

HOKA

RUN FOR A CHANGE



Introducing HOKA X Boston Marathon 2026

Built for performance. Designed for purpose.

[SHOP NOW](#)

This spring, we're proud to celebrate the **Boston Marathon 2026** with our **limited-edition** HOKA Boston 2026 running shoes.



A tribute to strength, endurance, and community.

And, because every stride tells a story of strength and purpose, we're proud to partner with the **One World Strong Foundation** to help turn every run into a force for good.



A portion of every purchase supports the One World Strong Foundation who help survivors of trauma and violence around the globe.

[LEARN MORE](#)

Engineered with our signature **Meta-Rocker technology**, these shoes are made to help you go farther, faster, and with purpose.



[Shop the Boston 2026 Edition Now →](#)

Limited quantities available. Run for something greater.

HOKA® | Boston Marathon Official Partner 2026

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Scenario & Objective:

To launch the limited-edition HOKA Boston 2026 running shoes while highlighting the partnership with the One World Strong Foundation, driving both sales and brand goodwill ahead of the marathon.

Subject Line Rationale:

"Run for Change—Boston HOKA Drop Is Here!" Emotion + Purpose; it connects the iconic Boston Marathon spirit with the charitable aspect of the campaign.

Key Elements & CTA:

- Honors Boston's legacy of resilience.
- Showcases comfort + performance innovation.
- Strong, simple, and action-oriented. It encourages immediate engagement and purchase.

Design Choices:

- Blue and yellow reflect the Boston Marathon theme.
- Highlight Shoes + Marathon runners (energy and connection).
- Clean font for clarity and modern appeal.

Metrics for Success:

- **Open rate:** 45%+
- **Click-through rate:** 15%+
- **Conversion rate:** 8–10% from email to purchase
- **Donations raised:** Target \$50K-100k for One World Strong Foundation