



2016
Frederick
Women's Distance Festival
Sponsor Recap



Race Summary



The 27th annual Frederick Women's Distance Festival was hosted by the Frederick Steeplechasers Running Club on August 13th, 2016 at Frederick Community College.

The race provides a USATF-certified 5k course and attractive awards for the competitive runners, as well as a welcoming atmosphere for beginners, fitness runners and walkers.

The race was a tremendous success again this year, with 534 registered participants! We received many positive accolades on the race experience (except for the heat this year!), and we met our dual goals of putting on a high quality race while raising significant funds for charity.

The Frederick Steeplechasers donated \$14,795 (net proceeds) to Women's Giving Circle of Frederick County. This organization provides grants to local nonprofit organizations supporting programs and services promoting self-sufficiency for women and their children.



Testimonial: I had so much fun! The whole event was beautifully planned and executed. Can't wait for the next one!

~Caree L



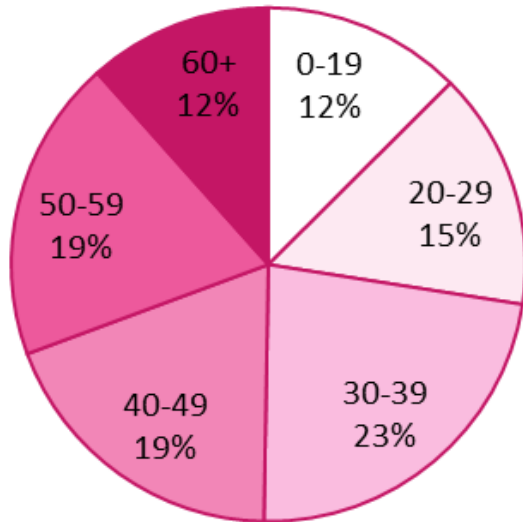
By the Numbers

- ❖ 535 registered runners
- ❖ 38 team entries
- ❖ 84 volunteers
- ❖ 39 cash sponsors/vendors
- ❖ 43 in-kind sponsors
 - ❖ *Food and Water*
 - ❖ *Swag bags and contents*
 - ❖ *Random Prizes*
- ❖ 5 municipalities/entities required for new 5k course approval
- ❖ 58 handmade awards
- ❖ 10 months of planning!

