



## 2019 Frederick Women's Distance Festival Sponsor Recap Report



# Race Summary



The 30<sup>th</sup> annual Frederick Women's Distance Festival was hosted by the Frederick Steeplechasers Running Club on August 3<sup>rd</sup>, 2019 at Frederick Community College.

The race was a tremendous success again this year, with a **record high** of 634 registered participants! We received many positive accolades on the race experience and we fully met our dual goals of putting on a high quality race while raising significant funds for charity.

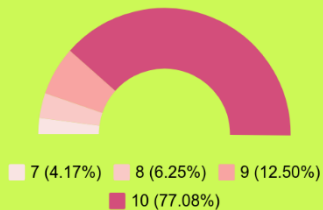
The Frederick Steeplechasers donated net proceeds of **\$24,131** to the Women's Giving Circle of Frederick County. This organization provides grants to local nonprofit organizations supporting programs and services promoting self-sufficiency for women and their children.



Average 9.6

## Runner Survey Results

Rated 1-10 by race participants



"This is one of my favorite events on the Frederick race calendar, and it's such a blast every year. I love how big the race has gotten!"





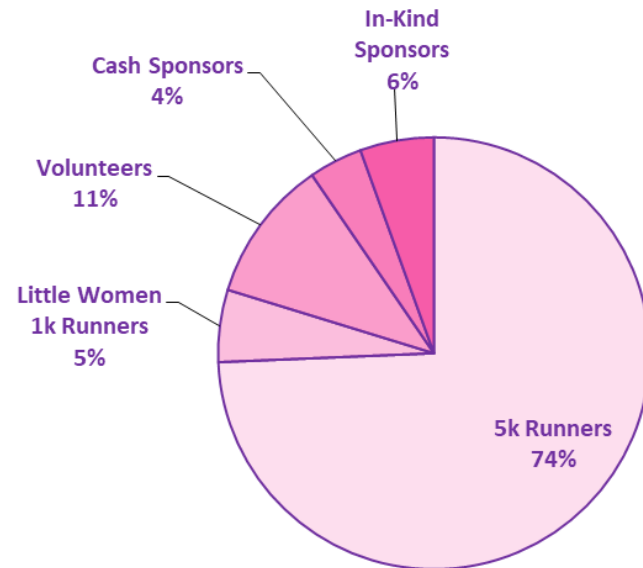
# By the Numbers

- ❖ 634 registered runners
- ❖ 85 volunteers
- ❖ 33 cash sponsors
- ❖ 72 in-kind sponsors
  - ❖ *Food and Water*
  - ❖ *Swag bags and contents*
  - ❖ *Random Prizes*
  - ❖ *Promotion*
  - ❖ *Services*
- ❖ 36 race-day expo exhibitors
- ❖ 58 hand-crafted awards
- ❖ Rated 9.6 (out of 10) by our 2019 participants
- ❖ 10 months of planning!

