

2025 高雄富邦馬拉松
1月11、12日・開跑

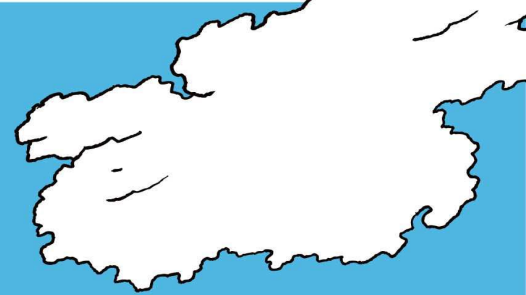
KAOHSIUNG FUBON MARATHON



富邦人壽



運動筆記
AI by H2U



Kaohsiung Fubon Marathon X I-Shou University Volunteer Collaboration Proposal



The Kaohsiung Fubon Marathon, one of the top four marathons in Taiwan, returned in 2023 with over ten thousand participants, receiving positive feedback for its friendly and unique course.

This year, the event aims to build a city-friendly marathon in Kaohsiung, focusing on sustainability, family participation, local creation, and unique and professional courses.

Kaohsiung Fubon Marathon has also set up categories for adaptive sports, including wheelchair groups, to promote sports accessibility for all.

Key statistics for the 2023 event

- ♦ Registered participants : 12,000 ↑
- ♦ Event attendees: nearly : 30,000
- ♦ Participating companies : over 40 ↑
- ♦ Runner demographics :
 - Kaohsiung 68% 、Tainan 10% 、Others 22%
- ♦ Gender distribution :
 - Male 60% 、Female 40%
- ♦ Runners from 33+ countries, with nearly 300 international participants



-International Impact of the Event-

International Influence

- In 2020, the event was recognized as one of the "Top 10 Marathons with Taiwanese Characteristics" through an online poll.
- International Athlete Participation: With nearly 300 foreign runners from over 33 countries, the event showcases its impact as an international competition.

Sports-Friendly and Accessible Event

- Wheelchair Participation Pioneer: Taiwan's first event to allow participation of sports wheelchairs, promoting the concept of sports without borders and accessibility, positioning Kaohsiung as a sports-friendly city.

Efforts Toward International Certification

- World Athletics Label Certification: The event is continuously working towards achieving international certification, enhancing its professionalism and international competitiveness.

-Event Impact-

Economy

Promoting the local economy, locally sourcing event supplies and gifts, and implementing the concept of local revitalization.



Society

Promoting sports equality, organizing competitions for disabled groups to enhance the value of public welfare and expand the influence of the event.



Environment

For event-related supplies, implement responsible procurement and reject the lure of low prices. Conduct carbon footprint assessments and obtain third-party certification for the event, applying for the EPA's "Marathon Event Carbon Footprint Label" certification. Join the "National Science Council Road Running Event Environmental Sustainability Alliance" to become a benchmark event advocating environmental sustainability.



Media

Utilize the media resources of Sports Note and Good Morning Health under Yongyue Health Group, in collaboration with mainstream media, to plan topics on event sustainability. Take the healthiest step in advocating comprehensive sustainability through sports.



Corporate Health

Provide runners with health guidance during the event, integrating and implementing health data, health services, health knowledge, healthy entertainment, healthy living, healthy eating, and sports events to create a new event structure.



Technology

Ensure event safety through the iRunner chip timing system, fully maintaining registration information with rigorous and thorough cybersecurity management.



Event Information

- ◆ Guiding Organizations: Sports Administration, Ministry of Education; Chinese Taipei Athletics Association; Kaohsiung City Government
- ◆ Organizer: Kaohsiung City Government Sports Development Bureau
- ◆ Title Sponsor: Fubon Life Insurance Co., Ltd.
- ◆ Executing Unit: Yongyue Health Co., Ltd. (Sports Note)
- ◆ Event Date: January 11-12, 2025 (Saturday and Sunday)
- ◆ Event Venue: Kaohsiung National Stadium
- ◆ Participant Limit: **18,000 people**
- ◆ Event Categories: Full Marathon (42K), Half Marathon (21K), Leisure Group (3K), Sustainability/Adaptive Sports Group (42K, 21K, 3K)
Note: The Sustainability Group does not receive race shirts and participates in charitable donations for the event.
- ◆ Estimated Registration Numbers:
Full Marathon (42K): 4,500 participants
Half Marathon (21K): 7,000 participants
Leisure Group (3K): 5,000 participants

Competition Date	January 12 (Sunday)		January 11 (Saturday)
Competition Items	Marathon Group	Half Marathon Group	Leisure Group
Competition Distance	42 km	21 km	3 km
Participant Limit	5,000 people	7,000 people	6,000 people
Time Limit	6 hours	3.5hours	1hour

Event Features and Race Format



Dinosaur-Themed Athletics Competition



Parent-Child Dinosaur Costume Group & Pet-Friendly Leisure Group



KAOHSIUNG FUBON MARATHON

Ten-Million-Level Event Media Promotion

Kaohsiung Fubon Marathon Official Facebook Page, Official Website

◆ Social Media Exposure: Estimated 5,000,000 impressions up

Sports Note - Media Event Exposure

◆ Facebook Page Posts + Article Exposure: Estimated 5,000,000 impressions up

◆ Event Listing Exposure: Estimated 200,000 impressions up

◆ Event Album Exposure: Estimated 5,000,000 impressions up

Note Registration - Event Updates

◆ Event Exposure: Estimated 1,000,000 impressions up



KAOHSIUNG FUBON MARATHON

2023 Event Promotion Benefits

- ◆ Event Participants: 12,573 people
- ◆ Surrounding Audience: Over 32,000 people
- ◆ Media Coverage: Over 150 articles
- ◆ Event Live Broadcast: 1 day
- ◆ Media Value: Over \$7.5 million
- ◆ Live Broadcast Value: Over \$500,000



