



# INDIAN OCEAN MARATHON — DURBAN —

3RD & 4TH APRIL 2027

PARTNERSHIP OPPORTUNITIES

RUN  
FURTHER  
TOGETHER

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RUN  
FURTHER  
TOGETHER

## Durban's New International Coastal Running Experience

The **Indian Ocean Marathon** signals a bold new chapter for road running in Durban, created by taking over the established **Orcas ULTRA Marathon** and transforming it into a fresh, exciting and internationally positioned running event.

The Orcas Marathon already has a loyal following of approximately 1,200 – 1,500 runners, providing the Indian Ocean Marathon with an established foundation and passionate running community from which to grow.

The vision is now to take the event to an entirely new level.

The **Indian Ocean Marathon** will showcase everything that makes Durban and KwaZulu-Natal unique – the spectacular Indian Ocean coastline, beautiful beachfronts, vibrant city environment, warm climate and the breathtaking scenery of the North Coast.

### Three Distances. One Incredible Experience.

The inaugural rebranded event will feature:



**50 KM**

INDIAN OCEAN ULTRA

A spectacular new ultra-distance challenge designed to attract serious South African and international ultra runners.



**30 KM**

INDIAN OCEAN  
CHALLENGE

An exciting mid-distance event offering runners the opportunity to experience the beauty of Durban and the North Coast.



**10 KM**

INDIAN OCEAN 10

A fast, accessible and highly social race aimed at attracting a broad mass-participation audience.

The proposed route will start and finish at the **Sunkist Lawns** opposite **Moses Mabhida Stadium** and take runners on a beautiful journey through **Durban North** and **La Lucia** to **Umhlanga**, where the runners will return along the coastal roads back over the **Umngeni River** and along **Durban's Golden Mile**, back to the spectacular finish on Durban's beautiful **Beachfront**.

### A NEW INTERNATIONAL SHOWCASE FOR DURBAN

The **Indian Ocean Marathon** is being developed with an ambitious vision: to become a showcase event for Durban and South Africa on the international running calendar.

The race will be designed to appeal not only to local runners, but also to athletes from across South Africa, Africa and international running markets.

Imagine international runners arriving in Durban, staying in our hotels, enjoying the beaches, experiencing the city's attractions and then taking on an iconic coastal running challenge alongside thousands of South African competitors.

**The destination becomes part of the race.**



ICONIC  
COASTLINE



VIBRANT  
CITY



BREATHTAKING  
SCENERY



THRIVING  
COMMUNITY





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## TWO OCEANS ALTERNATIVE

One of the exciting opportunities behind the **Indian Ocean Marathon** is its potential to become an **alternative event** for runners who want to participate in the sometimes over subscribed and hard to get into, **Two Oceans Marathon** in Cape Town.

For many runners, traveling to Cape Town can be expensive once accommodation, transport, flights and other costs are included.

The Indian Ocean Marathon offers an exciting alternative:

**Experience another iconic South African coastal race — In Durban.**

Runners can stay in Durban, enjoy a coastal holiday and take part in a professionally delivered event without the additional expense of traveling all the way to Cape Town.

Rather than competing against the major established races, the Indian Ocean Marathon can **create its own identity** and **become another must-do South African coastal running experience.**



### NO LONG TRAVEL COSTS

Stay in Durban  
and save



### COASTAL HOLIDAY

Run, relax  
and explore



### A FRESH ALTERNATIVE

Another iconic  
South African  
coastal race

## MORE THAN JUST A RACE

The ambition is to create an **Indian Ocean Running Festival** — an event that combines competitive running with tourism, entertainment, community and the unique culture of KwaZulu-Natal.

With a new brand, new routes, new venues and a completely refreshed event experience, the **Indian Ocean Marathon** will build on the existing **Orcas Marathon** community while opening the door to a much larger future.



From **1,500**  
runners today...



to a major international  
**Durban running festival**  
tomorrow.

The Indian Ocean Marathon will give runners a reason to **come to Durban, stay in Durban and experience Durban.**

## INDIAN OCEAN MARATHON

DURBAN • SOUTH AFRICA





# A POWERFUL MEDIA PLATFORM

MASS REACH | HIGH ENGAGEMENT | REAL IMPACT

RUN  
FURTHER  
TOGETHER

## MAXIMUM EXPOSURE. GREATER IMPACT.

The Indian Ocean Marathon will be supported by a comprehensive, multi-channel media and marketing campaign to drive awareness, participation and engagement, delivering exceptional value for our partners and showcasing Durban to local, national and international audiences.



### TV BROADCAST SUPERSPORT PRODUCTION

High-quality event coverage reaching millions across South Africa and beyond.



### RADIO EAST COAST RADIO

On-air promotions, interviews, competitions and live broadcasts to engage KwaZulu-Natal audiences.



### STREET POSTERS

High-visibility street pole posters across Durban and surrounding areas to create strong local awareness.



