

Sparta Atletik & Løb

since 1898





Sparta in the beginning

1898 - 1940's An "Athletics" club, including wrestling, boxing and juggling

1950's - 1970's Track and Field Club with running

1970's The running boom, Sparta got involved in massparticipation races

1980 - Copenhagen Marathon

1981 - DHL Relay 120000 runners / All Women's race 24000 runners

2000 - Bridge Run Denmark - Sweden, 80000 runners



Sparta Now

2014 - IAAF World Championships Half - First mass participation race

2018 - Royal Run 40.000+ runners

2019 - Copenhagen Half Marathon World Record

Annually 200.000 runners through our races, 12+ races a year

2022 - Tour de France, Grand Depart





Members

Approximately 1600 members

Unique participation numbers

- Youth 300 athletes a week
- Track and Field Elite 100 a week
- Running 450 a week





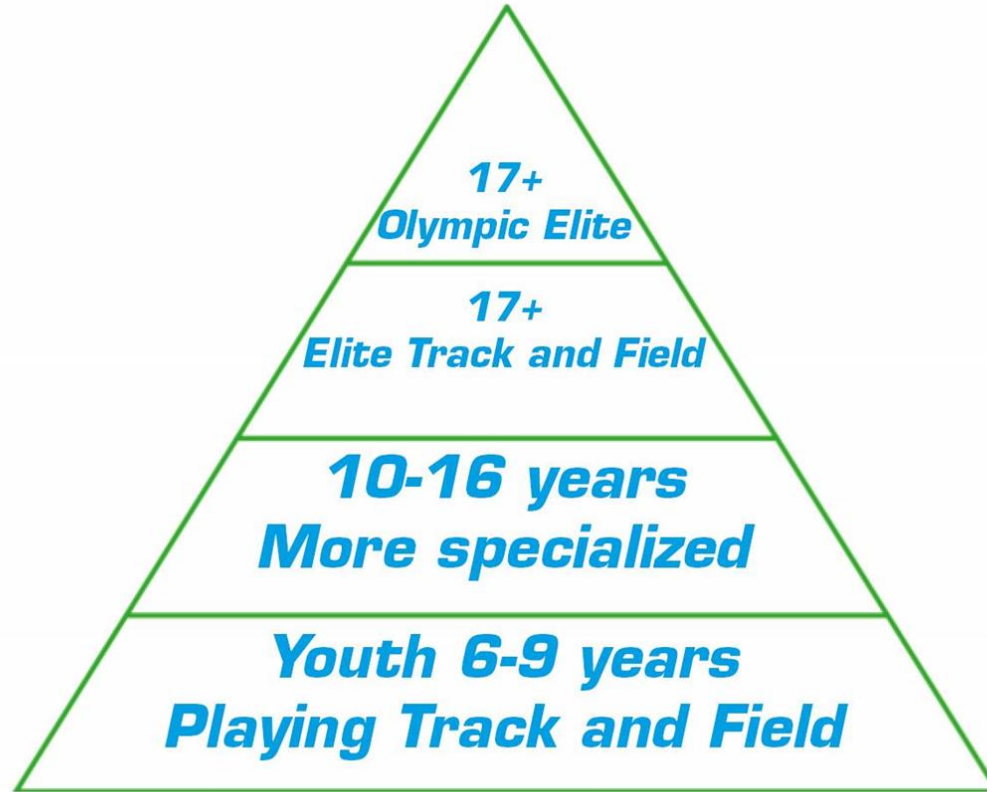
Youth to Elite

6-9 years - moves to Youth Track and Field

16-18 years- moves to Elite Track and Field (Seniors)

