDED CHEER PROPS + FREE KNOCKAROUND SAMPLES FOR EARLY ARRIVALS

DRIVING CROWD EXCITEMENT AND **SHAREABILITY**.

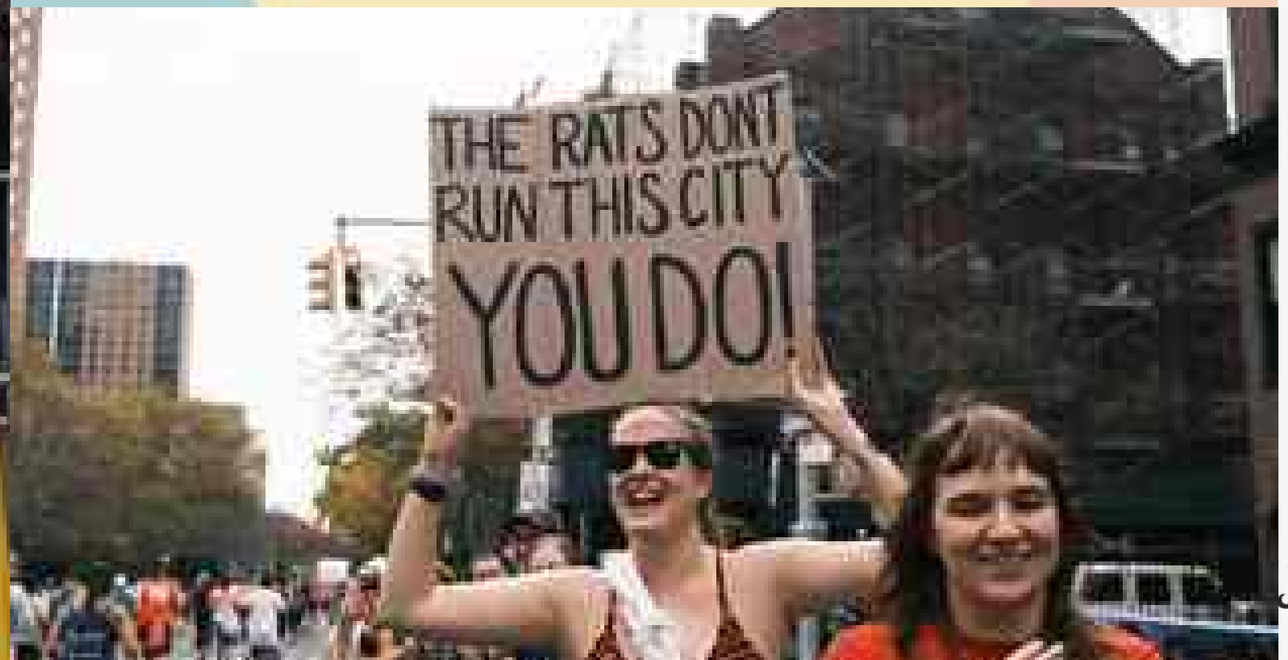
Knockaround

*Race Day - Interactive Spectator Zones*

# DIY RACE BANNER BOOTH




**CHEER SIGNS** WITH PLAYFUL SLOGANS **CO-BRANDED WITH KNOCKAROUND**




Knockaround



*Knockaround*

# POST RACE ACTIVATION

## GOAL

Leave a lasting impression while supporting runner recovery and celebration

## SOLUTIONS

Recovery Lounge
Fall Fit Check Contest
Live Cam Highlights

*Post Race Activation*

# RECOVERY LOUNGE




## RECOVERY LOUNGE

COZY, **BRANDED POP-UP** NEAR THE FINISH LINE. FEATURING OUTDOOR HEATERS, ADIRONDACK CHAIRS, WARM ENERGY TEA, AND BRANDED FLEECE BLANKETS

THE LOUNGE OFFERS A SEASONAL OASIS FOR SPECTATORS AND RUNNERS ALIKE

## FALL FIT CHECK CONTEST

BEST COZY KNOCKAROUND LOOK WINS FREE GEAR

## LIVE CAM HIGHLIGHTS

KNOCKAROUND REP INTERVIEWS FANS, SPOTLIGHTS SIGNS, AND STREAMS TO IG LIVE AND TIKTOK THROUGHOUT THE DAY.

**REAL-TIME ENGAGEMEN**T AND **DIGITAL AMPLIFICATION** OF THE ON-GROUND PRESENCE.

Knockaround

*Knockaround's Co-Branding Philosophy*

# COLLABS THAT MEAN SOMETHING




- PRIORITIZE AUTHENTIC, VALUE-ALIGNED PARTNERSHIPS
- SEEK RELEVANT COLLABS ROOTED IN KNOCKAROUND'S STREETWEAR/ACTION SPORTS DNA
- AVOID "COLLABING JUST TO COLLAB": AIM FOR ALL-IN, FULLY ACTIVATED CAMPAIGNS



# “FUEL. FOCUS. FINISH STRONG”

*Knockterra x GU Roctane Performance Kit*



## WHY GU ROCTANE

GU’s top products for endurance athletes
- High in electrolytes & amino acids

High perceived value
- Perfect match for Knockterra sunglasses

## KNOCKAROUND FIT

Makes Knockterra feel more legit as true performance gear

Targets serious runners and dedicated race communities

Consistent with the “authentic collabs only” mindset.

