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SAN ANTONIO MARATHON ANNOUNCES 2026 OFFICIAL PARTNERS

New and returning partners will support runners throughout training, race weekend and beyond

SAN ANTONIO, Texas – July 31, 2026 – Building on the momentum of its inaugural year, the San Antonio Marathon is taking another major stride forward with an expanded lineup of official partners for its second race weekend, Dec. 4–6. The growing support from national brands and San Antonio institutions reflects the marathon’s continued evolution into a premier destination running event and citywide celebration.

The 2026 partner lineup includes Coopah, Corona Premier, University Health, H-E-B, Fleet Feet, Cavender Auto Group, HotelPlanner, *wear blue: run to remember*, Face the Fight and GOVX. Together, these partners will enhance every stage of the runner experience—from training and wellness support to travel, merchandise and memorable race-weekend celebrations. Fleet Feet, H-E-B and Corona Premier have also made multiyear commitments to the event, demonstrating their confidence in the San Antonio Marathon’s vision and long-term growth.

“The San Antonio Marathon belongs to our community, and it is incredibly meaningful to see these partners believe in what we are building together,” said Jenny Carnes, president and CEO of San Antonio Sports. “Their support allows us to create an unforgettable experience that brings people together, celebrates the spirit of our city and inspires San Antonians to lead healthier, more active lives. We are grateful for their investment in our runners, our community and the future of this event.”

The marathon’s growing momentum follows a successful inaugural year. According to the 2025 San Antonio Marathon Impact Report, the sold-out event welcomed 18,544 runners and generated nearly \$22 million in economic impact and nearly 11,000 hotel room nights. Participants represented all 50 states and 22 countries, with approximately 20% traveling from outside San Antonio. Building on that success, the 2026 partners will help San Antonio Sports deliver an even stronger experience throughout the training season and race weekend.

Coopah joins the San Antonio Marathon as its Official Coaching Partner, pairing runners with personalized training plans and qualified coaches. The app will support participants’ physical and mental well-being throughout the training season while helping them stay motivated and prepared for race day.

Corona Premier returns as the Official Beer of the San Antonio Marathon, supporting runners from their first training miles through race weekend. The brand will join local run-group activations throughout the

season before bringing an unforgettable celebration to the Finish Line Fiesta, where participants ages 21 and older can toast to their accomplishments all weekend long.

University Health will serve as the Official Health & Wellness Zone Partner at the San Antonio Marathon Health & Fitness Expo. The locally owned health system will connect runners, families and expo visitors with health and wellness resources throughout the race weekend.

San Antonio-based H-E-B returns as the marathon's Official Grocery Partner and will continue supporting participants with post-race nutrition in the Secure Zone.

Fleet Feet returns as the Official Specialty Retail Partner and expands its affiliation this year as the Official Merchandise Partner. Runners can shop for official San Antonio Marathon merchandise, receive expert outfitting support from Fleet Feet's locally owned San Antonio Stores and explore an expanded retail experience during the San Antonio Marathon Health & Fitness Expo, held Dec. 4–5 at the Henry B. González Convention Center.

Cavender Auto Group returns as the Official Auto Group Partner, with Cavender Cadillac showcasing its lineup as the official lead vehicles that will guide participants across every race throughout the San Antonio Marathon weekend.

HotelPlanner joins as the Official Accommodation Provider, helping participants and supporters traveling to San Antonio access hotel options for marathon weekend.

wear blue: run to remember will serve as an Official Promotional Partner. As part of the partnership, wear blue will once again present the ***wear blue: run to remember Tribute Mile***, creating a meaningful space for participants to reflect, remember and honor those who have served.

Face the Fight returns as the Official Benefiting Partner of the San Antonio Marathon. The initiative brings together organizations and communities committed to reducing veteran suicide and ensuring veterans and their families have access to meaningful support and resources. Participants will have opportunities to raise funds and awareness for the mission throughout the 2026 marathon season.

For the second consecutive year, GOVX returns as the Official Military and First Responder Community Partner. In addition to powering exclusive registration discounts for military members, veterans and first responders, GOVX will also match donations to Face the Fight, the marathon's official benefiting partner, up to \$25,000 to help strengthen support for veteran mental health and suicide prevention.

"As Military City USA, San Antonio understands the importance of honoring those who serve and supporting the families who carry their sacrifice," Carnes said. "Through our partnerships with Face the Fight, GOVX and *wear blue*, race weekend will create meaningful opportunities for remembrance, connection and action."

The community will have an opportunity to connect with several marathon partners, including Fleet Feet San Antonio and Corona Premier, at Road to Race Day, the official 2026 training season kickoff. The event will bring together hundreds of local runners and prospective race-weekend participants Thursday, Aug. 6, from 6–8 p.m. at the San Antonio Botanical Garden to celebrate the start of the journey to race day.

Race weekend kicks off Friday, Dec. 4, with the opening of the San Antonio Marathon Health & Fitness Expo. Free and open to the public on Dec. 4–5, the Expo will feature official merchandise, exhibitors,

sponsor activations and packet pickup for participants. Friday evening, runners will take to the streets for the SATX 5K presented by Holidays on Houston St. beneath downtown San Antonio's holiday lights. The marathon and half marathon will take place Sunday, Dec. 6, beginning in the heart of downtown San Antonio and take runners on a journey through the city's celebrated neighborhoods and landmarks. The USATF-certified marathon course is a Boston Marathon qualifier.

Owned and operated by the nonprofit San Antonio Sports in partnership with the City of San Antonio, the San Antonio Marathon is more than a race. It is a celebration of the city and an opportunity for residents and visitors to experience San Antonio through the power of sport.