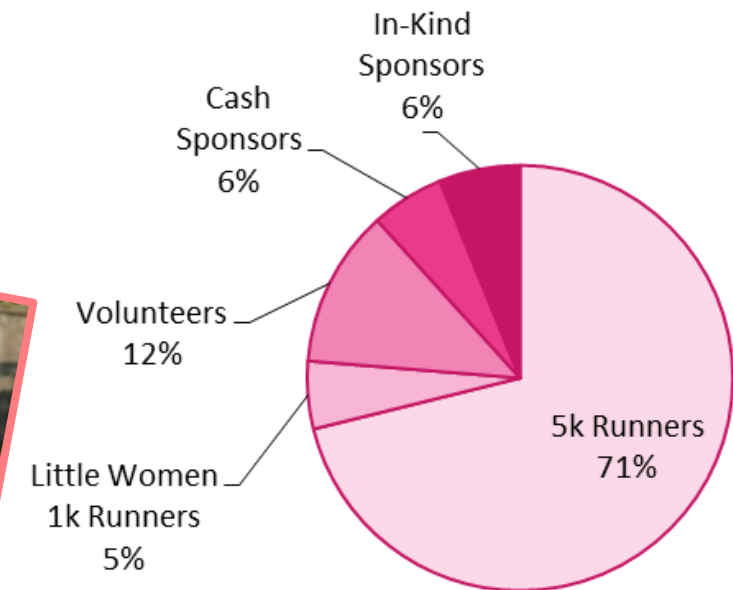


Participant/Runner Profiles

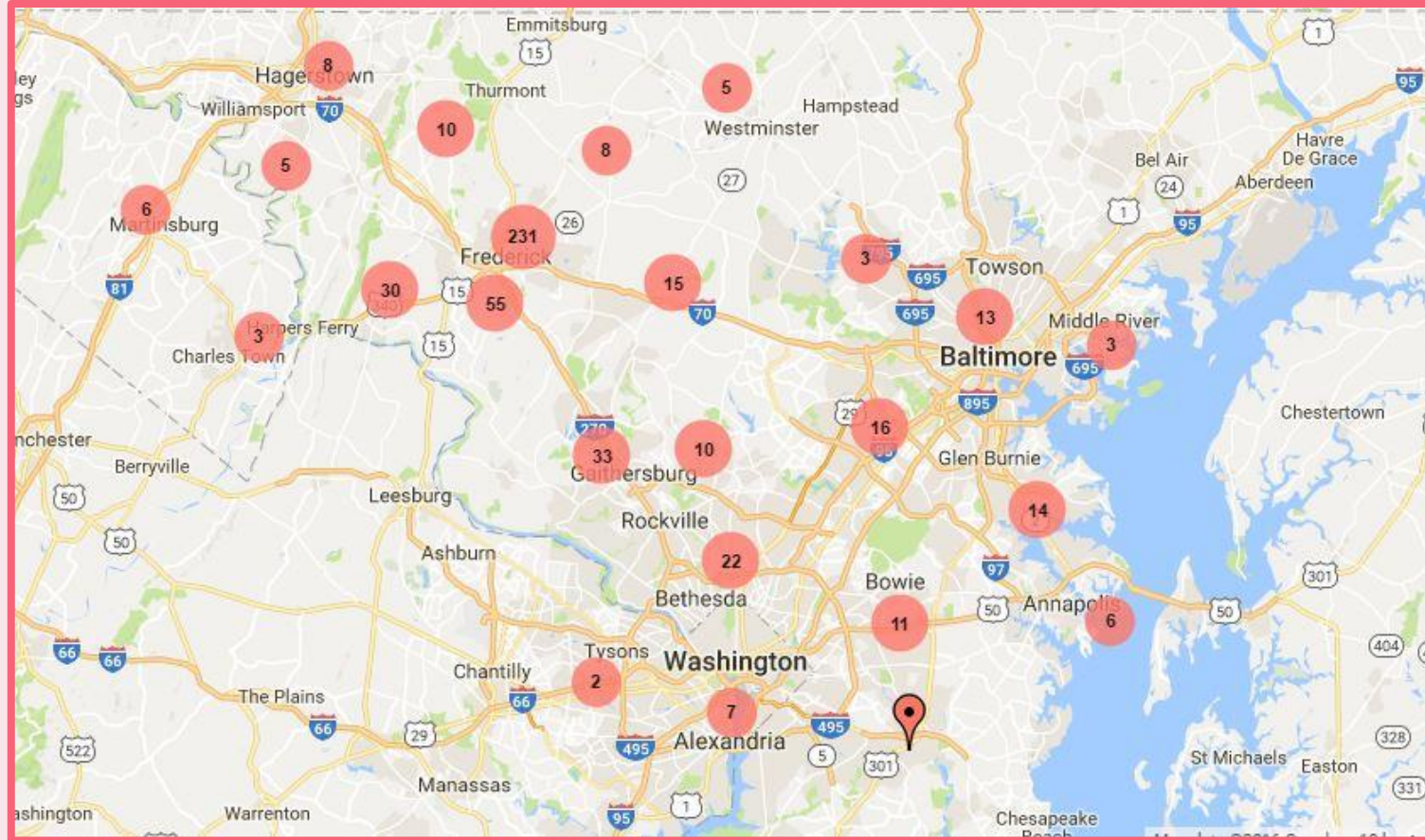
2016 WDF Runner Age Demographics



2016 WDF Participant Profile

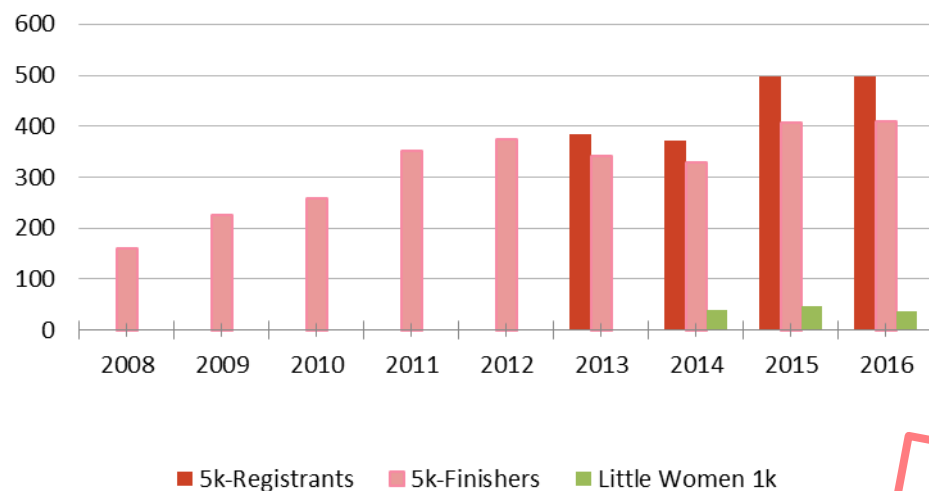


Runner Regional Demographics

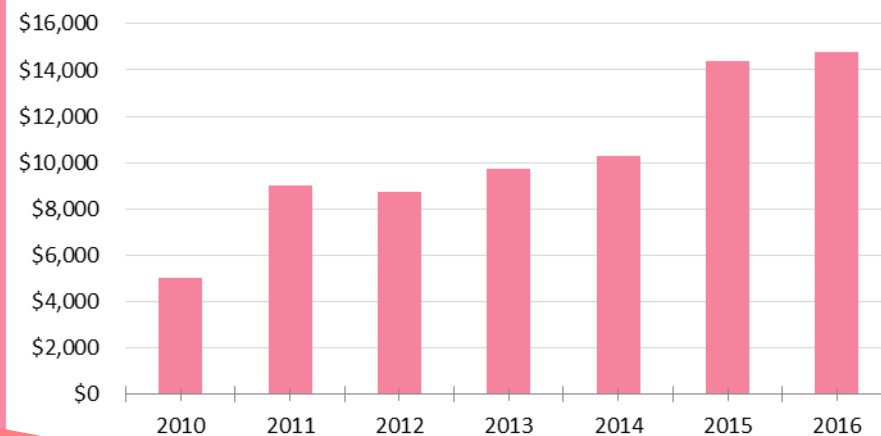


Year-On-Year Trends

Frederick Women's Distance Festival Participation



Frederick Women's Distance Festival Charity Donation



Sponsorship Benefits

	Premiere	Platinum	Gold	Silver	Bronze	General
	\$3000+	\$1000	\$500	\$250	\$100	\$50
Number of sponsorships available	1	3	Unlimited	Unlimited	Unlimited	Unlimited
Dedicated Sign/Banner with name/logo	3' x 6' Banner	2' x 6' Banner	2' x 5' Banner	Small or shared sign	Mile Marker Sign	
Logo/Name on race flyer and poster	*					
Logo/Name on race website home page	*					
Inclusion on mass (10,000) marketing email	*	*	*			
Logo on race shirt	*	*	*	*		
Booth at FCC Field House	*	*	*	*		
Complimentary Race Entries	5	4	3	2	1	
Recognition via race day announcements	*	*	*	*	*	
Thank you on Facebook page	*	*	*	*	*	
Logo on race website sponsor page	*	*	*	*	*	*
Promotional material on shared expo table	*	*	*	*	*	*
Community goodwill	*	*	*	*	*	*



