



# 2020 Frederick Women's Distance Festival

## Sponsor Recap Report



# Race Summary

The 31<sup>st</sup> annual Frederick Women's Distance Festival, hosted by the Frederick Steeplechasers Running Club, was certainly different than we'd expected when we kicked off our planning effort in early 2020.

After a tremendous response to early registration in March, the entire world put the brakes on and by May, it was clear that an in-person race would not be safe for our runners, our volunteers, and our sponsors/expo participants.

Not wanting to disappoint our loyal followers, and mindful of the even greater need in the community for dollars in support of the work of local nonprofits, we pivoted to a virtual format. Our **355** registered participants didn't run together, but we were never alone.



By all measures, and with extraordinary support from our sponsors, runners and donors, we pulled it off!

The Frederick Steeplechasers donated net proceeds of **\$21,095** to the 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. WGC awarded \$240,000 in grants in 2020, including \$20,000 in special COVID-19 emergency response funding.



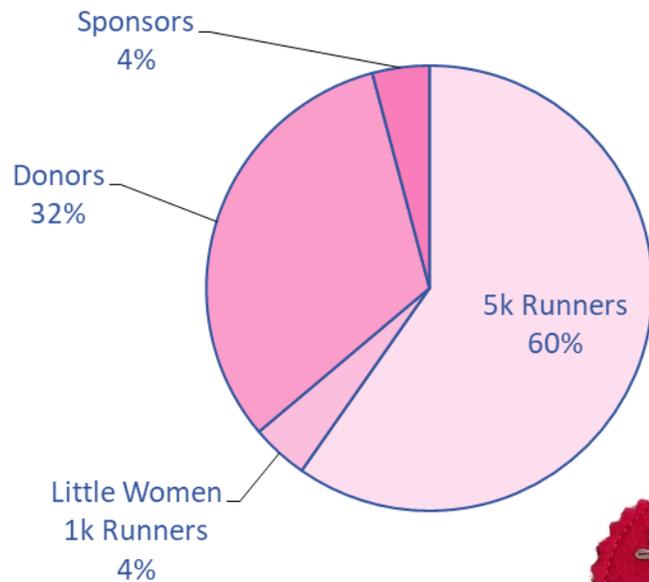
# By the Numbers

- ❖ 9 days of virtual “Run Anywhere” racing
- ❖ 355 registered runners
- ❖ 23 cash sponsors
  - ❖ Premier (1)
  - ❖ Platinum-Plus (3)
  - ❖ Platinum (6)
  - ❖ Gold (11)
  - ❖ Silver (2)
- ❖ 178 donations
- ❖ 58 hand-crafted awards, augmented by gift cards from Charm City Run for our top two finishers
- ❖ 10 months of planning!

