

August 4, 2018



Frederick, Maryland



*2018
Frederick
Women's Distance Festival
Sponsor Recap*



Race Summary



The 29th annual Frederick Women's Distance Festival was hosted by the Frederick Steeplechasers Running Club on August 4th, 2018 at Frederick Community College.

The race was a tremendous success again this year, with **569** registered participants! We received many positive accolades on the race experience and we met our dual goals of putting on a high quality race while raising significant funds for charity.

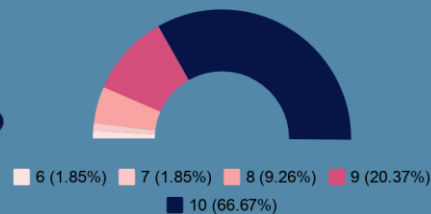
The Frederick Steeplechasers donated net proceeds of **\$24,471** to the Women's Giving Circle of Frederick County. This organization provides grants to local nonprofit organizations supporting programs and services promoting self-sufficiency for women and their children.



Average
9.5

Runner Survey Results

Rated 1-10 by race participants



"This is one of my favorite races because it very much empowers women to be active, to put their best foot forward, and to compete at their own pace. Everyone is always so cheerful and positive, uplifting other participants!"



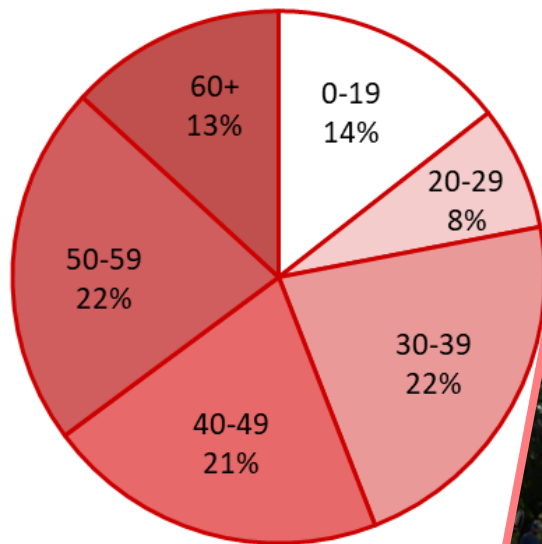
By the Numbers

- ❖ 569 registered runners
- ❖ 105 volunteers
- ❖ 43 cash sponsors
- ❖ 72 in-kind sponsors
 - ❖ *Food and Water*
 - ❖ *Swag bags and contents*
 - ❖ *Random Prizes*
 - ❖ *Promotion*
 - ❖ *Services*
- ❖ 33 race-day expo exhibitors
- ❖ 58 hand-crafted awards
- ❖ Rated 9.5 (out of 10) by our 2018 participants
- ❖ 10 months of planning!

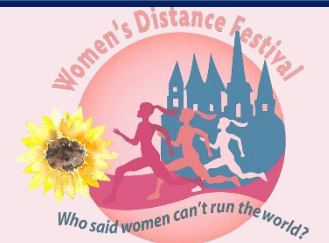
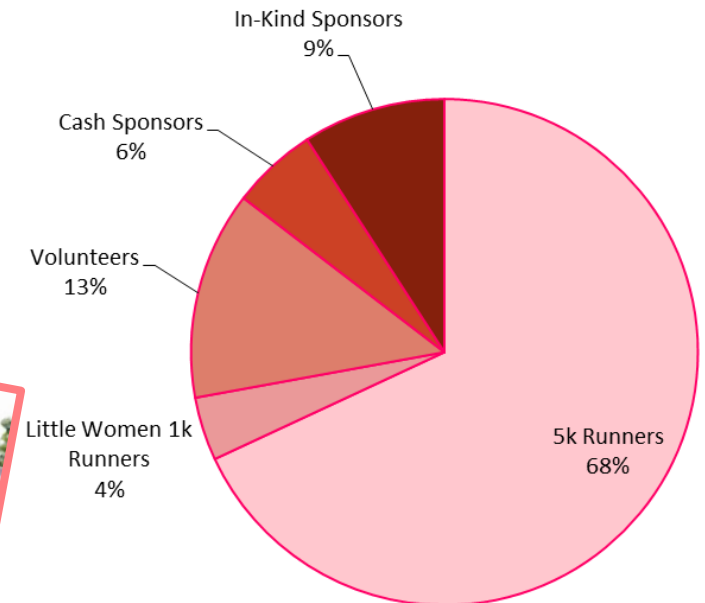


