



WINGS FOR LIFE WORLD RUN FREDERICIA



Philips TV & Sound





The Fredericia Race





Fredericia Race Details



The Route:

- 2,3 km
- Repeatedly pass the start/finish area
- Wheelchair friendly (flat terrain)

Stations around the route:

- Water
- Red Bulls
- Fruit

Start / Finish area:

- Speaker
- Red Bull DJ
- Food possibilities (eg foodtrucks)
- Start number pick-up
- Lounge area
- Red Bull tent, start/finish arc, parasol, fatboys, beach chairs etc
- Challenges & Competitions



TRACK

A fantastic route through the heart of Fredericia. With the start at Kulturkasernen, running through Danmarksgade, Gothersgade, Oldenborggade, Øster Voldgade and ending up at Kulturkasernen once again. Before and after the race Kulturkasernen will host lounge areas, food and beverages, music and entertainment.

WHEELCHAIR PARTICIPANTS

On May 7, 2023 wheelchair participants and runners start side by side at this track. The only requirement: wheelchair participants have to start in everyday wheelchairs.



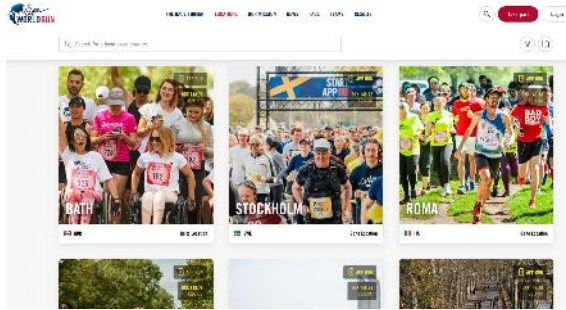


Marketing Activities

Philips, Red Bull, FHK, Others



ONLINE



- Fredericia as WFL race option on official website
- Visibility on Redbull.com/dk
- Visibility and articles on wingsforlifeworldrun.com (workout tips, warm up exercises etc)
- Visibility on FHK's website
- Visibility on Fredericia Running Club's website
- Part of Fredericia Running Club's calendar
- Visibility at RYK (Foreningen for Rygmarvsskadede)

Other



- Email marketing to those who has participated a WFLWR earlier
- News letter to Fredericia Running & Triathlon club members
- News letter to FHK's fans and junior teams
- Promote in FHK's fanshop & in arena (klappere, speaker etc)
- Strava running app challenge in April
- Press release send out from FHK & Philips
- Promote in Fredericia News paper

SOCIAL MEDIA



- Paid & organic SoMe ads (FB, IG) via Philips DK
- Paid & organic SoMe ads (FB, IG) via Red Bull DK
- Organic SoMe posts via FHK
- Video of race day on Philips official Youtube
- International WFL SoME (Instagram)
- FHK Competition/Lottery "Show your race number and get the chance to win Philips HP, tickets etc..."
- Hashtag #WFLWRFredericia

AMBASSADORS



- Red Bull Athleth & Ambassadors will promote the race on SoMe
- FHK players will promote the race on SoMe
- Red Bull fitness / sports influencers will join the race





Supported by...