## WHERE & HOW TO GET IT

NYC Marathon Expo (exclusive booth drop)

Online (limited run at Knockaround + GU’s website

Local Run Clubs

## PROMOTION CHANNELS

Influencers + athlete co-launch (Reels, TikTok)

QR codes

Email + SMS blast to GU + Knockaround audiences

Optional add-on: Strava challenge redemption bonus



Knockaround

*Knockterra x GU Roctane Performance Kit*

# “FUEL. FOCUS. FINISH STRONG”







Knockaround

*Knockaround x Flow Alkaline Campaign*

# “RUN WITH FLOW”




## WHY FLOW ALKALINE

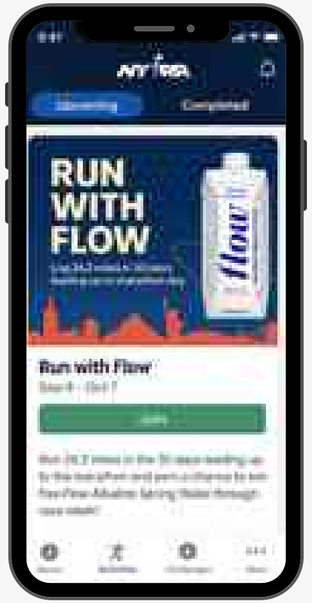
Official water sponsor of the TCS New York City Marathon and other NYRR events

Health and wellness alignment
- Rich in essential minerals and electrolytes

## PRE RACE

“Run with Flow” Challenge (NYRR App)
- Track miles and earn tiered rewards: discounts,
- Flow case, Knockterra

QR codes on Flow cartons, social media posts,
Email + SMS blast to both audiences.




## KNOCKAROUND FIT

Shared audience with NYRR

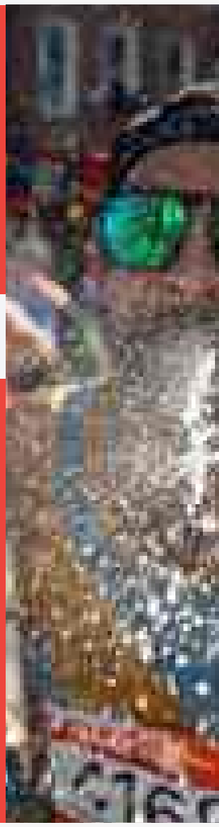
Boosted Brand Image
- Flow’s sustainability highlights Knockaround’s eco-friendly values.

## RACE WEEKEND

Flow Hydration Booths
- Flow water giveaways at expos and cheer zones,

QR codes to join the challenge or unlock exclusive rewards,

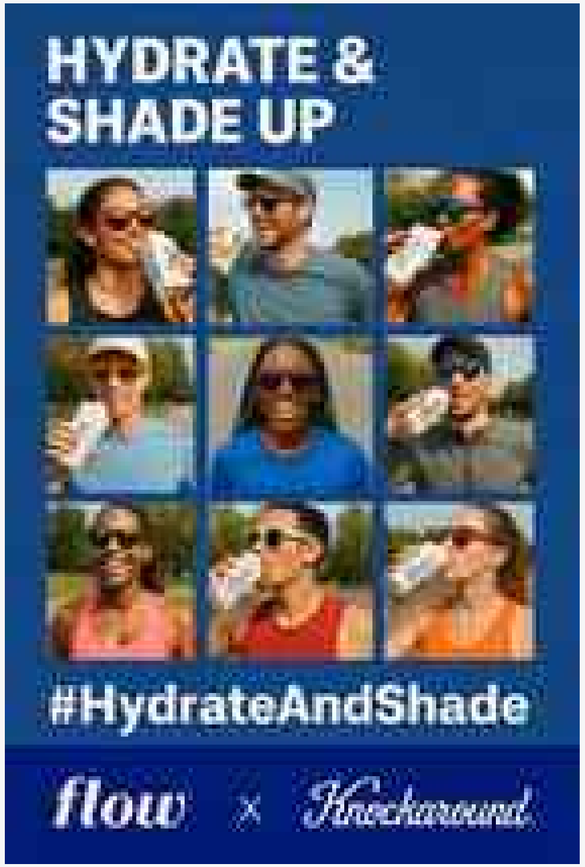
Photo prompt: “Hydrate & Shade Up”: snap a pic with Flow + Knockaround and tag to win sunglasses



