

7-27-24



Photo by Two Brothers
Photography

GUARDIAN
MILE

GOHRun
www.gohrun.org

Our Mission: GOH Run!



- **GOH Run** is a 501(c)(3) organization founded in 2018 to promote competition, fitness, and health in the Northeast Ohio community through the sport of running.
- The **Guardian Mile** is our flagship annual event. Each summer, it provides the Greater Cleveland community with the opportunity to:
 - Race a challenging and iconic road mile course in downtown Cleveland
 - Celebrate our city and connect with local businesses
 - Cheer on, interact with, and learn from professional runners from around the globe
- The unique experience and platform of Guardian complements and highlights our year-round efforts to provide and **expand access to youth running opportunities** in our communities.

Public Health Benefits of Youth Physical Activity



- **The CDC recommends 60 minutes** or more of moderate-to-vigorous daily physical activity for kids ages 6-17. This activity should be aerobic, muscle-strengthening, and bone-strengthening. [1]
- **Regular physical activity** can help children and adolescents improve cardiorespiratory fitness, build strong bones and muscles, control weight, reduce symptoms of anxiety and depression, and **reduce the risk of developing health conditions** such as heart disease, cancer, type 2 diabetes, high blood pressure, osteoporosis, and obesity.
- **Kids who are physically active** tend to have better grades, school attendance, memory, and classroom behaviors.

The Crisis of Youth Physical Inactivity



- **Less than one quarter of U.S. children** age 6-17 meet the CDC's recommendation of 60 minutes of physical activity every day. [1]
- According to a study by JAMA Pediatrics, children's physical activity levels worldwide **dropped by 20% over the COVID-19 pandemic**, a "developmental turning point" that could have wide-ranging effects on physical and mental health. [2]
- The **income gap is becoming a physical activity divide**. While 70% of U.S. children from high income families participate in sports and fitness activities, only 51% in a middle-income range and 31% at or below the poverty line do so based on CDC data. [3]

GOH Run Youth Programs



- JAMA Pediatrics has stated an **“urgent need” for public health initiatives** to revive young people’s interest in, and support their demand for, physical activity beyond the pandemic. [1]
 - The CDC recommends that children and adolescents be provided opportunities and encouragement to participate in physical activities that are **age-appropriate, enjoyable, and varied**. [2]
- Since 2018, GOH Run has provided **affordable camps and fun runs** that meet these criteria. GOH Run programs have been put on in Cleveland, Lorain, Olmsted Falls, Sandusky, Sheffield Lake, and Strongsville. Our total youth programming footprint has grown on a participant basis each year.
- In **partnership with the Boys & Girls Club of Northeast Ohio**, a week-long day camp is offered at a B&G Club Center each summer at no cost to club members. [3]



**Relay Races at Sheffield Lake
B&G Club Youth Day Camp, June 2023**

Youth Access to the Guardian Mile



- Support from our partners allows us to offer **extremely affordable youth registration for the Guardian Mile** (\$15 / runner) that in comparison to similar events. [1] [2]
- Additionally, support from our partners allows us to **donate entries to youth runners and teams in need** at no cost. It is our dream to be able to provide free registration for any youth runner who wishes to race the Guardian Mile.
- Proceeds from the Guardian Mile also **help to fund our year-round youth programs**, especially our free day camp in partnership with the Boys & Girls Club of Northeast Ohio.

HS teams warming up at Guardian Mile V



The Rhodes HS XC team warms up for Guardian Mile V

Testimonials from Youth Runners / Coaches



- “The Guardian Mile is one of my favorite competitions. It gave me the opportunity to run alongside competition I wouldn’t normally have the chance to face. I love that we are given the chance to experience the running culture in Cleveland.”
- Marques G.
- “The Guardian Mile was my first ever race and gave me a chance to get race experience. The whole event was just perfect – the course, the shirts, the vendors, and the competition. The huge amount of people made me nervous, but also confident to run in that crowd. I kept thinking about that Mitchell’s Ice Cream after every race last season.”
- Joanniel C.
- We are grateful to race sponsors for providing our Rhodes runners with the opportunity to participate in this annual event. This event not only showcases our city’s dedication to lifelong fitness and competition, but also highlights the sense of community that surrounds it. I am thankful for the opportunity to expose our urban student-athletes to this positive experience.
- Coach Courtney Gargiulo, Rhodes High School



HS runners race to the finish

Other Areas of Sponsor Impact



- Support of the Guardian Mile allows us to put on a **world-class road mile that is also “uniquely Cleveland.”** Sponsors provide key goods and services in kind or help us defray operating costs and expenditures like certification, lodging and travel for elite runners, prize purse, road closures, security, timing, etc.
- In 2023 our **course was internationally certified by World Athletics**, and our elite heats were included on the WA Calendar. This allows athletes to score points towards their world rankings for Olympic and World Championship qualification. It aids our efforts to bring some of the best runners in the world to Cleveland.
- Thanks to support from sponsors, we were also able to add a **video board at the finish line in 2023**, vastly improving the finish line atmosphere for media, runners, and spectators.