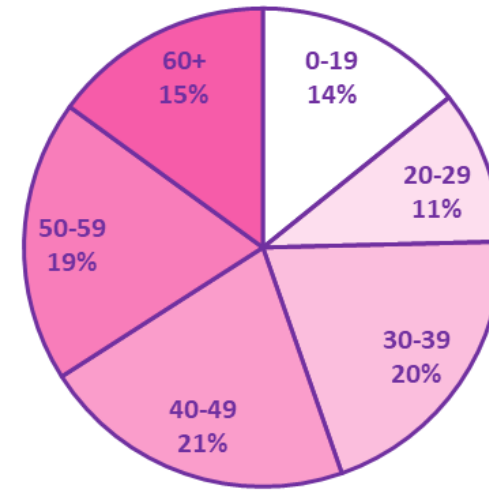


# Participant/Runner Profiles

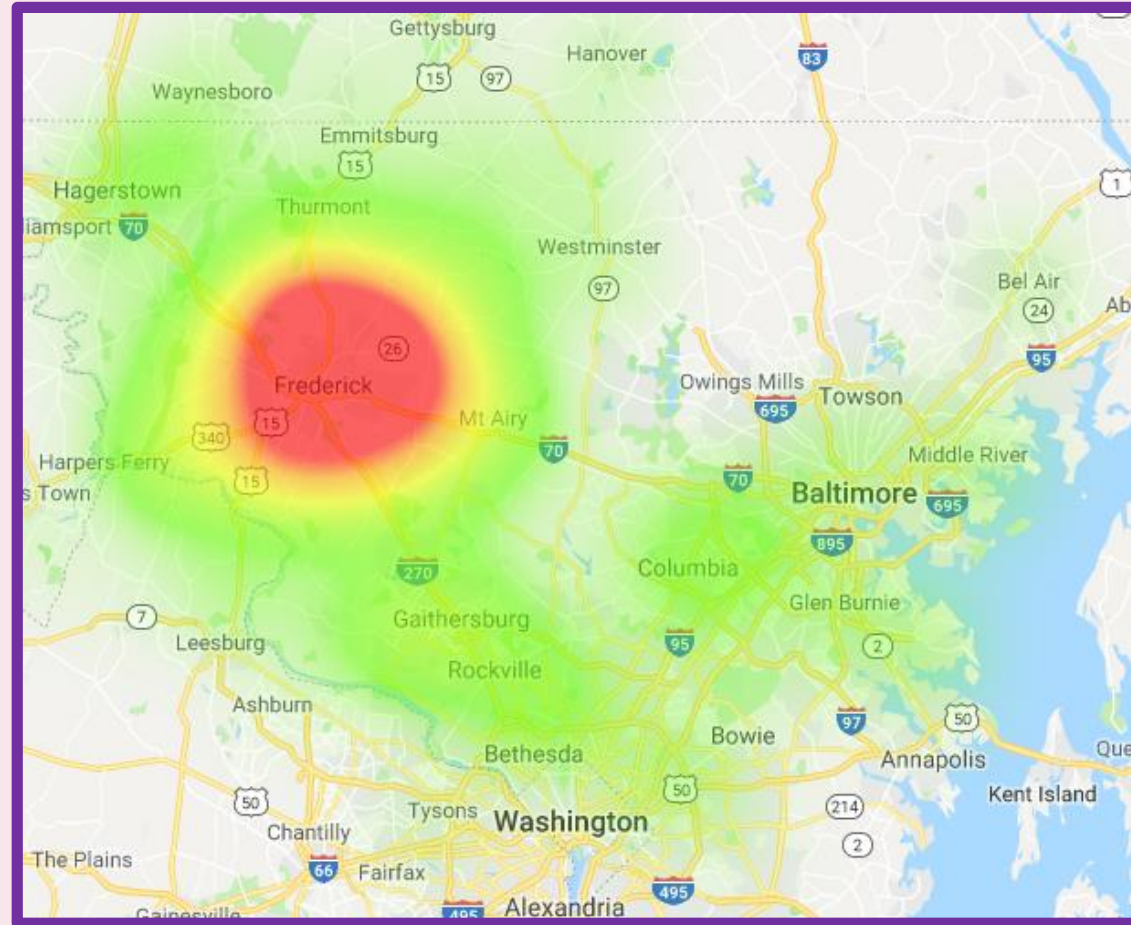
2019 WDF Participant Profile (Total 795)