IDA STEENSGAARD
OCR

40.900 followers



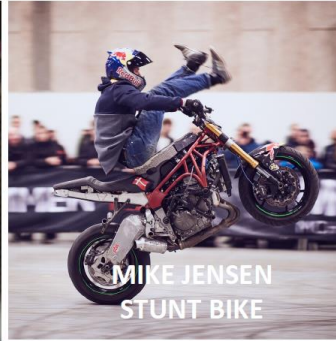
THERESE TAABEL
KITE SURFING

43.800 followers



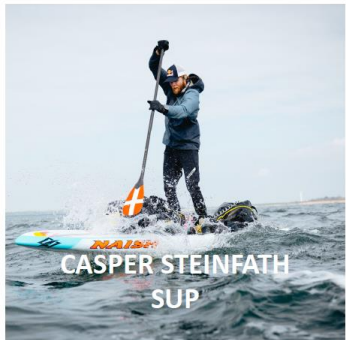
ALTHEA REINHARDT
HANDBALL

40.000 followers



MIKE JENSEN
STUNT BIKE

34.900 followers



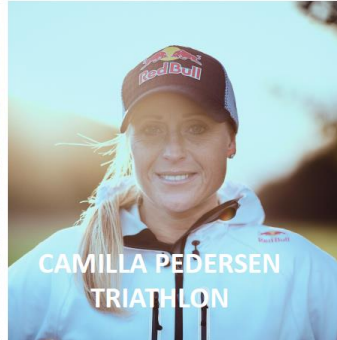
CASPER STEINFATH
SUP

48.400 followers



DANIEL BÆKKEGAARD
TRIATHLON

48.600 followers



CAMILLA PEDERSEN
TRIATHLON

57.500 followers



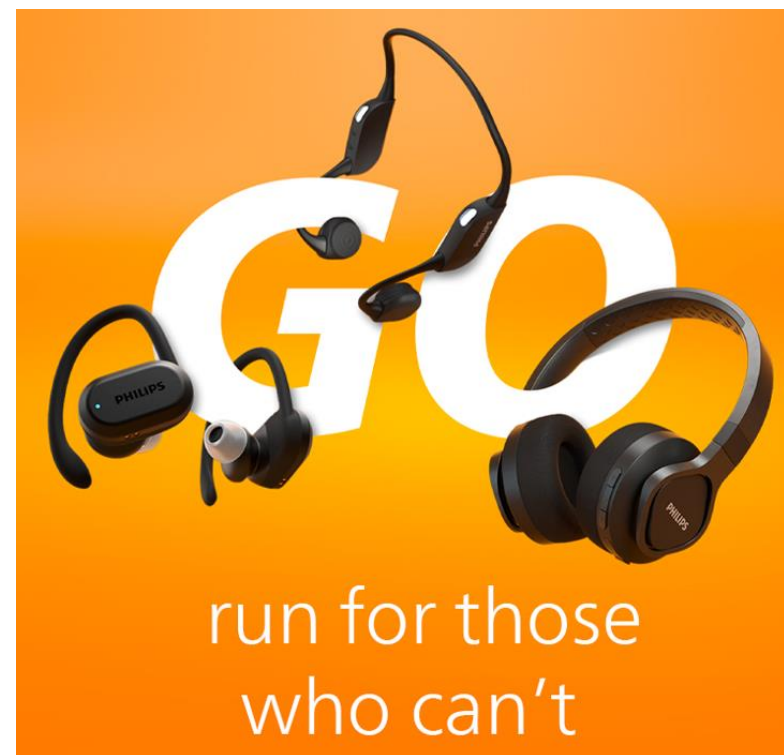
HVORDAN SÆTTER VI FART PÅ SOME?



Vi har 50 kasser Red Bull's and 50 Philips Go Sport headsets

Disse kan bruges til at sikre folk deler eller kommenterer vores opslag som præmie

Lad os høre om I har nogle gode ideer?





Program for dagen

10,45 BtB Foredrag – REDBULL Atleter

11,00 Kultur Kasernen, Aktiviteter og Street Food Court Åbner

13,00 Starten går

16,00 Foredrag – REDBULL Atleter for frivillige og øvrige deltager

Bekræftet

[Ida Mathilde Steensgaard](#), europa- og verdensmester i OCR løb

[Casper Steinfath](#), 6x verdensmester i SUP og indbegrebet af en actionmand (hans kone er dog sat til at skulle føde to uger senere, så hvis hun går i fødsel den dag, bliver han selvfølgelig nødt til at aflyse 😊)

Afventer bekræftelse:

[Althea Reinhardt](#), håndboldmålmænd (vi afventer og ser om klubben skal spille Champions League den weekend. Hvis ikke, så er hun klar)

[Therese Taabbel](#), Kitesurfer (giver endeligt svar om 2 uger, men det ser lovende ud)





URBANIA STREET FOOD

Event pladsen

- Streetfood område med
- 3 foodtrucks
 - Bar vogn
 - Borde / bænke
 - Lounge område

Aktiviteter hele dagen

Redbull DJ truck & Dj - leveres af Redbull for god stemning





Our vision & targets



- To be one of the biggest and most successful races 2023
- 1 000 people signed up & joining in Fredericia

Red Bull's target:
2023: 300.000 sign ups (1K in DK)
2025: 1.000.000 sign ups

- Be yearly race in Fredericia
- Create a before, during and after event, driven by Fredericia Kommune but in close corporation with Red Bull and Philips.
- Raise awareness of spinal cord injuries and Wings for Life





FIRMA MULIGHED



Tilbud til virksomheder der gerne vil støtte løbet samt formålet, køb 100 billetter til 20.000,- + moms.

