RWLM

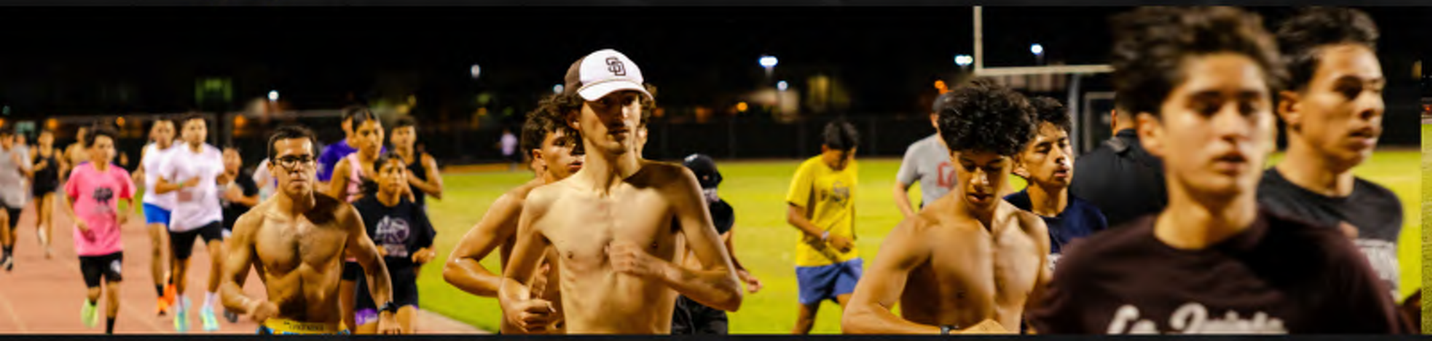
CODEX CREATION COMMITTEE

HEALTH & WELLNESS

2025 RWLM

1,200+ RUNNERS
TEAMS REGISTERED: 80+
OLDEST RUNNER: 83
6,000+ ATTENDEES

POR VIDA HEALTH PROGRAM



PRE-RACE COMMUNITY FITNESS PROGRAM DESIGNED TO SUPPORT HEALTH, WELLNESS, AND RACE READINESS FOR COACHELLA VALLEY RESIDENTS.

COMMUNITY IMPACT

- *PROVIDES RESIDENTS WITH A CONSISTENT OPPORTUNITY TO BUILD HEALTHY FITNESS HABITS*
- *HELPS PARTICIPANTS DEVELOP A FOUNDATION OF FITNESS BEYOND THE ONE-NIGHT 5K*
- *CREATES A SUPPORTIVE AND ACCESSIBLE ENVIRONMENT FOR FIRST-TIME RUNNERS AND WALKERS*
- *BUILDS COMMUNITY CONNECTIONS THROUGH SHARED FITNESS GOALS AND GROUP PARTICIPATION*
- *HELPS RESIDENTS GAIN THE CONFIDENCE AND PREPARATION NEEDED TO PARTICIPATE IN RWLM*

ART & CULTURE

PROCESSION

20+ STUDENT TEAMS FROM CVUSD
(2025 EVENT METRICS)

CULTURAL & YOUTH IMPACT

- *PROVIDES STUDENTS WITH A PUBLIC PLATFORM TO PARTICIPATE IN DÍA DE LOS MUERTOS TRADITIONS*
- *CELEBRATES CULTURAL IDENTITY THROUGH MUSIC, DANCE, TRADITIONAL DRESS, AND REMEMBRANCE*
- *CONNECTS FAMILIES, SCHOOLS, AND COMMUNITY GROUPS THROUGH SHARED CULTURAL EXPRESSION*
- *STRENGTHENS COACHELLA'S IDENTITY AS A CITY ROOTED IN CULTURE, FAMILY, AND COMMUNITY CELEBRATION*

ENTERTAINMENT

10 TOTAL PERFORMANCES FROM LOCALS
5 DJS | 3 BANDS | 2 PERFORMING GROUPS
(2025 EVENT METRICS)

WHY ENTERTAINMENT MATTERS

- ***PROVIDES A PLATFORM FOR LOCAL ARTISTS TO GAIN EXPOSURE AND GROW THEIR AUDIENCE***
- ***GENERATES ECONOMIC OPPORTUNITIES FOR MUSICIANS, DJS, PERFORMERS, AND CREATIVE PROFESSIONALS***
- ***STRENGTHENS CULTURAL IDENTITY BY HIGHLIGHTING TRADITIONS, MUSIC, AND ARTISTIC EXPRESSION***
- ***ENHANCES VISITOR EXPERIENCE AND ENCOURAGES ATTENDEES TO STAY LONGER AND ENGAGE WITH LOCAL BUSINESSES***
- ***CONTRIBUTES TO COACHELLA'S REPUTATION AS A HUB FOR CULTURE, CREATIVITY, AND COMMUNITY EVENTS***

