



\$71.9 MM

Raised for charity

268,000

Donations made

\$148

Average donation amount

160

Charities benefitting from donations



and many more



Turning corporate sponsorship into a spotlight for charity fundraising

PROBLEM

The Boston Marathon® is the world's most elite road race, featuring some of the fastest runners on the planet. However, the marathon allows for another type of runner: those running to raise money for charity. These runners must raise a significant amount of funds determined by the organization, sometimes up to \$12,500. If they can't raise it, they must pay it out of their own pocket. This task is impossibly difficult, especially since they are limited to their own personal network of friends and family.

OPPORTUNITY

In their first year as the presenting sponsor of the Boston Marathon®, Bank of America had an extensive out-of-home presence and the ability to shift the marathon focus away from them and onto the fundraising efforts of the charity runners.

IDEA

THE HUMAN SPONSORSHIP

Bank of America turned their entire corporate sponsorship of the Boston Marathon® into a spotlight for the fundraising efforts of charity runners. We used the iconic marathon bib to display each individual's personal reason for running. Our media approach selectively choose high- impact locations frequented by locals and marathoners.

We prominently featured the charity runners, and with each placement, viewers could support the runner on the spot via QR codes and personalized vanity URLs driving to each runner's individual fundraising page. A takeover of the iconic Prudential Center captured attention at a foot-traffic point that sees more than 1MM marathon day spectators — as well as, two subway station dominations, trolley train wraps, and more than 300 digital panels in all commuter hubs.