2019 WDF Runner Age Demographics



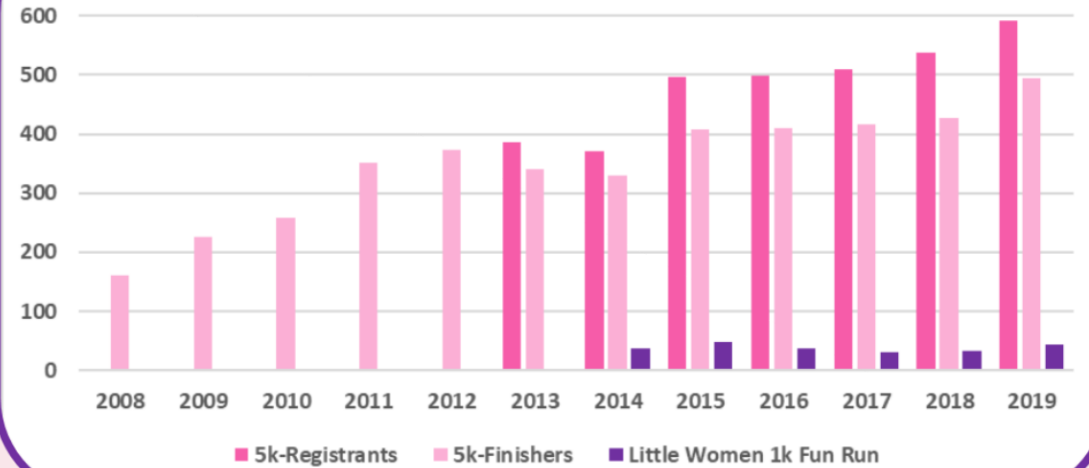
# Runner Regional Demographics



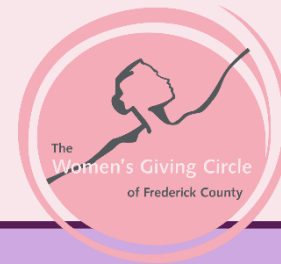
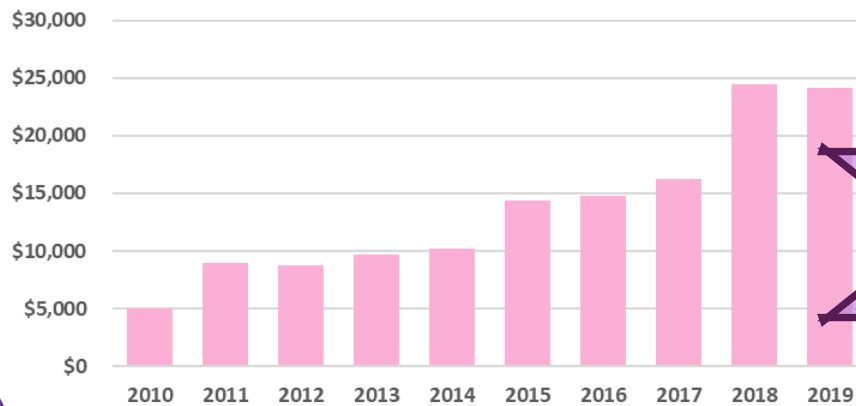
# Year-On-Year Trends



## Frederick Women's Distance Festival Participation



## Frederick Women's Distance Festival Net Proceeds Donation



**\$136,739 since 2010**





# 2019 Sponsorship Benefits



## 2019 FREDERICK WOMEN'S DISTANCE FESTIVAL SPONSORSHIP OPPORTUNITIES

	PREMIER SPONSOR \$3500	PLATINUM-PLUS SPONSOR \$1500	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250
Number of sponsorships available	1 Dr. Elizabeth Liotta	3 Anderabi Mgmt TLC Bridal Woodsboro Bank	Unlimited	Unlimited	Unlimited
Race Day Banner (supplied by us)	5' x 10' on start/ finish arch	3' x 6' individual	2' x 6' individual	2' x 5' individual	Shared
Name/Logo on home page of race website, posters, postcards	♥				
Logo on Race Bibs (commit by June 1)	♥	♥			
Race Day	Prime location for Booth	Host Water Stop with branding			
Email Promotion: Inclusion on mass emails (over 12,000 recipients)	♥	♥	♥		
Logo/Link on Race Registration Page	♥	♥	♥		
Race Bags: sponsor-supplied promotional material placed in race bags	♥	♥	♥	♥	
Logo on race shirt (commit by June 20th)	♥	♥	♥	♥	
Race Day Expo space (10' x 10')	♥	♥	♥	♥	♥
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



# Sponsor Website Recognition

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

2019 Premier Sponsor

  
Elizabeth A. Liotta, MD  
BOARD-CHIEF CLINICAL & MEDICAL DERMATOLOGIST  
LIOTTADERM.COM  
Thank you to Dr. Liotta for 10 years as Premier sponsor of the Frederick Women's Distance Festival!