CAR SHOW

70 VEHICLES SHOWCASED

(2025 EVENT METRICS)

COMMUNITY IMPACT

- ***SHOWCASES COACHELLA'S UNIQUE LOWRIDER, CLASSIC CAR, AND CUSTOM AUTOMOTIVE CULTURE***
- ***HIGHLIGHTS COACHELLA-BASED CAR CLUBS, INCLUDING ESTILO VALLERO, CELEBRATING A LOCAL TRADITION ROOTED IN COMMUNITY PRIDE AND CREATIVE EXPRESSION***
- ***ATTRACTS AUTOMOTIVE ENTHUSIASTS AND VISITORS TO OLD TOWN COACHELLA***
- ***ENCOURAGES ADDITIONAL FOOT TRAFFIC FOR LOCAL VENDORS, BUSINESSES, AND EVENT ACTIVITIES***

BUSINESS DEVELOPMENT

LOCAL VENDORS

13 FOOD VENDORS
+ ARTISAN, RETAIL & COMMUNITY VENDORS
(2025 EVENT METRICS)

RUN WITH LOS MUERTOS CREATES OPPORTUNITIES FOR LOCAL ENTREPRENEURS, ARTISANS, FOOD VENDORS, AND COMMUNITY ORGANIZATIONS TO CONNECT WITH THOUSANDS OF ATTENDEES IN OLD TOWN COACHELLA.

COMMUNITY IMPACT

- ***CREATES DIRECT ECONOMIC OPPORTUNITIES FOR LOCAL BUSINESSES AND ENTREPRENEURS***
- ***CONNECTS VENDORS WITH THOUSANDS OF POTENTIAL CUSTOMERS IN A SINGLE EVENING***
- ***INCREASES BRAND AWARENESS AND CUSTOMER ACQUISITION FOR SMALL BUSINESSES***
- ***STRENGTHENS COACHELLA'S SMALL BUSINESS AND ENTREPRENEURIAL ECOSYSTEM***

TRAVELING RUNNERS

(2025 PARTICIPANT ORIGINS)

UNITED STATES
- CALIFORNIA
- NORTH CAROLINA
- ARIZONA
- IDAHO
- NEW YORK
- TEXAS
- WASHINGTON

CANADA
- BRITISH COLUMBIA
- ALBERTA

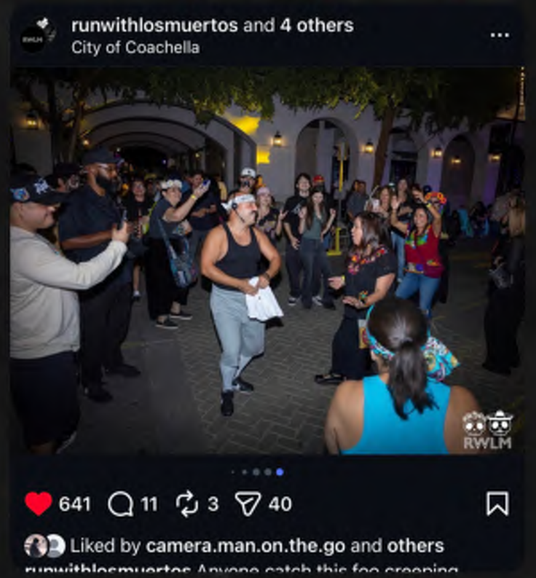
MEXICO
- BAJA CALIFORNIA

ECONOMIC & COMMUNITY IMPACT

- **ATTRACTS VISITORS**: BRINGS RUNNERS AND VISITORS FROM OUTSIDE THE COACHELLA VALLEY INTO THE COMMUNITY.
- **BOOSTS LOCAL SPENDING:** SUPPORTS RESTAURANTS, SHOPS, & ENTERTAINMENT VENUES THROUGH VISITOR SPENDING.
- **PROMOTES COACHELLA:** HIGHLIGHTS LOCAL BUSINESSES, ATTRACTIONS, & COMMUNITY ASSETS TO NEW AUDIENCES.
- **DRIVES FUTURE GROWTH:** STRENGTHENS COACHELLA'S REPUTATION AS A TOURISM DESTINATION & SUPPORTS FUTURE INVESTMENT & EVENT OPPORTUNITIES.