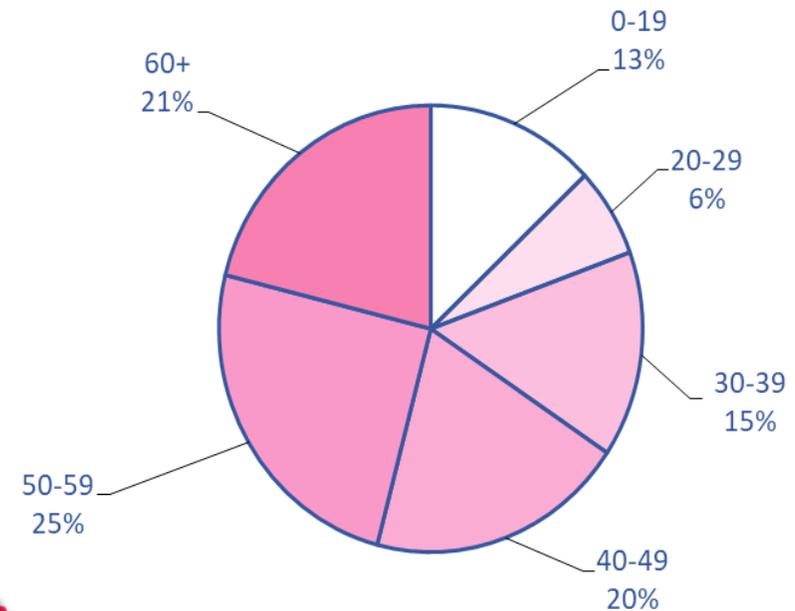


# Participant/Runner Profiles

## 2020 WDF Participant Profile (Total 556)



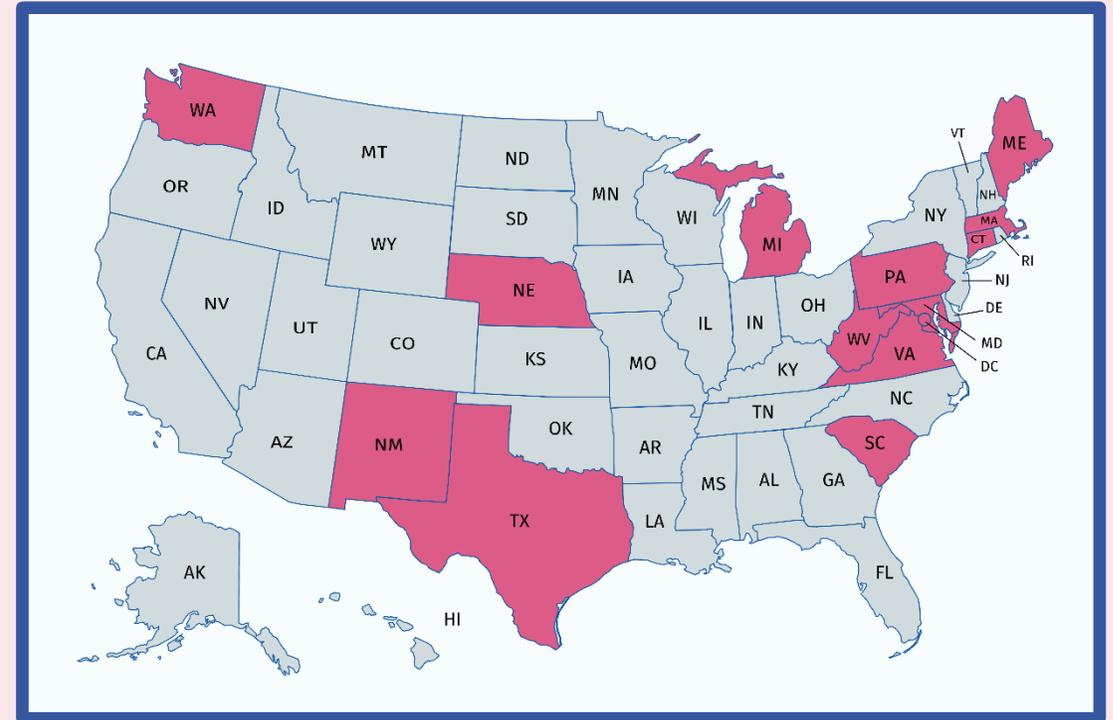
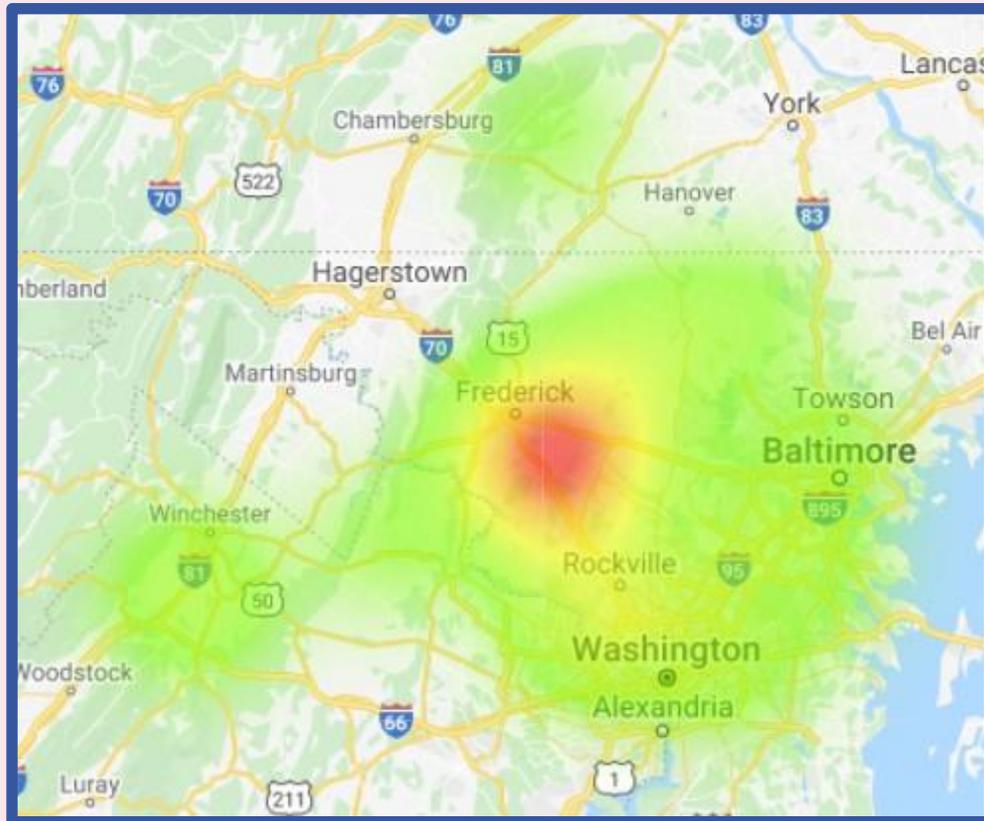
## 2020 WDF Runner Age Demographics