Platinum-Plus Sponsors

   
Anderabi Management, Inc. 

Platinum Sponsors

   
Cardiovascular Specialists of Frederick  


Gold Sponsors

    
CAR CARE CREW    
ASBURY    
CLARKSBURG ORTHODONTICS    
LANCASTER    
Distinct Landscapes, Inc.   
 

Silver Sponsors

    
spherion    
Moyer Sports

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





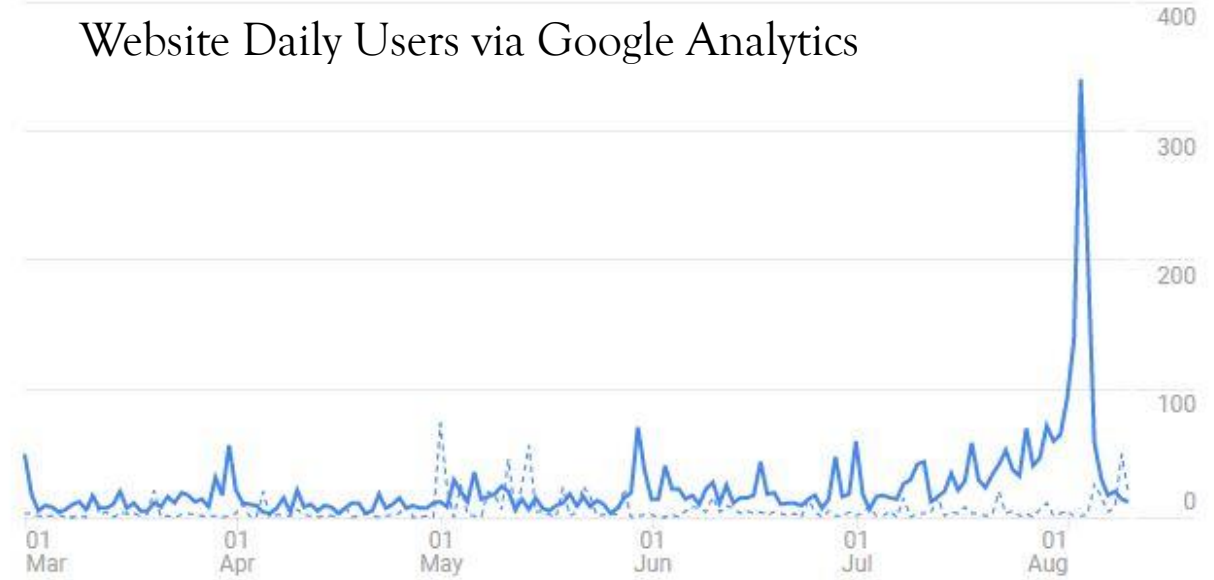
# Sponsor Website Recognition. con't

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



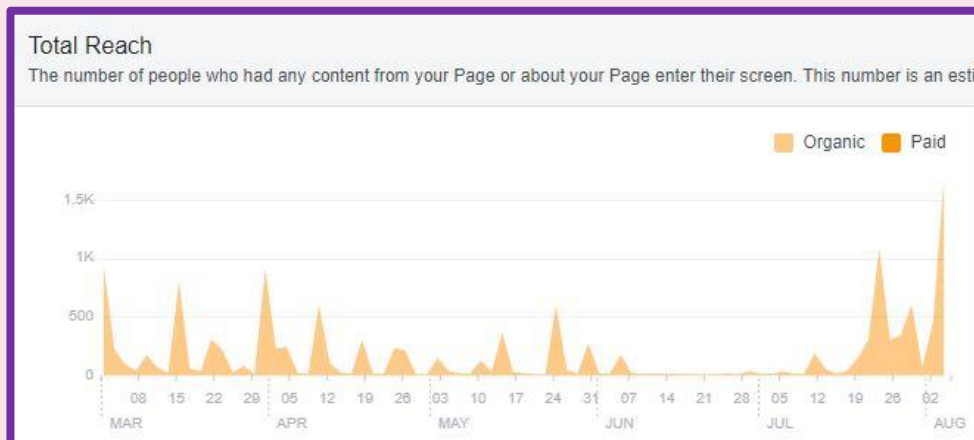
In-kind section of sponsor website

## 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 829 followers and Total Reach of 500-1500 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
  - March 29
  - May 10
  - May 30
  - June 28
  - July 18
  - July 26



See example at:

<https://tinyurl.com/2019-wdf>

**13.4%**  
**Open Rate\***

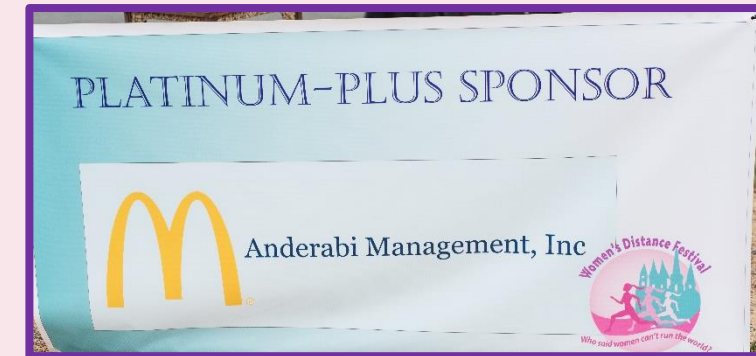
\* Against health/fitness industry standard of 10.0%  
(adjusted for all-female audience of our race)





# On-site Sponsor Recognition/Presence

## Banners/Signs



We recognize all of our sponsors  
with race-day signage



# Race Shirt & Swag Bags

670 Shirts Printed, 525 Bags Stuffed





# Race Wrap-Up

Check out our website for links to results and race photos, including a 2019 sponsor photo album at:

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





# Race Marketing

- 1,000 postcards (distributed to running stores, gyms, etc)
- 600 business cards distributed to participants of Girls on the Run 5k
- Posters hung in local businesses
- Ads in Sass Magazine and Ijamsville Living