Participant/Runner Profiles

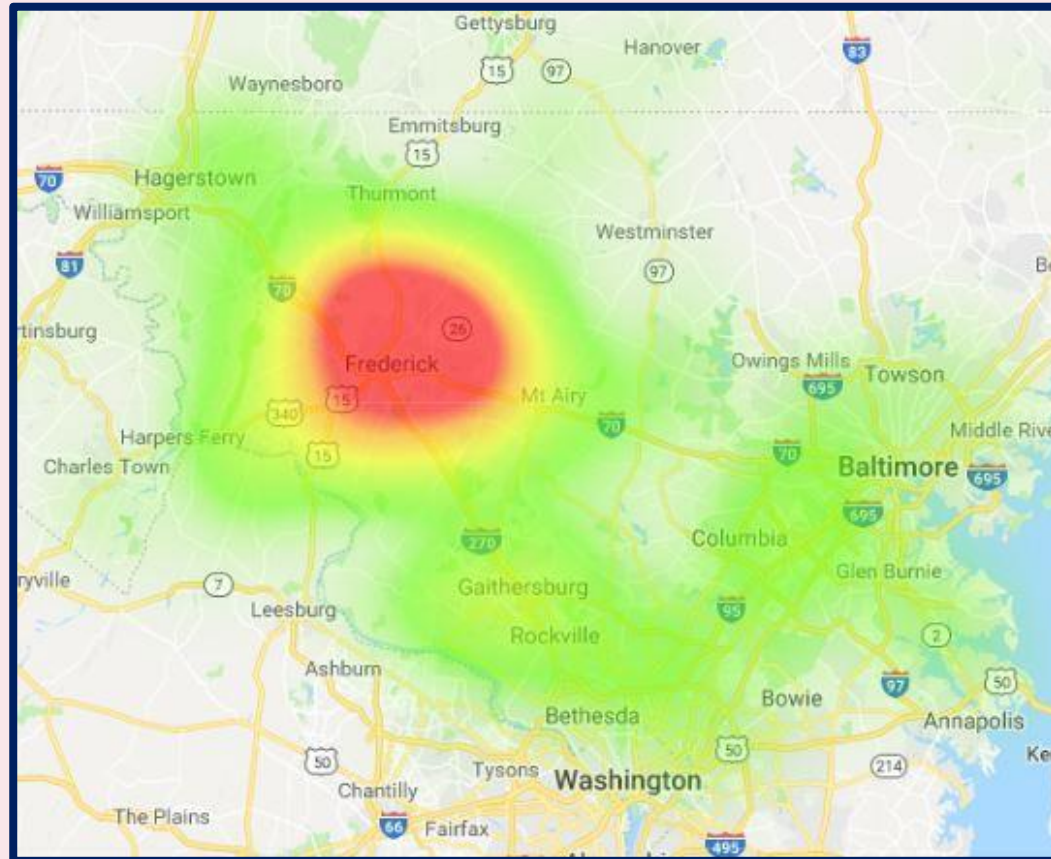
2018 WDF Runner Age Demographics



2018 WDF Participant Profile

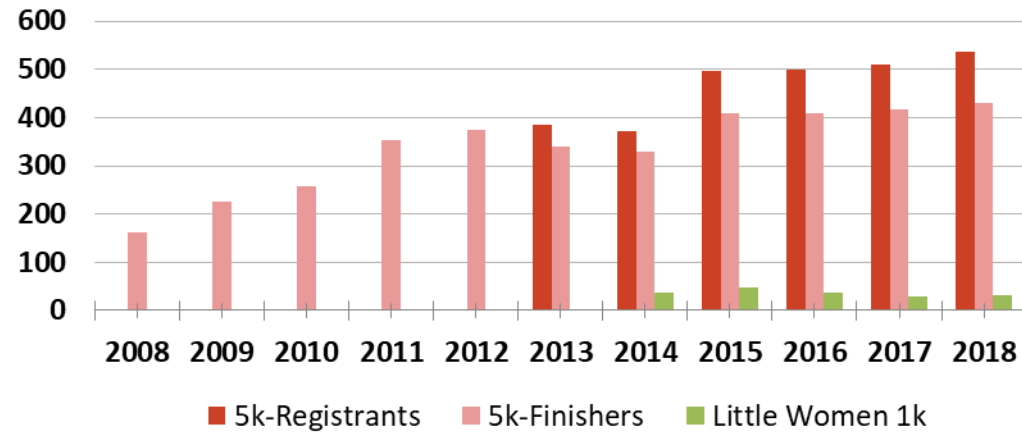


Runner Regional Demographics

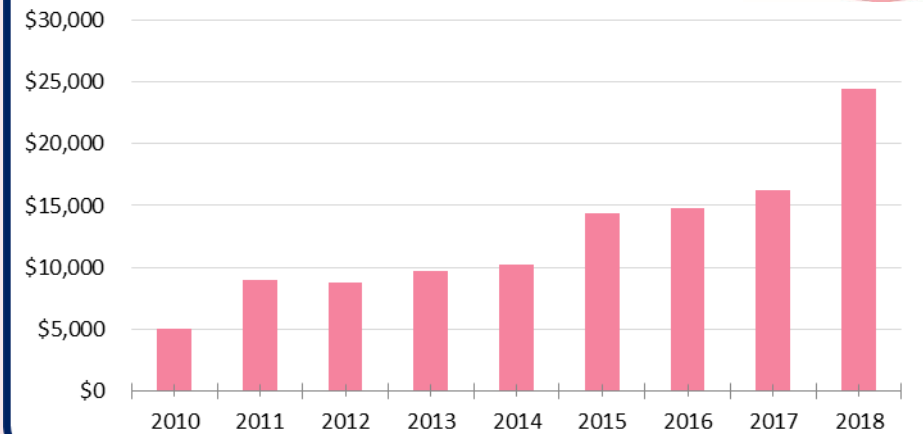


Year-On-Year Trends

Frederick Women's Distance Festival Participation



Frederick Women's Distance Festival
Net Proceeds Donation



\$112,608 since 2010



2018 Sponsorship Benefits


	PREMIER SPONSOR \$3000	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250	BRONZE SPONSOR \$100
Number of Sponsorships available	Dr. Elizabeth Liotta	3 (filled for 2018)	Unlimited	Unlimited	Unlimited
Race Day Banner (supplied by us)	Dedicated 3' x 6'	Dedicated 2' x 6'	Dedicated 2' x 5'	Shared Banner	Shared Banner
Name/Logo on home page of race website, promotional posters, postcards	♥				
Logo on Race Bibs (commit by June 1)	♥	♥			
Race Bags: sponsor-supplied promotional material placed in race bags	♥	♥	♥		
Email Promotion: Inclusion on mass marketing emails (over 12,000 recipients)	♥	♥	♥		
Logo/Link on race registration page	♥	♥	♥		
Expo Space (10' x 10') with table	♥	♥	♥	♥	
Logo on race shirt (commit by June 20th)	♥	♥	♥	♥	
Complimentary Race Entries (register online by August 1st)	5	4	3	2	1
Thank You post on Facebook page	Dedicated post	Dedicated post	Dedicated post	Shared post	Shared post
Logo on race website sponsor page	♥	♥	♥	♥	♥
Promotional material on shared expo table	♥	♥	♥	♥	♥



