

DIGITAL STARTER PACK



WHAT?

The idea is simple:
We want every Wings for Life World Runner to have a starter pack, so we've developed a digital one.
That way, every App Run Event organizer can localize it.

You can stuff your **Digital Starter Pack** with freebies, product samples, magazines and vouchers – just as you do a real-world starter pack.

HOW?

To get a Digital Starter Pack for your App Run Event:

- Have **30+ World Runners** signed up for your App Run Event **by April 27th, 2026**
- Ask your partners for vouchers, samples and freebies
- Use the App Run Event Manager to generate your local Digital Starter Pack
- Add partner goodies and local freebies to your localized pack
- World Runners can use all their vouchers from the 8th of May until the 5th of June, 2026

EXAMPLE:



WHY?

How the Digital Starter Pack boosts your partners:

- reach World Runners before, during and after the event
- generate interest for their company, product and business
- boost revenue with carefully targeted marketing and advertising
- measure your ROI in real time

QUESTIONS?

CONTACT US

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RUN FOR THOSE WHO CAN'T

MAY 10TH, 2026

WWW.WINGSFORLIFEWORLDRUN.COM