Volunteer coaches to Professional coaches







Running

Mostly members joining based on information from races and other members

Approximately 450 unique runners out every week, 1+ times a week

Beginner training with 100 new runners every 4 months

Sunday Marathon training year round with pacers with 400+ runners

55 Volunteer coaches





Sparta The Office / Events

Event organizing

Brand Management / Design

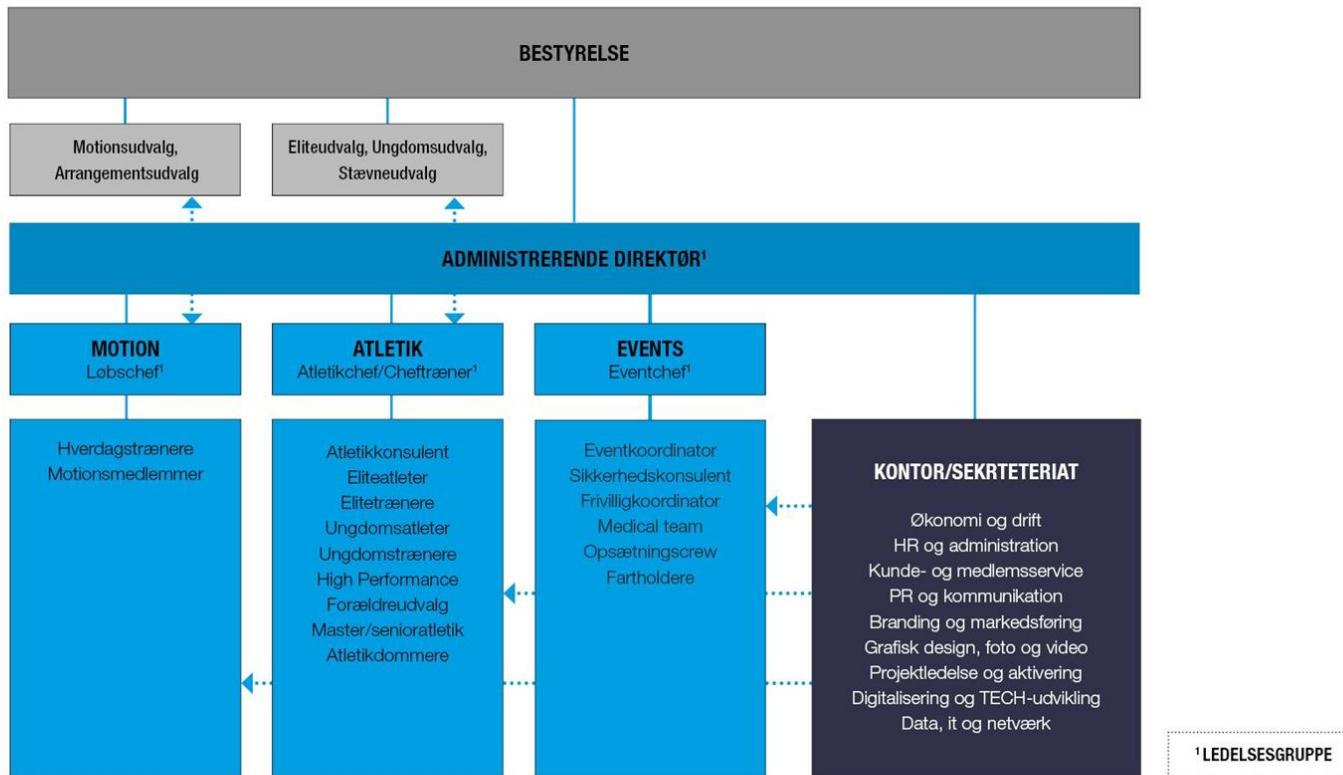
Communication

Membershipservice





ORGANISATIONSPLAN





Sparta and the Federation

Close connection with the Danish Federation

Working together with the Federation

Royal Run 80.000+ runners

Copenhagen Half Marathon





Membership Fees / Entry Fees / “Volunteers”

Membership includes entry into all our races

Transportation / Entry fees for youth and elite

Participants have higher expectations of races, and therefore we are also charging premium for the races

“Volunteers”

- Traditional volunteer
- Support clubs / Supporting Clubs