MEDIA

PROMOTING COACHELLA THROUGH TELEVISION, RADIO, PRINT, SOCIAL MEDIA, AND DIGITAL MARKETING.



OUR INSTAGRAM ANALYTICS (2025-26)

- *1,015,000 CONTENT VIEWS*
- *14,000 PROFILE VISITS*
- *1,100 NEW FOLLOWS*
- *24,300 CONTENT INTERACTIONS*
- *75,000 VIEWS ON MAIN EVENT PROMOTIONAL GRAPHIC*

EXPANDING RWLM'S REACH

- *ENTRAVISION PARTNERSHIP CONNECTED RWLM TO AUDIENCES THROUGH TELEVISION, RADIO, AND DIGITAL MEDIA PLATFORMS*
- *COMMERCIAL PLACEMENTS ON NBC AND UNIVISION ELEVATED AWARENESS OF RWLM AND THE CITY OF COACHELLA BEYOND LOCAL AUDIENCES, REACHING VIEWERS ACROSS THE UNITED STATES AND INTERNATIONAL MARKETS*

COMMUNITY IMPACT FROM ALL MEDIA

- *POSITIONS COACHELLA AS A DESTINATION FOR CULTURE, WELLNESS, AND COMMUNITY CELEBRATION*
- *EXPANDS RWLM AND COACHELLA'S REACH FAR BEYOND THE 6,000+ ATTENDEES ON-SITE*
- *CREATES EXPOSURE FOR LOCAL BUSINESSES, ARTISTS, AND COMMUNITY ORGANIZATIONS*
- *ATTRACTS FUTURE VISITORS, PARTICIPANTS, SPONSORS, VENDORS, AND COMMUNITY PARTNERS*
- *SUPPORTS TOURISM, ECONOMIC ACTIVITY, AND LONG-TERM EVENT GROWTH*

34 SPONSORS & PARTNERS (2025)

PUBLIC • PRIVATE • NONPROFIT • MEDIA • HEALTHCARE • EDUCATION

WHY THESE PARTNERSHIPS MATTER

- *BRINGS TOGETHER BUSINESSES, NONPROFITS, HEALTHCARE PROVIDERS, EDUCATIONAL INSTITUTIONS, MEDIA ORGANIZATIONS, AND PUBLIC AGENCIES AROUND A SHARED COMMUNITY MISSION*
- *EXPANDS THE RESOURCES, SERVICES, AND OPPORTUNITIES AVAILABLE TO RESIDENTS BEFORE, DURING, AND BEYOND EVENT DAY*
- *CREATES PATHWAYS FOR HEALTH EDUCATION, CULTURAL ENGAGEMENT, YOUTH DEVELOPMENT, AND ECONOMIC OPPORTUNITY*

STAFFING

35 PAID STAFF MEMBERS
+ CVHS VOLUNTEERS
(2025 EVENT STAFFING)

COMMUNITY IMPACT

- ***CREATES PAID EMPLOYMENT OPPORTUNITIES FOR LOCAL RESIDENTS***
- ***PROVIDES STUDENTS WITH HANDS-ON EVENT OPERATIONS,LEADERSHIP, AND WORKFORCE DEVELOPMENT EXPERIENCE***
- ***ENCOURAGES CIVIC ENGAGEMENT AND COMMUNITY PARTICIPATION***
- ***DEVELOPS FUTURE EVENT STAFF, VOLUNTEERS, AND COMMUNITY LEADERS***

COMMUNITY INVESTMENT

FAMILY ENGAGEMENT

COMMUNITY IMPACT

- *CREATES A FAMILY-FRIENDLY ENVIRONMENT WHERE RESIDENTS OF ALL AGES CAN PARTICIPATE TOGETHER*
- *ENCOURAGES FAMILIES TO ENGAGE IN HEALTH, WELLNESS, CULTURE, AND COMMUNITY ACTIVITIES*
- *STRENGTHENS CONNECTIONS BETWEEN GENERATIONS THROUGH SHARED EXPERIENCES AND TRADITIONS*
- *PROVIDES ACCESSIBLE OPPORTUNITIES FOR FAMILIES TO CELEBRATE AND PARTICIPATE IN COMMUNITY LIFE*