### SOCIAL MEDIA

Active campaigns across multiple platforms with engaging content, race updates, athlete stories and partner exposure.



### WEBSITE

Dedicated event website with all event information, entries, news, partner exposure and ongoing updates.



### DATABASES

Targeted email campaigns to existing participant databases and relevant lifestyle, running and sporting communities.



### EVENT ACTIVATIONS

On-site brand activations, expo opportunities and interactive experiences to engage participants, spectators and the broader public.



### RUNNING CLUB ENGAGEMENTS

Partnerships with running clubs across KZN and South Africa to drive participation and grassroots support.



### SPONSOR PLATFORMS

Leveraging our partners' marketing channels, platforms and networks to amplify reach and engagement across multiple industries and communities.



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BREATHTAKING  
SCENERY



THRIVING  
COMMUNITIES

MORE THAN A RACE.  
A STRONGER DURBAN.

# BRAND ALIGNMENT

A POWERFUL  
PLATFORM TO  
CONNECT YOUR BRAND  
WITH A **HEALTHIER,  
HAPPIER SOUTH AFRICA.**

*More  
Than a Race*



## BRAND POSITIONING

Align your brand with health, performance, endurance, adventure and the iconic Durban coastline – a positive, inspiring and aspirational platform.

### EXAMPLE BRANDS

Sportswear, Nutrition, Automotive, Travel & Tourism, Financial Services



## TARGET MARKET

Reach an active, health-conscious audience with strong spending power, including runners, fitness enthusiasts, families and lifestyle communities.

### EXAMPLE BRANDS

Sports & Fitness, Retail, Health & Wellness, Insurance, Banking, Lifestyle Brands



## VALUES

Our values of perseverance, community, inclusivity and environmental care mirror the values of forward-thinking brands that want to make a difference.

### EXAMPLE BRANDS

Sustainable Products, Outdoor Brands, Health Food, Ethical Business, Green Initiatives



## CORPORATE & SOCIAL RESPONSIBILITY

Support community health, active living and local development. Opportunities to drive CSI initiatives, charity partnerships and environmental programmes.

### EXAMPLE BRANDS

NGOs, Healthcare, Education, Environmental, Corporate CSI Programmes



## PRODUCT CATEGORIES

Natural fit for products and services that enhance an active, outdoor and healthy lifestyle.

### EXAMPLE BRANDS

Sports Apparel, Footwear, Nutrition, Hydration, Wearables, Travel, Hospitality, Automotive



## MARKETING STRATEGY

A high-impact platform with multi-channel exposure – on-site, digital, media and community engagement – to drive brand awareness, consideration and sales.

### EXAMPLE BRANDS

Consumer Brands, FMCG, Financial Services, Telecoms, Media, Travel



## COMMUNITY INITIATIVES

Be part of a movement that inspires healthier people and stronger communities. Engage with schools, running clubs and local organisations through activations and outreach.

### EXAMPLE BRANDS

Local Business, Retail, Healthcare, Education, Youth Development, Community Foundations



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STRONGER  
COMMUNITIES



**B-ACTIVE**  
EVENTS



RUN FURTHER TOGETHER

# AUDIENCE & REACH

A NEW  
DURBAN EVENT.  
**A NATIONAL  
B-ACTIVE AUDIENCE.**

*More  
Than a Race*



**2,000**

**TOTAL PARTICIPANTS  
IN 2027**

Across 50km, 25km  
and 10km events.

**TARGET: 8,000  
PARTICIPANTS BY 2030**



**15,000+**

**SPECTATORS &  
SUPPORTERS**

Family, friends and  
the wider community  
along the route and at  
the finish precinct.



**DEMOGRAPHICS**

Age: 25 – 55 (Core 28 – 45)

Gender: 55% Male | 45% Female

Income: LSM 6 – 10

Location: KZN 70%

Rest of SA 25% | International 5%



**GEOGRAPHIC REACH**

National and international  
exposure with participants  
from across South Africa  
and neighbouring countries,  
showcasing Durban to  
a global audience.



**EXISTING CUSTOMER  
OVERLAP**

Strong alignment with  
brands in running, fitness,  
health, wellness, travel,  
tourism, outdoor lifestyle,  
nutrition and active living.



**86,000+**

**SOCIAL MEDIA AUDIENCE**

Across B-Active  
event brands with a  
highly engaged and  
growing community.



**65,000+**

**EMAIL / DATABASE REACH**

Direct access to our  
national database of  
athletes, past participants  
and active lifestyle  
enthusiasts.



**MEDIA EXPOSURE**

East Coast Radio  
broadcast package  
valued at **R250,000**

**30-minute SuperSport  
highlights package  
with 5 repeats**

Plus extensive online,  
print and outdoor media  
coverage.



**EXPECTED GROWTH**

We anticipate 2,000  
participants in 2027, with  
a target of 8,000  
participants by 2030,  
through increased brand  
visibility, expanded marketing  
and growing Durban's status  
as a premier coastal  
destination event.



