



BRAND PARTNERSHIPS · 2027

The outdoors awaits.

The largest trail running events brand in the UK · Part of the London Marathon Events group

1.3m

entered the 2027 London Marathon ballot — for under 100,000 places

8% vs 0.5%

trail running's annual growth vs running overall — trail is where the energy goes

WHO WE ARE NOW

21,000



participations in 2026 — 23,000 forecast for 2027

25k · 50k



opted-in email database · social reach

500k



unique website visitors every year

NPS 81



87% rate our events excellent

61%



of last year's runners were new to Maverick

40%



race with us again once they've raced once

WHERE WE'RE GOING — 2027

01

Brighton doubles — Brighton Trail Marathon becomes the UK's biggest single-distance trail race



02

The Majors are born — A national series of trail-to-city marathons — Scotland next



03

Lakeland Raid debuts — A brand-new, team-focussed event concept in the Lake District



04

Buy and build — Growth by acquisition as well as creation — on the road to 30,000+ by 2030



PARTNERSHIPS THAT PERFORM

4% → 18%

participants wearing adidas Terrex product over three years of partnership

£40k

retail spend in one week from a single Pro:Direct launch mailout

Every trail tells a story. Come write yours.

Full 2027 partnership deck available · maverick-race.com