YOUTH INVOLVEMENT

- *84 STUDENT RUN SCHOLARSHIPS*
- *200+ STUDENT PERFORMERS*

(2025 YOUTH PARTICIPATION METRICS)

COMMUNITY IMPACT

- *PROVIDES MEANINGFUL OPPORTUNITIES FOR STUDENTS TO PARTICIPATE, PERFORM, AND CONTRIBUTE TO THE COMMUNITY*
- *SUPPORTS EDUCATIONAL ACHIEVEMENT THROUGH STUDENT-RUN SCHOLARSHIP PROGRAMS*
- *CREATES PLATFORMS FOR YOUTH LEADERSHIP, CREATIVITY, AND SELF-EXPRESSION*
- *INVESTS IN THE NEXT GENERATION OF LEADERS, ARTISTS, AND COMMUNITY MEMBERS*

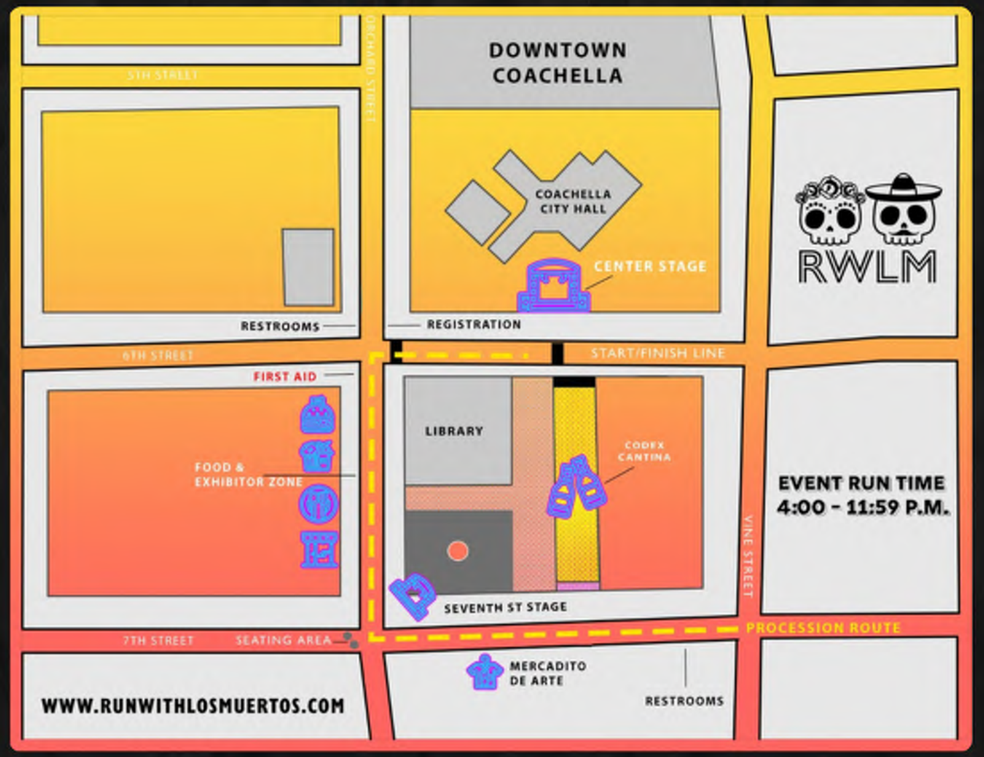
13th ANNUAL

RWLM

NOVEMBER 7, 2026

RUN WITH LOS MUERTOS
2026 PROPOSED EVENT
5K RUN
PROCESSION
BLOCK PARTY
VENDOR VILLAGE
ART WALK
BEER GARDEN
3 STAGES

SITE MAP



RACE ROUTE

2026 RWLM Budget

Security	$9,500
Entertainment	$15,000
Staging	$20,000
Equipment/Supplies	$9,500
Outside Services	$13,500
Permits/Insurance	$3,000
Management	$22,000
Production	$8,500
Staff/Volunteers	$19,500
Promotions	$12,500
Media Services	$9,500
Awards/Recognitions	$5,500
Health Programming	$7,500
Rentals	$3,500
TOTAL	$159,000

RWLM
SEE YOU ON NOVEMBER 7TH!
FOR MORE INFORMATION, VISIT WWW.RUNWITHLOSMUERTOS.COM