Participants may have had more than one role



# Runner Regional Demographics



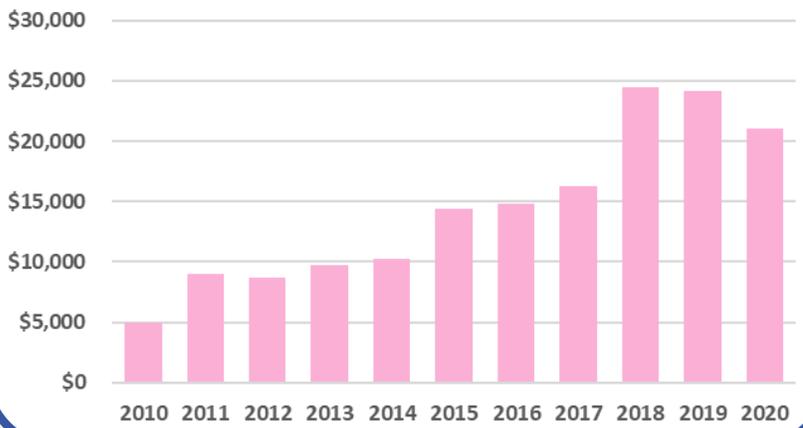
The virtual “Run Anywhere” format brought participants in from some far-flung states!



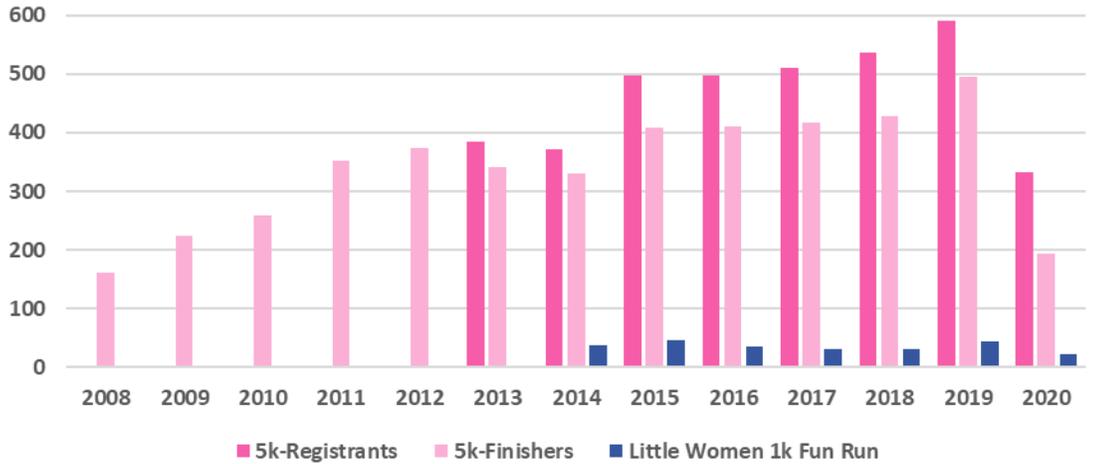
# Year-On-Year Trends

As expected, the virtual race format brought in fewer participants this year, but our net proceeds donation was down by only 13%. We'll call that a WIN!