高雄富邦馬拉松跑者瀕死被救回 陳其邁感謝雙醫義舉



KAOSIUNG FUBON MARATHON

2023 Event Promotion Benefits

高雄富邦馬拉松週末登場 交通管制路線報你知



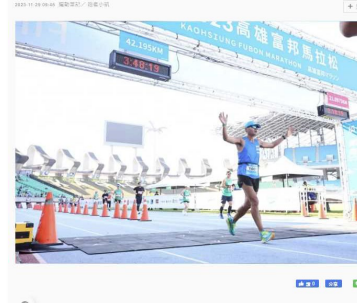
2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

2023高雄富邦馬拉松最美風景 沿線將有逾300學生為跑者加油



11月25、26日高雄世運場及市區道路，將有逾300名學生為跑者加油。(圖/「運動發展局」提供)

賽事心得／高雄富邦馬拉松 睽違一年多一樣PB



第三十六屆2023高雄富邦馬拉松再度開跑，睽違一年多後，跑者們紛紛跑出了PB。(圖/「運動發展局」提供)

波新聞 BONEUR 2023高雄富邦馬拉松打頭陣 國家體育場上演賽後記者會



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

2023高雄富邦馬拉松11/25登場 國內外菁英好手、藝人跑者齊聚港都



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

高雄富邦馬拉松 今明開跑



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

「二〇二三高雄富邦馬拉松」二十五、二十六日登場

今年賽事以「RUN AHEAD RUN BEYOND」為主題，主辦單位將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

高雄富邦馬拉松開跑 蘇雲霏獻出人生第1次半馬



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

2023年高雄富邦馬拉松26日鳴槍開跑！賽事沿線交通管制報你知



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

2023高雄富邦馬拉松鳴槍 萬人開跑夜市美食端上補給站



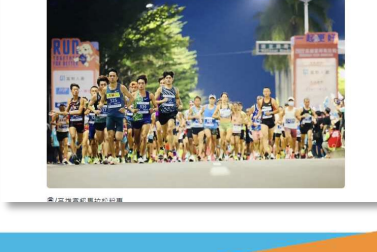
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路線天氣配速重點優先看 高雄富邦馬拉松賽事攻略



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【賽事】2023高雄富邦馬拉松本月登場 國內外菁英好手、藝人跑者齊聚港都



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高雄富邦馬拉松11/26開跑 交管措施報你知



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

2023高雄富邦馬拉松將於26日清晨5時起在社運場及市區道路盛大展開



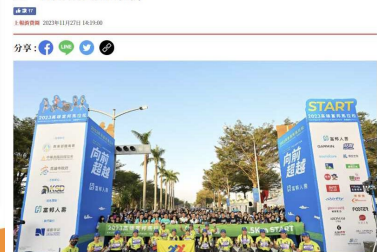
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2023高雄富邦馬拉松休閑組登場 國家體育場上演賽後記者會



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

2023高雄富邦馬拉松 肯亞軍團強勢席捲



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

自由時報 選錄：高雄馬拉松驚傳意外 2醫師選手半途力救一命



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跑在蛻變中的高雄 2023高雄富邦馬拉松



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2023高雄富邦馬拉松休閑組登場 恐驚跑者跑趣十足



2023高雄富邦馬拉松將於11月25、26日兩天在高雄世運場及市區道路盛大展開。(圖/「運動發展局」提供)

《路跑》高雄富邦即日起開放報名 在地夜市美食加入補給站行列



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高雄富邦馬拉松 上演異軍狂奔



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記者王正平高雄報導



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Advantages of Volunteer Recruitment in Collaboration with I-Shou University

Cross-cultural exchange

- Athletes come from over 33 countries worldwide, giving students the opportunity to serve and interact with international athletes or event participants, thereby gaining cross-cultural exchange experience.

Enhance the college's service-learning image

- Sports have been recognized by the United Nations as one of the solutions to mitigate climate change. Student participation as volunteers in supporting Kaohsiung's local international sports events helps enhance the college's social contribution and ESG image.

Enrich university life experiences

- The event attracts a large number of participants, creating rare experiential opportunities through interactions among on-site athletes and volunteers.

Make full use of students' language abilities

- International students can assist foreign athletes and spectators with communication and even translation, enhancing the service quality of the event.

Volunteer Information and Benefits

- ◆ Event Date: January 12, 2025 (Sunday) 04:00-12:00
- ◆ Assembly Time: January 12, 2025, 03:15 AM
- ◆ Volunteer Requirement: 40-120 people
- ◆ Benefits Provided: Insurance, volunteer shirt, volunteer hat, volunteer hours certificate, volunteer ID, breakfast, lunch, shuttle bus (round-trip from a single assembly point to the event venue; shuttle timing will be notified based on location)
- ◆ Registration Period: From now until December 17
- ◆ Registration Link: <https://forms.gle/8ZbukqMP1PMQ7C8t6>



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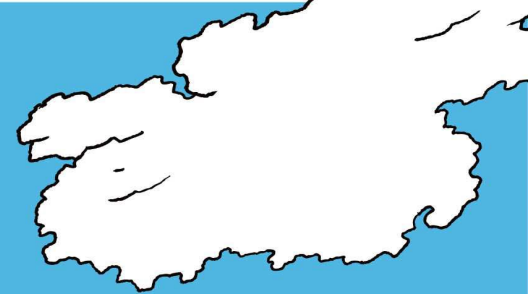
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Thanks For Your Listening~
高雄馬邀請您一起共襄盛舉！



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