

/Around the World Challenge

M

Living ideas – connecting lives

Munich Airport, Sponsoring
16.09.2019



/A partnership: the Munich Airport and the GENERALI MÜNCHEN MARATHON



The GENERALI MÜNCHEN MARATHON

The Munich Marathon always takes place on the second weekend of October and is an experience for the entire family. With more than 22.000 participants from 108 countries, the GENERALI MÜNCHEN MARATHON is one of the TOP 5 Marathon events in Germany. It is also an internationally acclaimed running event.

The course is an exciting tour of Munich's highlights. All competitors of the marathon, the half marathon, the 10K and the marathon relay will finish in the city's renowned Olympic Stadium. Airport



Guiding theme of Munich Airport

Munich Airport sponsors and supports numerous projects in the City of Munich, including the marathon.

The Munich Airport is a main sponsor of the Munich Marathon relay. In addition, Munich Airport supports social projects such as „Laufend integrieren“, which is a project the Munich Marathon team launched in response to the refugee crisis back in 2015.



Goals of the Munich Airport

Munich Airport is committed to bring people and cultures in projects together. Sport serves as a motor to achieve this goal.

Together with its partners, airlines and sister airports, the Munich Airport connects continents and cultures. It brings together people from all over the world to form an international team.

Munich Airport promotes team spirit by sponsoring the relay at the GENERALI MÜNCHEN MARATHON.

The slogan of the Munich airport »Living ideas – connecting lives« has served as a directive in creating the Munich Marathon foundation.

