

## Pasadena Forward

A non-profit organization established to promote and support the growth of charitable, civic and education-advancing organizations. The organization enables these groups to focus on developing and expanding their programs and growing their support base by providing organizational and back-office services. One of their main responsibilities is to manage the annual Pasadena Marathon. Though the Marathon grew from zero to 8,000 participants in the first year it was conducted; the number of runners has not really increased in the last three years. The hope was the event would become self-sustaining and that proceeds could be used to further the primary mission of the organization to aid other Non-profit agencies to operate more efficiently.



### Project Description

Improve Visibility and Market Presence

The organization wants to:

1. Conduct an analysis of the success of other marathon programs (e.g. the Boston Marathon, L.A. Marathon, etc.) to identify how they have been able to attract a great number of runners and possibly identify operating “Best practices”.
2. Determine how marathon runners decide which marathons to participate in through both secondary research and online surveys of their current clientele in order to develop effective marketing activities.
3. Identify a brand position for the Marathon in the marketplace.

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