Enkelt billetter kan altid købes til € 20 på: <https://www.wingsforlifeworldrun.com/en/locations/fredericia>

Desuden muligheder for VIP billet til 399,- + moms, denne indeholder, bispising i de på eventen pladsen placerede food trucks, drikke, foredrag samt løbsbillet.

Programmet vil være:

10.45 - 12.15	Foredrag
13.00 -	Løb start

Der kan desuden aftales (meget gerne) at I opstiller eget telt i event området og skaber en firma fest for jeres medarbejder og deres familie.





SYNLIGHED PÅ FØRSTE PR UDSENDELSE



Fredericia Avisen

<https://fredericiaavisen.dk/philips-er-medarrangoer-til-wing-for-life-world-run-i-fredericia/>

<https://fredericiaavisen.dk/international-motionsloeb-kommer-til-fredericia/>

Fredericia Dagblad

<https://frdb.dk/fredericia/internationalt-motionsloeb-kommer-til-fredericia>

Fredericia Kommune

<https://www.fredericia.dk/nyheder/fredericia-danner-ramme-om-internationalt-motionsloeb-der-stoetter-god-sag>

FHK

<https://fhk.dk/nyheder/12288/>

DK C TV

<https://danmarkc.tv/fredericia-danner-ramme-om-internationalt-motionsloeb-der-stoetter-en-god-sag/>

Ugeavisen

<https://ugeavisen.dk/elbobladet/internationalt-motionsloeb-kommer-til-fredericia>

Others

<https://kommunenyheder.dk/fredericia-kommune/fredericia-danner-ramme-om-internationalt-motionsloeb-der-stoetter-en-god-sag-nyheder/>

Philips

<https://news.cision.com/dk/philips-tv---sound/r/philips-er-medarrangor-til-wings-for-life-world-run-i-fredericia,c3711871>