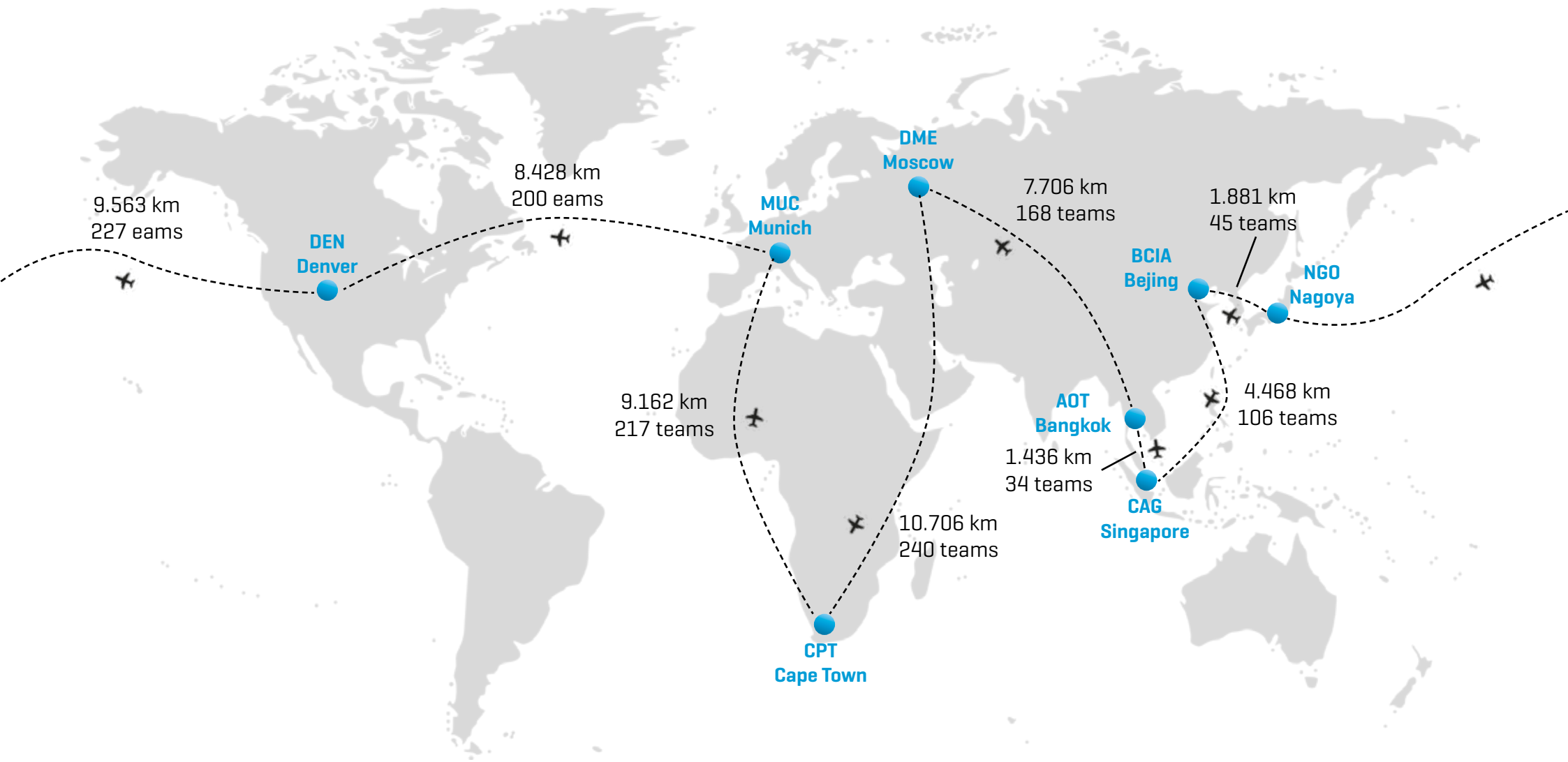
/Around the World Challenge

Munich Airport's partnership with the Munich Marathon offers an ideal platform for a very unusual idea: The Around the World Challenge.

Starting in 2020, Munich airport is calling on its Star Alliance partners, friends of the airport and the sister airports to run around the world for a good cause.

Donations will be made for each kilometer that is run.

/Course of the challenge to the sister airports of Munich Airport



/How it works



Mode

Munich Airport's Around the World Challenge will be launched at the Munich Marathon 2019 on October 13. Each year, a different sister airport will be selected as a »stop over«.

The sister airports will be integrated into the Around the World Challenge.

Together with Munich Airport, its partners and Munich based companies, their employees and networks: Everyone will be invited to join the challenge.



2020

Are you ready, Denver?

Denver will be the first »stop over.
In order to reach Denver, we have to run

8.428 km with

200 relay teams at the
Munich Marathon.



2021 and beyond

The Around the World Challenge continues and our second destination will be Nagoya in 2021. In order to reach Nagoya starting in Denver, we have to run

9.563 km with

227 relay teams.

2022: Beijing and Singapore
2023: Bangkok and Moscow
2024: Cape Town
2025: Munich

/Partners and supporters

The star alliance partners and friends of Munich Airport will also participate in the relay event and join us in reaching our goal of 52.179 kilometres.

We call all companies and industries to support us in achieving this goal.

We hope that all of our sister airport cities will send relay teams to participate in the Munich Marathon and support us.

NaGOYA
—WOMEN'S—
MARATHON

KAISER PERMANENTE
COLFAX
MARATHON



/Our spirit

The Around the World Challenge is a running event for a good cause.

All donations collected during the challenge will be given to the Munich Marathon foundation. The donations will directly benefit social projects and encourage children and young people to participate in sporting activities.



/Challenge: facts

»Around the World«
tickets for a relay team
to following conditions:

140,- Euros
+ 42,- Euros donation

All acquired
tickets will be part
of a **big tombola**
with great prizes.

During the registration
process, the acquirers can
choose to **donate an**
additional amount per
kilometre run by the
relay team.

In addition to the
relay team tickets there
are tickets available for the
»Around the World«-lounge
in the Olympic Stadium
of Munich for
79,- Euros per person.

The tickets are
available online on
the website of the
Munich Marathon and
recognizable by
separate numbers.

/Achieving our goal

We want to run the
»Around the World challenge«
with our partners.

Doing something good together and promoting teamwork and leadership are our goals. We are one team and want to achieve something great together.



/Corporate Social Responsibility

Social activities have become increasingly important for companies over the past ten years.

By supporting the Around the World challenge partners, friends and all participants can benefit from the challenge.

- the entire event will be carried on all social media platforms
- the Around the World challenge will be broadcast live on stream and on television
- We can't wait to meet you all in the »Around the World«-lounge at the finish line!

/Your contact persons for the Around the World challenge



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referee sponsoring

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/Thank you for your attention