Sponsor Website Recognition

www.frederickwdf.com/sponsors

2016 Premier Sponsor



Gold Sponsors



Silver Sponsors



All sponsor logos incorporate active links to sponsor website or Facebook page



Sponsor Website Recognition, con't

www.frederickwdf.com/sponsors

Bronze Sponsors



In-kind, Random Prize and General Sponsors



Sessions
5,121



Users
3,209



Pageviews
11,126



Pages / Session
2.17



Avg. Session Duration
00:01:46



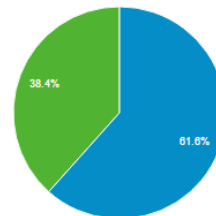
Bounce Rate
56.43%



% New Sessions
61.57%



■ New Visitor ■ Returning Visitor



Website Analytics
April 1 – September 19



Sponsor Recognition, Social Media

www.facebook.com/FrederickWDF

Frederick Women's Distance Festival
July 20 · 🌐

Thank you to new Gold-level sponsor LSWG. We are so grateful for their support and look forward to seeing them on race day! They will be competing in the mother-daughter and group/corporate team categories. Good luck ladies!

Linton Shafer Warfield & Garrett, P.A. (LSWG) | Frederick & Rockville Maryland

Linton Shafer Warfield & Garrett, P.A. (LSWG) , is a full-service certified public accounting and business consulting firm serving mid-Maryland and the

LSWGCPA.COM

Like Comment Share

Frederick Women's Distance Festival
June 25 · 🌐

Thank you Dr. Ortiz and Spring Ridge Chiropractic for your sponsorship. Your generosity helps us put on a great race while supporting the The Women's Giving Circle of Frederick County, Maryland and women in need in Frederick County!

SPRING RIDGE chiropractic
empowering people to live healthy lives

Frederick, MD Chiropractor - Spring Ridge Chiropractic - Dr. Lisa Ortiz

Frederick, MD Chiropractor - Spring Ridge Chiropractic - Chiropractic clinic in Frederick, MD

SPRINGRIDGECHIROPRACTIC.COM

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Frederick Women's Distance Festival
June 20 · 🌐

Look for a special giveaway in your swag bag this year from Dr. Elizabeth Liotta, our Premier Sponsor!

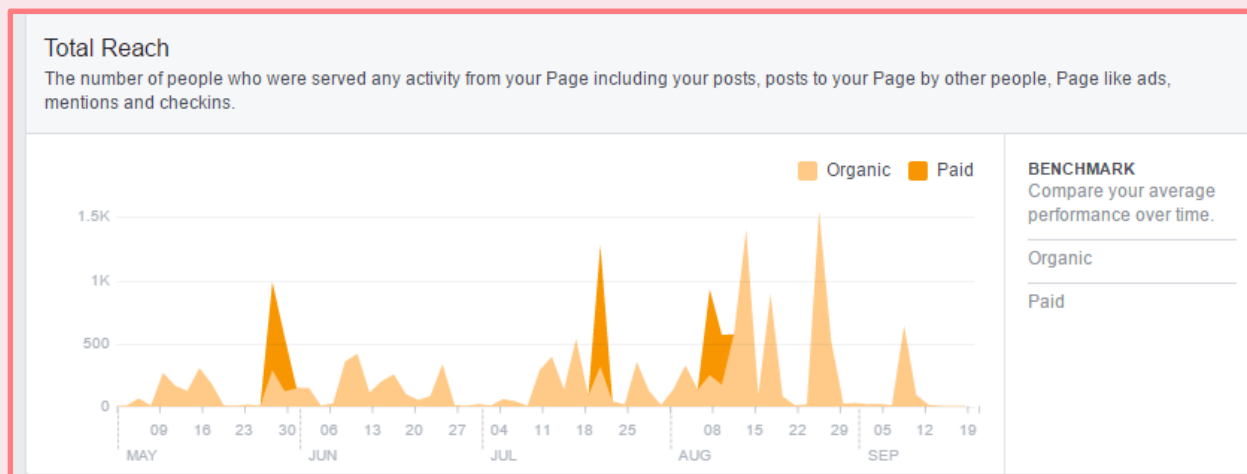
Elizabeth A. Liotta, MD
BOARD CERTIFIED CLINICAL & COSMETIC DERMATOLOGIST
LIOTTADERM.COM

Dermatology Frederick MD

Dermatology Frederick MD - Dr. Elizabeth A. Liotta is a Board certified dermatologist dedicated to helping patients enjoy youthful, healthy skin. Our practice serves Frederick MD and surrounding areas.

