

As part of our campaign for our GNC Races, we will promote a real story of a man and woman that want to change their life for a healthy life style, but their excuses are what they choose to follow.

**CORRE**  
**SIN LÍMITES**  
5K - 15K  
**GNC**  
Rising Star

How will it work?

We'll build a campaign through social media to make the call to our audience that GNC is looking for two persons to help them to accomplish their goals for a life style.

The communication of the stories

A committee will choose the best stories, we will gather a group of to record a documental of the life of this persons, we will provide a certify coach and a nutritionist to follow them and help them.

Their life stories will be related to our sponsors, our brand and races.

This documental will be part of a digital campaign that will be exposed on social media.

## Brief

We will help to accomplish their running goal, the running profile is the one that we are focus on, the story will tell they daily activities and the excuses that they use to avoid the exercise, our experts will listen, analyze the information and make a full running plan. This guide will start 2 months before the first GNC race in Mexico city, they will run our short distance, 5k, the training will go on for the second race in GDL, running a 10k distance, and finally they will cross the finish line in the last race in Monterrey on a 15k.

## Goal

To communicate our audience that we can make it happen if we choose to, and the brands that will make this program possible are there to support you. We generate engagement with the audience and a brand experience that will last for a whole year.

COMMERCIAL PARTNERSHIP

USD 15,000.00

## Benefits

- Brand presence on each story.
- Product placement.
- Logo on all the digital content (mailing, Google display, pre rolls, Facebook ads, search, GNC web site, corre sin límites web site)
- Product sampling and giveaway packages thru trivias on Facebook.

We are sure that this event will help to improve your brand performance.

Contact:

Jorge Ríos

[jrios@axera.com](mailto:jrios@axera.com)

+52 (81) 8133 4000 ext. 363