

The Congress
Le Congrès

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

INSPIRE METZ

M
metz

Grand Est
ALSACE CHAMPAGNE-ARDENNE LORRAINE

EUROPEAN RUNNING CHALLENGE

OCTOBER 13TH 2019

10
YEARS

MARATHON METZ MIRABELLE

FRENCH MARATHON CHAMPIONSHIP

MARATHON 42,195 KM - RELAY MARATHON - 10 KM HAGANIS - UEM RUN KIDS



ASSOCIATION
METZ MARATHON

UN EVENEMENT
SPORT EVENTS

ATHLÈ

Agenda21
Développement durable, le sport s'engage



A UNIQUE EXPERIENCE

A popular, festive and cohesive race, the Metz Mirabelle Marathon has been a major event in the city of Metz since 2010. This unmissable event in the Grand-Est region is celebrating its 10th anniversary this year. On this occasion it will again be the host race of the French Marathon Championship.



THE METZ MIRABELLE MARATHON



ATHLÉTISME
FÉDÉRATION FRANÇAISE D'ATHLÉTISME
An FFA certified event



A fast and performance-friendly route



Route crosses both urban and rural areas



Traverses the historic centre of Metz



The official route of the 2019 French Championships



4 classic races

- Marathon (42.195km)
- Relay marathon
- 10 km Haganis
- UEM Run Kids



7 000
runners



25 000
visitors over 2 days



25
nationalities represented



An international reputation that grows each year



6 000 m²
marathon village with more than 40 exhibitors



Entertainment along the route and in the village



AN ORGANISATION AT THE SERVICE OF RUNNERS





THE EUROPEAN CHALLENGE

Located in the historical and geographical heart of Europe, birthplace of Robert Schuman, one of the fathers of modern Europe, Metz enjoys an unparalleled European heritage that stretches back more than 3,000 years.

Under the Patronage of the Congress of the Council of Europe, the city and organisation of the Metz Mirabelle Marathon have decided to place this heritage at the service of the European idea by creating a grand public event at the heart of the race: The European Challenge.

There are two ways to get involved in this challenge and help build the European idea:

- Invite runners from your country, your province or your city to the 5 different races of the Metz Mirabelle Marathon as part of the European Challenge. These runners will be identified to the general public, promoted in the media and will benefit from a specific classification. They can register individually, in groups or as part of a sports club.
- Set up a stand in the heart of the official event village to promote your country, your province or your city, and present your regional products and tourism to the public attending at the event (over 25,000 people).

The European Challenge created in Metz will be a powerful and media-friendly symbol, in the heart of a region that lives and breathes the European idea.

Our public relations activities will ensure you enjoy significant visibility: social networks, newsletter, national and international press relations, television broadcast, entertainment in the official event village, public presentation of the delegations on our podium, and more.

A special complementary programme is also planned for the sports and tourist delegations: official reception by the city, guided tour of Metz and the House of Robert Schuman, gourmet meals, and more.

“ The European Challenge created in Metz will be a powerful and media-friendly symbol, in the heart of a region that lives and breathes the European idea. ”



#MarathonMetz

PARTICIPATE IN THE EUROPEAN CHALLENGE

REGISTRATION PACKAGE AND PROGRAMME FOR RUNNERS

► **The formula allows your runners to participate in the European Challenge during the Metz Mirabelle Marathon while enjoying a convivial programme of discovery for the city of Metz.**

Our formula includes the runner's accommodation, meals, various activities to discover the city and a bib for the chosen race.

The offer includes:

- The bib for the chosen race (marathon, relay marathon, 10 km Haganis),
- Accommodation for the runner (2 nights, **** hotel + covered parking),
- An official welcome cocktail at Metz Town Hall, bringing together all the delegations,
- Meals (2 breakfasts, 2 dinners),
- A visit to the Metz city historical museum: the Musée de la Cour d'Or,
- A tour of the city of Metz,
- European Challenge award ceremony (Marathon and 10 km Haganis).

PROGRAM

FRIDAY

- 13H00 : Arrival of Delegation
- 15h00 : Check-in of runners at hotel
- 18h00 : Welcome cocktail at City Hall
- 19h00 : Restaurant dinner

SATURDAY

- 8H00 : Breakfast
- 10h00 : Visit to the city and the Musée de la Cour d'Or
- 13H00 : Free lunch
- 15H00 : Collection of bibs
- 16H00 : Presentation of the Delegations on the podium
- 20h00 : Pasta Party or free dinner
- 21h00 : Return to the hotel

SUNDAY

- 6H00 : Breakfast
- 9h00 : Start of races
- 14H00 : Award ceremony for the European Challenge
- 15H00 : Return to the hotel
- 17h00 : Departure of Delegation

WELCOME PACKAGE FOR TOURIST PROMOTION DELEGATION (BASED ON 2 PERSONS)

► **This package allows you to promote your country, province or city with a stand in the heart of our marathon village for two days!**

With this formula, you will enjoy a stand in the heart of our official village throughout the weekend of the event.

You will also benefit from the public relations activities of the organisation, which will enhance your presence through press relations actions (TV, radio, press, social networks, etc.), digital communication (official website, newsletter, social networks, etc.), with the marathon partners and the public attending the event.

The offer includes:

- A 25m² stand (5m x 5m tent) available for two days in the Metz Mirabelle Marathon event village (including an electrical connection, a desk and two high stools, stand signage). Additional equipment is available for rental: furniture, screen, refrigerator etc. (Contact us).
- Two publications on our Facebook account (8,100 followers) and two mentions in our newsletter (14,500 addresses)
- Presentation in the official press kit and on the website of the Metz-Mirabelle Marathon
- Presentation of the delegation on the event village podium
- An official welcome cocktail
- Hotel accommodation (2 nights / 2 persons, **** hotel + covered parking)
- Meals (2 breakfasts, 2 dinners)

PROGRAM

FRIDAY

- 13H00 : Arrival of Delegation
- 14H00 : Setting up of stand in the marathon village
- 16h00 : Check-in of delegation at hotel
- 18h00 : Welcome cocktail at City Hall
- 19h00 : Restaurant dinner

SATURDAY

- 8H00 : Breakfast
- 9h00 : Opening of stand in the marathon village
- 13H00 : Free lunch*
- 16H00 : Presentation of Delegations on the podium
- 19h00 : Village closes
- 20h00 : Pasta Party or free dinner
- 21h00 : Return to the hotel

SUNDAY

- 7H00 : Breakfast
- 8h00 : Opening of stand in the marathon village
- 13H00 : Lunch at the village refreshment bar
- 16H00 : Village closes

* Meal trays may be ordered

OFFERS DO NOT INCLUDE: - Transport to/from Metz,
- Personal expenses, consumption at the hotel.

Please do not litter
© P. Secco, C. Guir, J. Schillinger,
R. Chanteloup, C. Legay, TV Sport Events

**ORGANISATION
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