



BMW DALLAS MARATHON

START FUN. FINISH STRONG.

WALK. RUN. FLY.

ALL FOR RUN. FUN FOR DALLAS.

GO YOUR DISTANCE.

THE CITY THAT MOVES TOGETHER.



2025 BMW DALLAS MARATHON

DECEMBER 12-14

BENEFITING SCOTTISH RITE FOR CHILDREN



HISTORY



Established in 1971, the history of our event weekend encompasses tremendous growth with what has become Dallas' largest and Texas' longest running marathon, the BMW Dallas Marathon, as well as several other weekend running and walking event options including a Half Marathon, 50K Ultra Marathon, multiple Relays, a 10K, 5K Run & Walk, a 5K Team Challenge, the Friday Night Lights Mile and various Kids Races.

The BMW Dallas Marathon courses highlight the city's most vibrant neighborhoods, entertainment districts and iconic Dallas landmarks. Tens of thousands of spectators join in BMW Dallas Marathon Day lining the streets and neighborhoods to cheer on participants in a race that is recognized as the official marathon of the City of Dallas.

As a non-profit organization, the BMW Dallas Marathon has donated nearly \$5 million to our primary beneficiary, Scottish Rite for Children Orthopedic Hospital.

2024 BY THE NUMBERS



- TOTAL PARTICIPATION – 27,000
 - DALLAS / FORT WORTH (77%)
 - TEXAS (89%)
 - U.S (99%)
- ONCOR KID'S RACE PARTICIPATION – 4,500 DISD STUDENTS
- HEALTH & FITNESS EXPO ATTENDEES – 50,000+
- ESTIMATED ECONOMIC IMPACT (DALLAS SPORTS COMMISSION)
 - FOOD & BEVERAGE - \$2M
 - LODGING - \$1.6M
 - TRANSPORTATION - \$1M
 - RETAIL - \$1.8M
 - RECREATION - \$800K

KEY PARTNERS



ORGANIZATION



- NON-PROFIT WITH A FULL-TIME STAFF OF 5
- 15 BOARD MEMBERS
- 17 ADVISORY PANEL MEMBERS
- 2,200+ VOLUNTEERS (RACE WEEKEND)

THANK YOU



FOR QUESTIONS OR EVENT INQUIRIES, PLEASE CONTACT:

JASON SCHUCHARD, PRESIDENT
BMW DALLAS MARATHON
JASON@DALLASMARATHON.COM OR (214) 878-2776

5310 HARVEST HILL ROAD, SUITE 264
DALLAS, TX 75230