Registration is open at SanAntonioMarathon.com. Residents and visitors can also participate by volunteering, supporting runners along the course or attending race-weekend events. Follow the San Antonio Marathon on social media for additional partner announcements and event updates.

About San Antonio Sports

San Antonio Sports is a nonprofit organization dedicated to transforming our community through the power of sport. Through impactful initiatives like the San Antonio Marathon, *i play!* afterschool, and ACTIVATE, the organization engages thousands of children and families each year in healthy, active lifestyles. In addition to its community programs, San Antonio Sports bids on and hosts premier sporting events — including NCAA® Championships — that have generated more than \$1.5 billion in local economic impact. Learn more at www.SanAntonioSports.org or follow San Antonio Sports on social media.

About Coopah:

Coopah is the personalized run-coaching app built to get every runner to their finish line. Real, qualified coaches pair with a plan that adapts to your life- based on your pace, your schedule, and your goals- so training fits around you, not the other way around. From your first 5k to marathon PB, Coopah keeps runners on track with live sessions, real-time tracking and a coach genuinely in their corner.

About Corona Premier:

Corona Premier is proud to support the San Antonio Marathon and celebrate a community committed to health, wellness, and achievement. With the crisp, refreshing taste Corona fans love and a profile designed for active lifestyles, Corona Premier is honored to recognize the dedication and perseverance of runners across San Antonio.

About University Health:

University Health is the only locally owned health system in San Antonio. For more than 100 years, University Health has been here to heal, improve health, train the next generation of medical professionals, and ensure the people of San Antonio, Bexar County and South Texas have access to primary and advanced specialty care close to home. Specialized services include the region's only Level I trauma center for both adults and children, and maternal and neonatal intensive care centers designated at the highest levels by the State of Texas. As the region's only academic health system, University Health is a hub of innovation and discovery, committed to delivering patient-centered, culturally competent, high-quality, and compassionate care, based on a strong foundation of outcomes-based research and innovative teaching. Learn more at UniversityHealth.com. Follow us on [Instagram](#), [X](#), [LinkedIn](#) and [Facebook](#).

About H-E-B

H-E-B, with **sales of more than \$50 billion**, operates **over 455 stores in Texas and Mexico**. Known for its innovation and community service, H-E-B has served Texans for more than 120 years. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience and low prices. Based in San Antonio, H-E-B employs **over 175,000 Partners in Texas and Mexico** and serves millions of customers in more than 300 communities. For more information, visit heb.com and the [H-E-B Newsroom](#).

About Fleet Feet:

Founded in 1976, Fleet Feet is the largest franchisor of locally owned and operated run specialty stores. With more than 280 Fleet Feet stores in 40 states and a national headquarters in Carrboro, N.C., Fleet Feet is committed to providing runners, walkers and fitness enthusiasts with outfitting expertise, robust training programs, community support and rewards. Fleet Feet believes that **RUNNING CHANGES EVERYTHING®** and has been recognized in Fast Company's Brands That Matter, the Inc. 5000 list of America's Fastest-Growing Companies and Best in Business, Newsweek's list of America's Best Retailers and America's Best Online Shops, and PRWeek's Purpose Awards. Stay inspired, motivated and connected at Fleet Feet.

About Cavender Auto Group:

Cavender Auto Group is a family-owned business, proudly serving South Texas for more than 80 years. Guided by the Cavender Confidence brand principles, the company remains committed to delivering exceptional customer experiences and being a positive force within the community.

About Hotel Planner:

HotelPlanner is a leading travel technology company that combines proprietary AI/machine learning capabilities and a 24/7 global gig-based customer service network to seamlessly serve all traveler hotel needs from a single platform. HotelPlanner is one of the world's top providers of individual, group and corporate travel bookings, specializing in unique "Closed User Group" discount rates.

Founded in 2003, HotelPlanner has enduring partnerships with the world's largest Online Travel Agencies, well-known hotel chains, individual hotels, online wedding providers, ancillary lodging providers, corporations, sports franchises, universities and government agencies.

About wear blue:

wear blue: run to remember is a national nonprofit, founded in 2010, dedicated to honoring the service and sacrifice of the American military through active remembrance. We create spaces, through community-based runs and dedicated programs, where Gold Star and Surviving Families, Veterans, and Active Duty Service Members and their families speak names, share stories, and move together. This intentional remembrance builds connection, resilience, and belonging, helping individuals carry loss and celebrate legacy while ensuring the fallen are never forgotten. It is active remembrance for those who served and those who carry the sacrifice. Join us at wearblueruntoremember.org.

About GOVX:

GOVX is dedicated to serving those who serve our country and communities – military service members, first responders, law enforcement officers, emergency medical professionals, educators, and other government service personnel. Through the flagship e-commerce site, GOVX.com, brands can authentically reach a growing community of 13M+ members with their own storefront. In addition to providing unmatched value to those who serve, GOVX also donates a portion of every order to nonprofits who serve the military and first responder community. To date, GOVX has

donated more than \$3M through the GOVX Gives Back initiative. For more information, visit <https://www.govx.com>.

About Face the Fight

Launched in 2023 by founding partners USAA, Reach Resilience, and the Humana Foundation, Face the Fight has made strides by bringing together a like-minded coalition of organization to help reduce veteran suicide through a multi-pronged approach that includes charitable giving, public education, and awareness. Face the Fight is committed to supporting every veteran, regardless of their unique needs and challenges and aspires to dramatically reduce veteran suicide. www.wefacethefight.org