

Nomination: 20872

## Innovation in Sponsorships – TCS Sydney Marathon 2024

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Tata Consultancy Services Australia & New Zealand
<b>Logo</b> Download File ( <a href="https://asiastevieawards.secure-platform.com/file/32877/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjozMjg3NywiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmTCS_NewLogo_Final_CMYK.ai">https://asiastevieawards.secure-platform.com/file/32877/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjozMjg3NywiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmTCS_NewLogo_Final_CMYK.ai</a> )
<b>Web Site Address</b> <a href="https://www.tcs.com/who-we-are/worldwide/anz">https://www.tcs.com/who-we-are/worldwide/anz</a> ( <a href="https://www.tcs.com/who-we-are/worldwide/anz">https://www.tcs.com/who-we-are/worldwide/anz</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Innovation in Sponsorships – TCS Sydney Marathon 2024
<b>Category</b> E01 - E12 - Award for Innovation in Marketing > E08. Award for Innovation in Sponsorships
<b>Submission Format</b> An Essay of up to 625 Words

Essay

In 2024, Tata Consultancy Services (TCS), a global IT services, consulting and business solutions organisation, announced their title partner of the Sydney Marathon, Australia's largest and most iconic race. Supporting its candidature to become the seventh wonder of the running world and the first marathon in the southern hemisphere to join the prestigious Abbott World Marathon Majors—six of the world's most iconic marathons, the Tokyo Marathon, Boston Marathon presented by Bank of America, TCS London Marathon, BMW BERLIN-MARATHON, Bank of America Chicago Marathon and TCS New York City Marathon.

As a B2B brand, TCS is committed to being a true transformation partner for our clients, communities, and the ecosystems we live and work within. We sponsor running with a simple purpose – to celebrate the positive health impacts and human connections that running fosters and inspires. Through the TCS Sydney Marathon partnership, we continue to optimise the running experience, redefining the intersection of technology, sport, and brand equity.

At the heart of this sponsorship lies TCS's global creative platform, 'With you for the long run'. The campaign aims to make our deep connection to running meaningful to our clients, team and beyond. The qualities needed to run a marathon are also required to run a successful, long-lasting business: focus, determination, perseverance – and, increasingly, technology. From global marathons to the boardrooms of multinational corporations, TCS is showing the world how these qualities, alongside the latest technologies like AI and digital twins, can push the limits of what's possible.

Aligning TCS's technological expertise with the aspirations of runners and businesses, TCS prioritised the participant and spectator experience to deliver on the marathon's mission to foster a global community of passionate runners and promote health and fitness. As part of the sponsorship, TCS launched several new innovations to empower the next generation of runners:

- \*Inviting four First Nations' runners to join the Future Athlete Project – a program designed to advance personalised health and wellness through sports and technology by creating a digital twin human heart.
- \*Transforming the Family Fun Run into the TCS Sydney Mini Marathon, championing the importance of active living for all.
- \*Appointment of an Indigenous running ambassador to champion the power of running for Indigenous communities across Australia.
- \*Empowering students to create technology sustainability solutions for the race through the TCS Sydney Marathon goIT Challenge in partnership with the NSW Department of Education.
- \*University students also contributed ideas through a TCS Sydney Marathon-specific challenge in TCS Sustainathon, a real-world problem-solving competition.

The impact of TCS's sponsorship strategy extends far beyond the finish line. The elevation of the TCS Sydney Marathon to the Abbott World Marathon Majors has seen this year's race sell out in record time, boosted the event's global profile and helped secure an estimated \$300 million boost to the New South Wales economy. This achievement underscores the transformative power of strategic sponsorships in driving economic growth, community engagement, and brand value.

TCS's innovative approach to marathon sponsorships has solidified its position as a global leader in the IT services sector. In January 2025, TCS was ranked as the second most valuable IT services brand in the world by Brand Finance at US\$21.3 billion, with its marathon sponsorships cited as a key driver of brand value growth.

The TCS Sydney Marathon 2024 stands as a shining example of innovation in sponsorship. By seamlessly integrating technology, storytelling, and community impact, TCS has not only transformed the marathon experience but also reinforced its brand promise of being With You for the Long Run.

Key Metrics:

- \*79,083 runners applied to the ballot for one of the 35,000 places.
- \*35,000 runners is a 40% YoY increase on the 2024 field.
- \*The ballot attracted runners from 156 countries-an eight-fold increase from 2024.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

File 3

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

URL 2

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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