Tigist Ketema of Ethiopia (Nike) leads South Africa
Carina Viljoen (ASICS) past the halfway point

Guardian Mile V Highlights



- A **record 887 registrants** signed up to cross the Hope Memorial Bridge for Guardian Mile V on Saturday, July 29th, 2023, up 33% from 2022. We are now one of the five largest road races in Cleveland and one of the five largest community road miles in the U.S. on a participant basis.
- Through a partnership with **Citius Mag**, our elite heats were live streamed on our Instagram account and published on their YouTube Channel. Across all channels, these stunning **race videos have over 169k total views**. [1]
- ASICS athlete Johnny Gregorek won his 3rd straight Guardian Mile in 3:53, while Nike's Tigist Ketema ran away from the women's elite field to finish in 4:28. Our elite heats have now produced **35 sub-4 miles** on the men's side and **30 times faster than 4:34** in the women's races (sub-4 equivalent). We have the fastest elite road mile in the world outside of the historic Fifth Avenue Mile in New York.



HS race start



Youth finish





939
Nordia Dental
Stroller Mile

931
Nordia Dental
Stroller Mile

9

Competitive Masters Heat and Stroller Division



Johnny Gregorek (ASICS) powers to a 3-peat

Guardian Mile V Highlights Cont'd.



- National anthem performed by Cleveland sports personality **Hayden Grove**, DJ / announcements at start / finish, [Instagram live stream](#) of all races. 2016 Olympic 1500m Champion Matt Centrowitz posed for photos with his gold medal and served as a ceremonial starter.
- The **Finish Line Festival** again provided free Mitchell's Homemade Ice Cream and Georgio's Pizza for runners. **Cleveland Water** provided hydration and giveaways.
 - Awards, commentary, gear sale, interviews, Kona Ice, a photo booth, and the Ohio Legends post-race photo contributed to a family-friendly and fun atmosphere during, between, and after races at the finish line!
- **Post-Race Party (21+) at Market Garden**, with food, music, and a limited release of Guardian American Lager on tap.

Olympic gold medalist Matt Centrowitz at the start line



Elite Testimonials



- **Praise from winners past and present:**
- “Big thank you to Guardian Mile and the community who came out and cheered along the bridge! Such an amazing experience, my first time in Cleveland definitely didn’t disappoint!” – [ON athlete Josette Norris](#)
- “Ripped a mile over the Hope Memorial Bridge to defend my title in the Guardian Mile this weekend! Cleveland rocks!” – [ASICS athlete Johnny Gregorek](#)

Sponsor Testimonial



- **“Fitness and competition are critical aspects for living a healthy, meaningful life, and running and racing provide a key platform for people of any age to challenge themselves and develop throughout a lifetime. The Guardian Mile and GOH Run’s year-round programming allow for continuing growth in the Cleveland running community while supporting youth and overall development. Elite performance is crucial in the effort to sustain and impact the culture. Cleveland is a fantastic city for sports and outdoor adventure, and the Guardian Mile showcases some of what makes the city and community an outstanding place to live and thrive. There is no reason why we cannot present the greatest mile race anywhere in the world!”**

-Todd Phillips, Hometown Hero Sponsor 2019-Present

- **Thank you to all our current and former race sponsors!**

Additional Media Coverage



- 92.3 The Fan
 - [Olympic medalist Clayton Murphy previews the Guardian Mile on “The Barber Shop” \(2022\)](#)
 - [“The Cleveland Guardian Mile was LIT!” – 92.3 / NEW Channel 5 Personality Anthony Lima \(2022\)](#)
- The BIGPLAY REFLOG SHOW
 - [Gab Kreuz interviews 2022 winner Josette Norris about her road mile debut \(2022\)](#)
 - [Colby Alexander talks Guardian and Cleveland sports with the show \(2021\)](#)
- The Plain Dealer / Cleveland.com
 - [Post-Race Recap \(2021\)](#)
 - [Post-Race Recap \(2019\)](#)
 - [Post-Race Recap \(2018\)](#)
- ShareTheRiver
 - [Spectacular Video of the Monticello Associates Men's Elite Finish \(2018\)](#)
- From national and international running news outlets
 - [World-Track.org Event Recap \(2022\)](#)
 - [2019 Letsrun.com Event Preview](#)
- Additional event coverage provided by [Cleveland Scene](#), ESPN Cleveland, [The Lap Count](#), [Ohio MileSplit](#), [Run The Globe Podcast](#), and more

Sponsorship Levels



- **Event Presenting Sponsors:** \$50k (or equivalent in-kind). We are seeking a presenting sponsor for the event as a whole.
- **Heat Level Sponsors:** \$2500 to \$25k (or equivalent). Inquire for availability.
- **Division / Support Level Sponsors:** \$500 to \$2500. Sponsor a heat division, present a specific item needed for race operations, etc. Inquire for availability.
- For a more detailed breakdown of specific sponsorship recognition, see the Sponsorship Levels PDF. As a 501(c)(3), sponsorship of the Guardian Mile is tax deductible. For more info or updated availability, contact Assistant Race Director Ken Sullivan at kenneth.dsullivan@gmail.com or 216-789-7182 (cell).



2024 Race Goals

- **Grow to over 1000 registrants** by continuing to improve outreach to local HS / youth teams (particularly in underserved communities), running groups, and the community at large.
- **Increase outreach to media** (local outlets as well as national run journalists) to improve media coverage and the visibility of our event.
- Scale and continue to integrate our support from national run brands and local run specialty retailers to **optimize the race day experience** for all participants.