CJM

CONSULTING

The Miami Marathon Case Study

Introduction

CIM Consulting is a boutique business development firm specializing in events, promotion and strategic partnerships. We have experience and long standing connections within Miami's business community.

Owned and produced by LifeTime Fitness, CIM Consulting was hired by The Miami Marathon two months ahead of the popular event in order to plan and execute their inaugural VIP experience. The Miami Marathon has attracted more than 25,000 runners to Miami, Florida since it's inaugural race in January 2003. Due to the diligent work of CIM Consulting, the team was able to successfully sell out all 700 VIP experience packages that were available for the 2019 race.

Analysis

CIM Consulting specialized in the project management of The Miami Marathon, working with them to assess their needs. The VIP package included access to massages before and after the race, access to food before and after the race, exclusive gear check, an air-conditioned VIP tent adjacent to the finish line, warm-up and stretch equipment and access to NormaTec's pulse leg recovery systems before and after the race.

Additionally, CIM Consulting enhanced the current social media strategy in place by promoting the event within their own channels, created relationship and increased engagements. CIM Consulting also took part in the setup and breakdown of the VIP expo, the VIP Finish tent, the VIP party on Friday night, along with managing all outside vendors and security.

It was through these services and meticulous hard work that CIM Consulting was able to deliver an outstanding weekend through Expo and the run, completely selling out more than 700 VIP packages to runner, friends and family.

Event Highlights

From left to right: Cristina Mas and the Mayor of Miami Frances Suarez

From left to right: Cristina Mas, Nicole Bostick, Dani Dellarco, and Marilyn Figueredo

From left to right: Judy Adler, Cristina Mas, Sloane Schapiro and Alex Schapiro

Event Highlights

From left to right: Judy Adler and Rachel Adler Schapiro

From left to right: Cristina Mas and Rabbi Jonathan Fisch

From left to right: Marilyn Figueredo, Cristina Mas and Dani Dellarco

Are You Ready to Take Your Company to the Next Level?

CIM CONSULTING

Phone: 786.393.8432
Email: cristina@cristinamas.com