- WFRE: On-air ads and “Radio for a Cause” on-air interview with race director
- Inclusion on 15 online race/event calendars
- Booth/Flash Sale at Frederick Running Festival (7000+ participants) expo
- Seven marketing email blasts to 12,000+ local runners
- Frequent content updates on Frederick WDF Facebook page
- Frequent mention on Frederick Steeplechasers Running Club media outlets
  - Facebook group (2500+ members)
  - FSRC member news emails to 900+ 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)



2019 postcard design



# Competitive Differentiators

## We're not "just another 5k"

- All-female race – supportive and empowering
- Free 9-week training program (100+ registrants)
- Walker/Beginner friendly, but still competitive for faster runners
- Handcrafted awards
- USATF-certified Race Course on FCC campus and Clover Hill
- Professional chip timing
- Race Day Expo, including sponsors, vendors and nonprofits supporting women
- Photo Booth
- Air-conditioned venue with restroom access at FCC
- Net proceeds donated to charity (Women's Giving Circle of Frederick County)
- 30 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

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!



Premier sponsor of the  
Frederick Women's Distance Festival for 10 years!





# Looking back. Looking forward

## Feedback

If you have any feedback on our 2019 event or suggestions on how to improve the sponsor relationship/experience, please contact us. We value your input!

## Planning for 2020

We look forward to discussing 2020 sponsorship opportunities with you. Save the date!

*August 1, 2020*

**Thank You!**



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