



The Challenge

The New York Road Runners have long trusted Vomela with event graphics for The New York City Marathon. When planning their 2023 race, they wanted a new look by introducing fresh graphics.

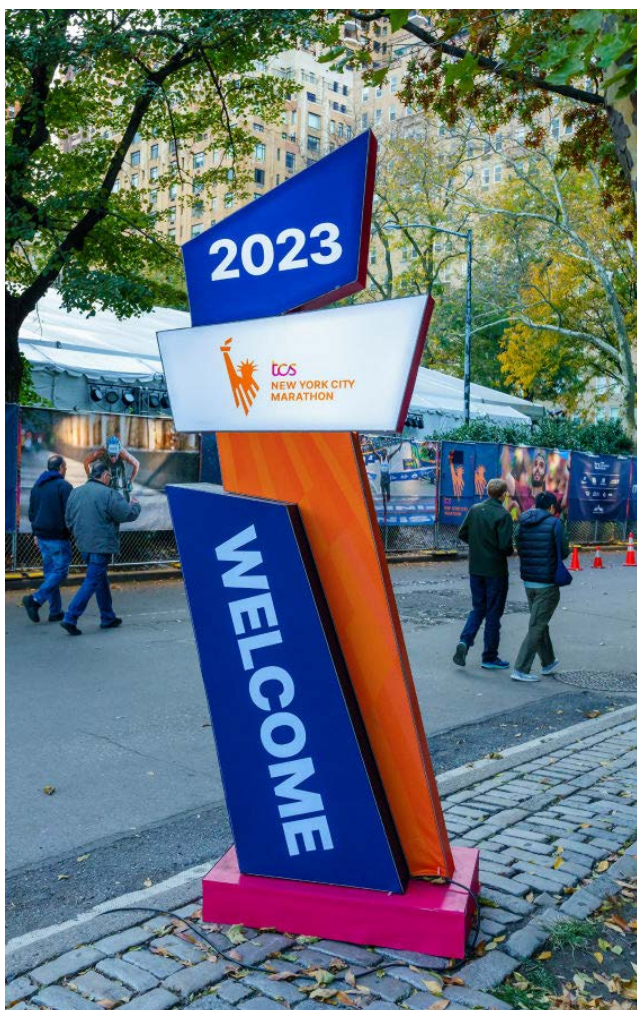
Joe Covington, vice president of business development, said, “Our partnership with The New York Road Runners started a decade ago. In 2023 we won the most recent RFP for all race structures and a complete redesign. We were given a wonderful opportunity to rebuild our structures from the ground up.”



The Solution

Giving the marathon a makeover was no easy task. From design, prototyping, fabric printing to construction and installation, we tapped into the power of Vomela's nationwide network for an all-in-one solution.

We redesigned the race structures, changing from aluminum frames and pillowcase graphics to custom aluminum and steel frames with SEG fabric. New designs were created for the starting line, mile markers, barricade covers, finish line signage, and more. Not only are the new frames 30% larger in size for a bigger impact, but they can also be reused each year. In addition to the major structures, we printed 90% of the graphics for the entire race to fit the “it will move you” theme, just as it does for multiple other races each year.





The Result

The 2023 TCS New York City Marathon was the world's largest marathon in 2023 with more than 51,000 finishers representing 148 countries. With motivating designs and bold colors, we delivered signage that not only informed participants of pertinent information, but inspired runners and attendees alike. Our team managed the installation of all of the new structures, completed in three weeks, setting a striking backdrop to this historic race.