**Frederick Women's Distance Festival Net Proceeds Donation**



**Frederick Women's Distance Festival Participation**



**\$157,834 since 2010**



# 2020 Sponsorship Benefits





## 2020 FREDERICK WOMEN'S DISTANCE FESTIVAL SPONSORSHIP OPPORTUNITIES

*We've gone VIRTUAL!*

	PREMIER SPONSOR \$3500	PLATINUM-PLUS SPONSOR \$1500	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250
Number of sponsorships available	1 <small>Dr. Elizabeth Liotta</small>	3	Unlimited	Unlimited	Unlimited
Name/Logo on home page of race website, posters, postcards	♥				
Logo on Race Bibs that will be included in mailed race packet for virtual registrants	♥	♥			
Email Promotion: Inclusion on mass emails (over 12,000 recipients)	♥	♥	♥		
Logo/Link on Race Registration Page	♥	♥	♥		
Logo on race shirt (commit by June 20th)	♥	♥	♥	♥	
Thank you on Facebook page	Dedicated Post	Dedicated Post	Dedicated Post	Shared Post	Shared Post
Logo on race website sponsor page	♥	♥	♥	♥	♥
Complimentary Race Entries	10	5	4	3	2

When we concluded that an in-person race would not be possible, we reworked our 2020 Sponsorship Opportunity package to make sure that our sponsors received the best visibility and recognition possible in this environment.

We were delighted that nearly all our sponsors stayed with us during this difficult year!



# Sponsor Website Recognition

www.frederickwdf.com/sponsors

2020 Premier Sponsor

 Elizabeth A. Liotti, MD  
BOARD-CERTIFIED GYN & OBSTETRICIAN  
LIOTTADERM.COM  
*Thank you to Dr. Liotti for 40+ years as Premier Sponsor of the Frederick Women's Distance Festival!*