Red Bull / WFL

<https://www.redbull.com/dk-da/events/wings-for-life-world-run>

<https://www.wingsforlifeworldrun.com/en/locations/fredericia>





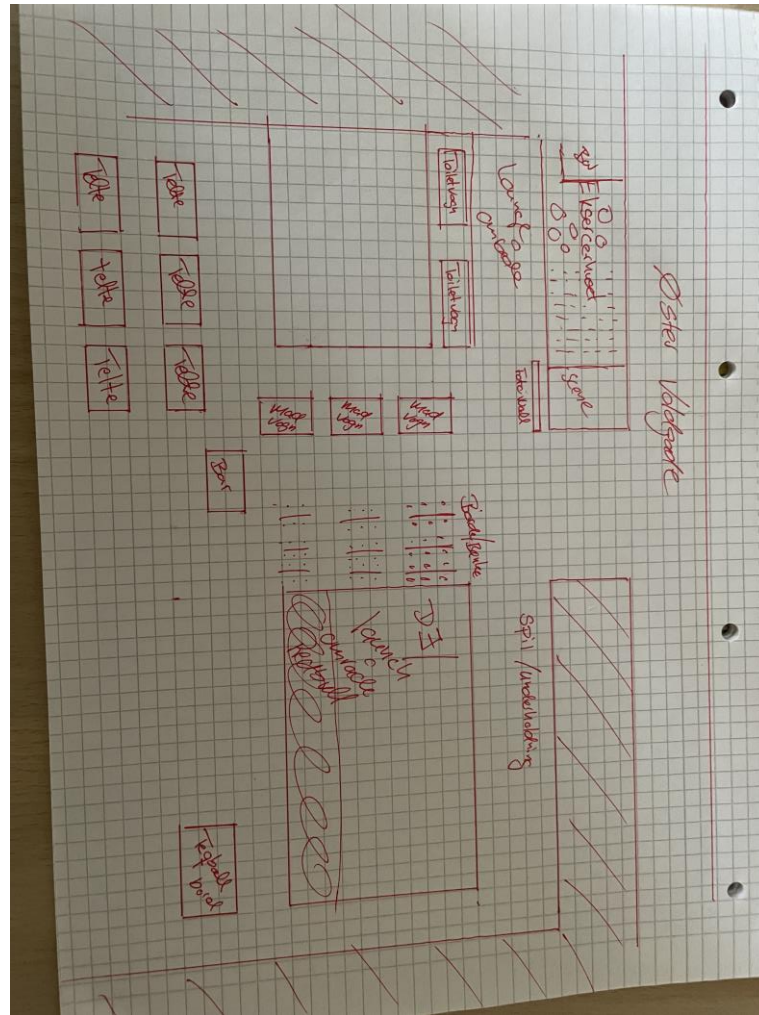
2022



<https://www.youtube.com/watch?v=aHvttyyiEerI>



KULTUR KASERNEN – WIP FOR NEXT WEEK



Har markerat mitt förslag i grova drag nedan:
S = Scenen (DJ, speaker etc)
T = Trailern med Philips lounge area & aktivitet
V = VIP-entrén där även eventuell fotovägg etc står med kameraman

A large, blue and yellow inflatable archway in the shape of a Red Bull bull, with the words "Red Bull" written in white on the blue sections. The archway is set up on a blue track. In the background, there are spectators, blue umbrellas, and a building with a curved roof.

See you in Fredericia
7th May 2023

Why Wings for Life

- Wings for Life is a global non-profit foundation with the mission to **find a cure for spinal cord injury**
- The Wings for Life World Run is a global race helping to achieve that goal. Or to be more precise: everyone who takes part in the race is helping to achieve that goal.
- Every year 250 000-500 000 people around the world suffer a spinal cord injury
- The majority of spinal cord injuries are due to preventable causes such as road traffic crashes, falls or violence
- Philips Sports Headphones are a proud Global partner

*With our partnership with Wings For Life we support the important research to find a cure for spinal cord injury and activate 'the everyday athlete'.
Join us and GO together!"*

Per-Åke Broman, Marketing Director Nordics



THE RACE WHERE EVERYONE CAN JOIN



How does it work?

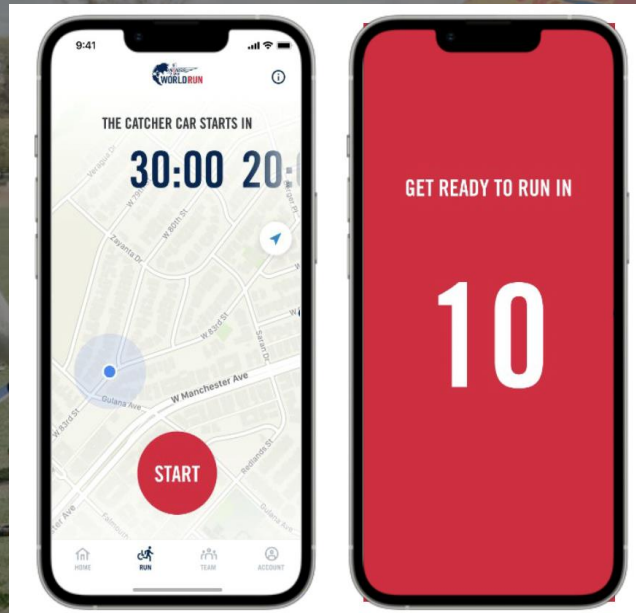
- You run with thousands of people worldwide at the exact same time. You run as far as you can until the Catcher Car passes you
- The race is held in 192 countries and starts **7 May 2023 13:00 CEST**
- After 30 min. the 'Catcher Car' starts. The Catcher Car is a moving finish line (physical car at official races and virtual in the app)
- The car is passing runners one by one until the race is over. Get as far as possible before the car catches you. The goal is therefore not a time for a fixed distance, but rather to get as far as possible
- The starting fee is **20 euro**. 100% of the money goes directly to spinal cord research
- Since 2014 **38,3 million euros** have been collected



THE APP RUN



4 EASY STEPS



1. Sign up via wingsforlifeworldrun.com – choose the Frederica Race

2. Download the WFL app & do the test run

3. Bring your headphones with you on the race day

4. Run for those who can't

Why use headphones?

During the race, you will get notifications from a speaker voice. The voice will for example update you how close the Catcher Car is from you. There will also be a speaker at the finish line giving updates during the race.