LIOTTADERM.COM

Like Comment Share



Sponsors are thanked on the Frederick Women's Distance Festival Facebook Page which has a wide reach.



Sponsor Recognition, Marketing Emails

- Marketing emails went out to 10,000+ local runners, promoting the race and recognizing our top sponsors.
 - April 1
 - May 1
 - May 28
 - June 23
 - July 13
 - August 5

See example at:

http://eepurl.com/b9q_c5

14.7%
Open Rate*

* Against health/fitness industry standard of 11.2% (adjusted for all-female audience of our race)

Our Sponsors

We are very grateful to our sponsors who make it possible for us to put on a great race AND make a sizable donation to the Women's Giving Circle of Frederick County. Please visit our [Sponsor Page](#) for more information about our sponsor opportunities, and to view our current list of sponsors. We encourage our runners to support our loyal sponsors.

A special Thank You to our returning Premier Sponsor, Dr. Elizabeth Liotta.

 Elizabeth A. Liotta, MD
BOARD CERTIFIED CLINICAL & COSMETIC DERMATOLOGIST
LIOTTADERM.COM

And our Gold-Level sponsors...

 Sadia Andershi of McDonald's of Rt40 West and McDonald's of Mt Sq

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 Zainali
ORTHODONTICS


 Conflict Counts
transforming your world


 DELAPLAINE
FOUNDATION


Post-Race Celebration


We have lots of fun (and food!) planned to help you celebrate after this year's Frederick Women's Distance Festival.


Thanks to the following sponsors for contributing refreshments:


 DAIRY
MAID
DAIRY


 Starbucks


 Panera
BREAD

 IN-FIT
studio

 Wegmans

 BRUSTER'S
Real Ice Cream

 UNLEASH THE
DOG

 GIANT
EAGLE



On-site Sponsor Recognition/Presence

Banners/Signs



Race Shirt & Swag Bags

600 Shirts Printed, 500 Bags Stuffed



Race Wrap-Up

Race Photos posted to Facebook album (facebook.com/FrederickWDF/photos), including many sponsor photos



Race Marketing

- 800 postcards (distributed to running stores, gyms, etc)
- ½ page ad in Sass Magazine
- Inclusion on 15 online race/event calendars
- Article in Ijamsville Living Magazine
- Poster/Flyers/Registration forms at Frederick Running Festival expo
- Six marketing email blasts to 10,000+ local runners
- Booth/Flash Sale at Women's Better Living Expo (Frederick Fairgrounds) on June 11th
- Frequent content updates on Frederick WDF Facebook page
- Three (paid) Facebook ads on the Frederick WDF Facebook page
- Frequent mention on Frederick Steeplechasers Running Club media outlets
 - Facebook group (1700+ members)
 - Club news emails to 800+ paid club members
 - Logo/link on home page of steeplechasers.org
- Marketed along with other Maryland Women Distance Festival races by Maryland RRCA (Road Runner Clubs of America)
- Announcement in the Frederick News Post prior to the race
- Photo of race winner in the Frederick News Post following the race



2016 postcard design



Competitive Differentiators

We're not "just another 5k"

- All-female race
- 9-week training program (100+ registrants)
- Walker/Beginner friendly, but still competitive for faster runners
- Handcrafted awards
- "Little Women" 1k Fun Run with shirts/medals
- Race Course
 - USATF-certified and professionally marked
 - Clover Hill and FCC campus (different from "standard" Frederick city 5k courses)
- Professional chip timing
- Race Day Expo
- Photo Booth
- Air-conditioned venue with restroom access at FCC
- 100% of net proceeds donated to charity (Women's Giving Circle of Frederick County)
- 27 year history, organized by Frederick Steeplechasers Running Club
- Directed by RRCA-certified race director



Looking back, Looking forward

Feedback

If you have any feedback on our 2016 event or suggestions on how to improve the sponsor relationship/experience, please contact us. We value your input!

Planning for 2017

We look forward to discussing 2017 sponsorship opportunities with you. Save the date!

Harriet Langlois – info@frederickwdf.com

August 5, 2017