Platinum-Plus Sponsors

 CHARLES STUDIO  
 TLC  
*Bridal Boutique*

Anderabi Management, Inc  


Platinum Sponsors

 mclaughlin  
*McLaughlin Group, LLC Sales & More*

 Cardiovascular Specialists of Frederick

 ASBURY  
*Anticipate More*

 CAPITAL WOMEN'S CARE  
*Working Together for Women's Health*

 Orangetheory FITNESS

 SECOND CHANCES GARAGE

Gold Sponsors

 ATLANTIC  
Foot & Ankle Specialists

 FREDERICK FOOT & ANKLE  
www.fredfoot.com

 CAR CARE GBW  
www.clubgbw.com

 Kannavis  
A Natural Product Cannabis Company

 relief  
CBD

 DELAPLAINE FOUNDATION INC

 Frederick Sport & Spine

 Distinct Landscapes, Inc.  
Landscape of MD Districts Multifaceted

 LSWG  
CERTIFIED PUBLIC ACCOUNTANTS & BUSINESS ADVISORS  
and Barbara Roman

 SHOCKLEY Honda  
FREDERICK, MD

Catoctin Woodwork

Silver Sponsors

 CLUB PILATES SOUTH FREDERICK

 MORGAN-KELLER CONSTRUCTION

 SPECTRUM SPECIALTY LENSES

In-kind Sponsors

 Sabs MAGAZINE

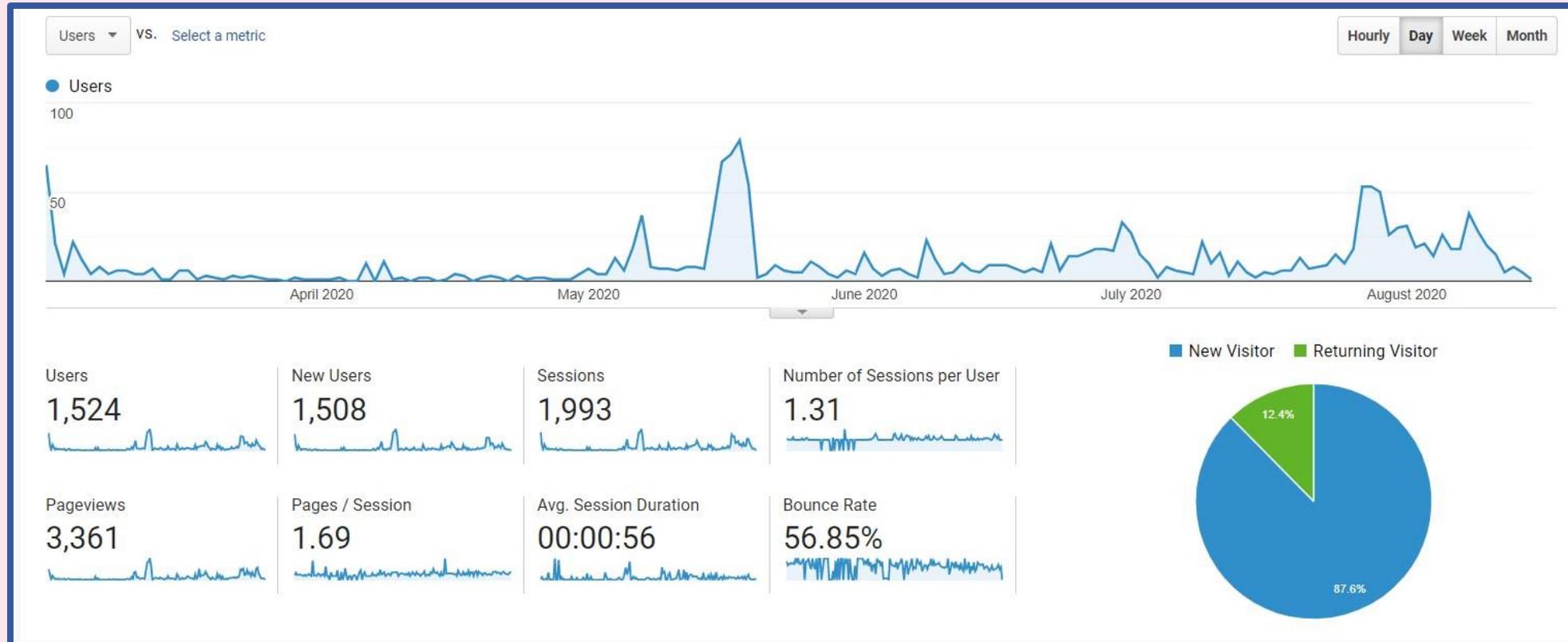
 CharmCityRun

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



# Sponsor Website Recognition, con't

[www.frederickwdf.com/sponsors](http://www.frederickwdf.com/sponsors)

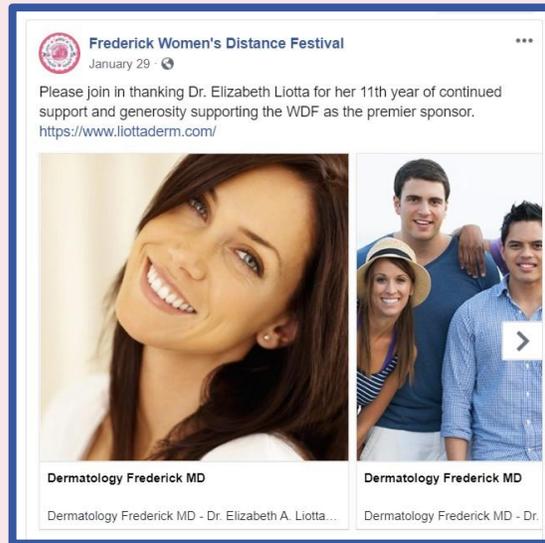


Website Daily Users via Google Analytics



# Sponsor Recognition, Social Media

www.facebook.com/FrederickWDF



Sponsors are thanked on the Frederick Women's Distance Festival Facebook Page with 879 followers and Total Reach of 500-1100 for many posts.