*Knockaround x Flow Alkaline Campaign*

# “RUN WITH FLOW”













Knockaround

# WHOLESALE GROWTH STRATEGY

- **BRANDED "RECOVERY LOUNGE" NEAR THE FINISH LINE**
  - Include outdoor heaters, Adirondack chairs, warm energy tea, branded fleece blankets, and competitions using social media
  - Knockaround to be associated with the feeling of relaxing after accomplishing something terrific
- **LEVERAGE THE NYRR BRAND IN RETAIL/WHOLESALE BUYER MEETINGS**
  - Show Knockaround's alignment with healthy, active lifestyles
- **RELEASE "TRAINING SEASON ESSESTIALS" BUNDLE**
  - Include sunglasses, cooling towel, training log, or discount code for NYRR race entry or apparel




Knockaround

# WHOLESALE GROWTH STRATEGY

- **RECOVERY LOUNGE SUCCESS INDICATOR**
  - Foot traffic to booth/pop-up
  - Social Media Engagement/Viewership
  - Scans to NYRR Retail (QR codes)
  - Redemption rate of retail store coupons handed out at the pop-up

- **RECOVERY LOUNGE POTENTIAL RESULTS**
  - Increased Brand Visibility and Strengthened Brand Affiliation
    - Recovery Lounge aligns us with recovery, and athletic excellence
  - Direct consumer engagement
    - Encourage glasses try-on station

- **BUNDLE SUCCESS INDICATORS**
  - Sell-through >70% of bundles at retail locations
  - Increase in average transaction size vs. sunglasses alone.
  - Reorders or bundle customization requests from retailers.

**BUNDLE POTENTIAL RESULS**

+15–25% increase in sales per location.

Opportunity to expand bundle strategy into other use cases (*trail running, triathlon, youth track)*




Knockaround

# KEY PERFORMANCE INDICATORS

*To evaluate growth, Knockaround should track a layered KPI model across these 3 categories:*

## SALES PERFORMANCE

**REGIONAL SALES LIFT**
Compare post/pre NYRR race window

**KNOCKTERRA/KNOCKTERRA+ UNIT SALES**

**AVERAGE ORDER VALUE** (AOV)

**ANY DISCOUNT CODE REDEMPTIONS**
Run club trials and Strava

**PREORDER SALES**

## ENGAGEMENT METRICS

**SOCIAL MEDIA FOLLOWER & ENGAGEMENT GROWTH**

**UGC:** TAGGED POSTS & VIDEOS

**SOCIAL LISTENING**
Hootsuite
Sprout Social

**THE HARRIS BRAND POLL LIFT**
Existing, for recognition/ sentiment

**EMAIL & SMS OPT-INS**
(NY ACTIVATIONS)

## COMMUNITY & RETAIL PENETRATION

**BRAND RECALL SURVEYS**

**# OF NYC RUN CLUB PARTNERSHIPS**

**NYC AMBASSADOR OUTPUT**
Content pieces
UGC from local influencers

**RETAIL SELL-THROUGH RATES VS. OAKLEY AND BLENDERS**

**RACE-SPECIFIC BREAK DOWN**

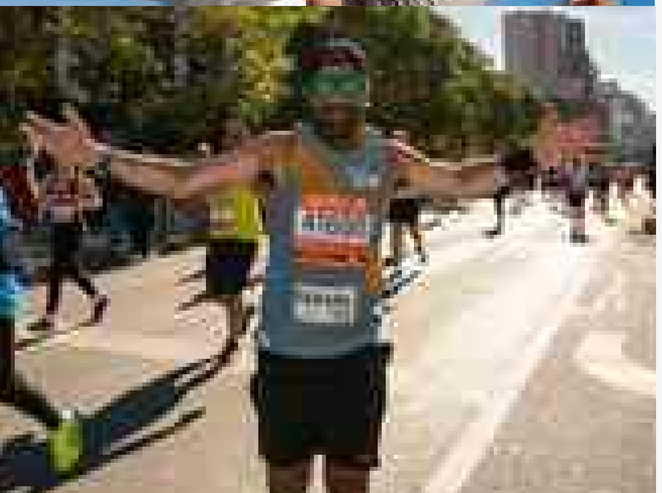
# CAMPAIGN COST BREAKDOWN

| SECTION | DETAILS | ESTIMATED COST |
|---|---|---|
| **Community Engagement Strategy** | 3 Run Club Activations (Pitch & Run, Lime Social, Lunges) | $36,000 |
| **Ambassador Program Strategy** | Ali Feller, Kate Mackz, Becs Gentry, Chris Chung | $60,000 |
| **Knockaround Strava Activation** | Virtual challenges, gamification, UGC contests | $5,500 |
| **NYRR Activation Strategy** | Expo, Race Day, Post-Race Recovery Lounge | $60,000 |
| **Co-Branding & Marketing Partnerships** | GU Energy Labs & Flow Alkaline | $35,000 |
| **Wholesale Growth Strategy** | Retail kits, seasonal bundles, recovery tie-ins | $44,000 |
| **Performance Tracking & Analytics** | Affiliate code tracking, UGC metrics, social engagement tools | $5,000 |
| **TOTAL SPENT** | | **$245,500.00** |
| **BUDGET LEFT OVER** | | **$54,500.00** |

Knockaround







# THANK YOU !

# Knockaround®