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COASTLINE**



**VIBRANT  
CITY**



**STRONGER  
COMMUNITIES**



**B-ACTIVE  
EVENTS**

# COMMERCIAL RETURN / ROI

MEASURABLE IMPACT | REAL OPPORTUNITIES | LASTING VALUE

A SMART  
INVESTMENT  
IN A **HEALTHIER,  
HAPPIER  
SOUTH AFRICA.**



## BRAND IMPRESSIONS

High visibility across race apparel, route branding, expo, media and digital channels.

ESTIMATED 5 – 8 MILLION  
BRAND IMPRESSIONS



## LEADS GENERATED

Direct engagement with a targeted, active and health-conscious audience at the expo, race village and online.

EXAMPLE:  
1,000+ QUALIFIED LEADS



## SALES

On-site product sales, expo activations and event specials drive direct revenue.

EXAMPLE:  
10 – 30% INCREASE  
IN EVENT SALES



## PRODUCT TRIALS

Get your product into the hands of thousands of runners through race packs, sampling and activation zones.

EXAMPLE:  
2,000+ PRODUCT TRIALS  
AT EVENT



## DATABASE GROWTH

Access to a highly engaged database of 65,000+ athletes for ongoing marketing opportunities.

EXAMPLE:  
2,000+ NEW CONTACTS  
PER EVENT



## NEW CUSTOMERS

Convert event exposure into long-term customers through targeted offers and post-event campaigns.

EXAMPLE:  
15 – 25% CONVERSION  
FROM EVENT ENGAGEMENT



## SOCIAL ENGAGEMENT

High interaction across social platforms with pre, during and post-event content.

86,000+ FOLLOWERS  
ACROSS 8-ACTIVE EVENTS  
(AND GROWING)



## WEBSITE TRAFFIC

Drive traffic to your website through event features, digital campaigns and partner listings.

EXAMPLE:  
20,000+ CLICKS  
DURING CAMPAIGN PERIOD



## MEDIA VALUE

Exposure across radio, TV, print, online and social media.

ESTIMATED MEDIA VALUE:  
R2.5 MILLION+



## CONTENT VIEWS

Event highlights, athlete stories and sponsor content generate high video reach.

EXAMPLE:  
500,000+ VIDEO VIEWS  
ACROSS PLATFORMS



## PR VALUE

Positive brand association through earned media and community stories.

EXAMPLE:  
R500,000+  
EARNED MEDIA VALUE



## COUPON / REDEMPTION ACTIVITY

Trackable offers and discounts to measure direct ROI.

EXAMPLE:  
5 – 15% REDEMPTION  
RATE ON EVENT OFFERS



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ESTIMATED ROI: **R8.5 MILLION – R10 MILLION**  
IN BRAND VALUE EXPOSURE, ASSOCIATION AND LEADS.



# EVENT TIMELINE

FROM LAUNCH TO RACE DAY

RUN  
FURTHER  
TOGETHER

WED  
4 NOV 2025



## EVENT LAUNCH

Official launch of the Indian Ocean Marathon and opening of entries

DEC 2025



## MEDIA CAMPAIGN BEGINS

TV, radio, social media and outdoor campaigns go live

JAN 2026



## COMMUNITY ENGAGEMENT

Running clubs, activations and training support

FEB 2026



## RACE PREPARATION

Final route announcements, expo plans and race communications

MAR 2026



## FINAL PUSH

Mass participation campaign, partner activations and race week preparations

SUN  
4 APR 2027



## RACE DAY

Indian Ocean Marathon Durban  
An unforgettable day by the sea

**MORE  
THAN A RACE.  
A STRONGER  
DURBAN.**

*Durban  
Runs Deeper*





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# DELIVERING EXCEPTIONAL EVENTS

PEOPLE | EVENTS | POSSIBILITIES

## 25+ YEARS OF EXPERIENCE

Founded in 2001 by **Damian Bradley**, B-Active Events is a South African sports and outdoor events management and marketing company with more than 25 years of experience delivering, managing and growing endurance and lifestyle events.



**2001**

B-Active  
founded



**25+ YEARS**

of event  
experience



**16 EVENTS**

across  
South Africa



**THOUSANDS**

of participants  
every year

## OUR PORTFOLIO INCLUDES

- Comrades Marathon
- Ironman South Africa
- Pick n Pay Cape Argus
- 94.7 Cycle Challenge
- Amashova Durban Classic
- East Coast Radio / Discovery Big Walk

## OWNED & MANAGED EVENTS

- TinMan Series
- Ultra Tri-Series
- Quest Swim
- Durban Sunrise Run
- Pineapple Express
- Great Outdoors Expo

## OUR EXPERTISE

- Event management
- Marketing & sponsorship
- Logistics & operations
- Community engagement
- Brand building



PEOPLE | EVENTS | POSSIBILITIES



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THRIVING  
PEOPLE