# Sponsor Recognition, Marketing Emails

- Marketing emails went out to 12,000+ local runners, promoting the race and recognizing our top sponsors with link to full sponsor list.
  - March 1
  - June 8
  - July 9
  - July 28



See example at:

<https://tinyurl.com/2020-wdf>

**15.1%**  
**Open Rate\***

\* Against health/fitness industry standard of 10.0% (adjusted for all-female audience of our race)

**Our Sponsors**

We are very grateful to our sponsors who help us to put on a great race while raising funds for the Women's Giving Circle of Frederick County. Please visit our [Sponsor Page](#) for more information about our sponsor opportunities and to view our full list of current sponsors. We encourage our runners to support our loyal and generous sponsors.

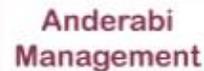
A special **Thank You** to Dr. Elizabeth Liotta, who is celebrating her 11th year as **PREMIER SPONSOR** of our event.

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



**Our PLATINUM-PLUS Sponsors:**

**Our PLATINUM Sponsors:**

 **Cardiovascular Specialists of Frederick**

 **CAPITAL WOMEN'S CARE**  
Working Together for Women's Health

 **mclaughlin**  
FAMILY CHIROPRACTIC  
Empowering Lives... One Spine At A Time!

 **ASBURY**  
Anticipate More

 **Orangetheory**  
FITNESS

 **SECOND GARAGE CHANCES**

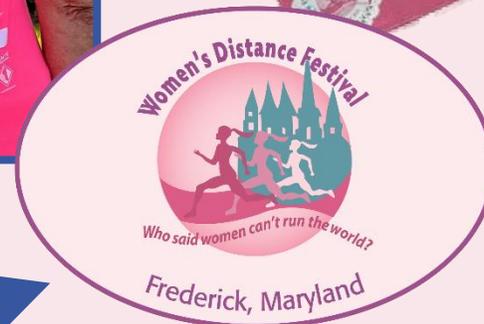


# Race Shirt, Bibs, Loyalty Gift



Race Swag was mailed to all participants this year

Registrants with 3+ years of history with the race received a special car magnet gift.



# Race Wrap-Up

Check out our website for links to results and race photos at:  
[www.frederickwdf.com](http://www.frederickwdf.com)



# Race Marketing

- Poster/business cards at Charm City Run
- Ads in Sass Magazine
- Inclusion on 15 online race/event calendars
- Four marketing email blasts to 12,000+ local runners
- Frequent content updates on Frederick WDF Facebook page, including paid advertisements
- Frequent mention on Frederick Steeplechasers Running Club media outlets
  - Facebook group (2500+ members)
  - FSRC member eNewsletters to 700+ 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)



2020 *postcard design*



# Competitive Differentiators

There were a lot of virtual races this year, but we have a few special attractions:

- All-female race – supportive and empowering
- Free 9-week virtual training program (64 registrants)
- Walker/Beginner friendly, but still competitive for faster runners
- Handcrafted awards
- Premium [RaceJoy](#) app for virtual timing
- Virtual Race Bag with sponsor special offers/discounts
- Opportunity for participants to purchase Gift Registrations in the race “Store”
- Net proceeds donated to charity (Women’s Giving Circle of Frederick County)
- 31 year history, organized by Frederick Steeplechasers Running Club – a 501(c)(3) organization
- Directed by RRCA-certified race director



# Thank you to Dr. Elizabeth Liotta

Premier Sponsor of the  
Frederick Women's Distance Festival for 11 years!

Premier Sponsor

Elizabeth A. Liotta, MD

BOARD CERTIFIED CLINICAL & COSMETIC DERMATOLOGIST

[www.liottaderm.com](http://www.liottaderm.com)

*Supporting the  
Frederick Women's Distance Festival  
since 2010*

THANK YOU!



# Looking back, Looking forward

## Feedback

If you have any comments or feedback on our 2020 event, please contact us at [info@frederickwdf.com](mailto:info@frederickwdf.com). We value your input!

## Planning for 2021

None of us knows what the future holds for 2021, but we do know that our runners/walkers, volunteers, sponsors, and other supporters will stick with us. Whether we can go back to a fully in-person race, stay virtual, or adopt a hybrid model, we will be ready!

We look forward to discussing 2021 sponsorship opportunities with you. Save the date!

August 7, 2021

Thank You!



Harriet Langlois – [info@frederickwdf.com](mailto:info@frederickwdf.com)  
(I was able to run the race this year!)