Sponsor Website Recognition


www.frederickwdf.com/sponsors

2018 Premier Sponsor




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


Platinum Sponsors



Cardiovascular Specialists of Frederick



**SPECIALIZED
ENGINEERING**
Engineers • Geologists • Inspectors



TLC
Bridal Boutique

Gold Sponsors



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



CLUB PILATES
SOUTH FREDERICK



FREDERICK
Natural Health Center



Orangetheory
FITNESS



DELAPLAINE
FOUNDATION



mcLaughlin
FAMILY CHIROPRACTIC



SHOCKLEY
Honda



AOPA
your freedom to fly



ASBURY
Anticipate More



MCCASKILL
FINANCIAL



CAR CARE
CREW



WOODSBORO
BANK



THE KITCHEN
STUDIO



FCB
FREDERICK COUNTY BANK



Anderabi Management, Inc.



SPRING RIDGE
chiropractic



ATLANTIC
Foot & Ankle Specialists



LSWG
Certified Public Accountants & Business Consultants
Accounting for your success since 1961



FCORPOHS



CLARKSVILLE
ORTHODONTICS



FREDERICK
FOOT & ANKLE



INDELLI-BELLE
BEAUTY THAT LASTS



DIVAS
half marathon



Distinct Landscapes, Inc.
University of MD Dignified Landscapes



CHARLES
STUDIO

Silver Sponsors



MORGAN KELLER
CONSTRUCTION



ZIAD



Auto World & Life
INSURANCE



dri seats
Waterproof Seat Covers



Foot & Ankle Specialists
Mid-Atlantic



Frederick
Sport & Spine



Moyer Sports

Bronze Sponsors



DIGITAL BARD
CITY VIDEO MARKETING



WOODSBORO
DENTAL



Castle Woods



Frederick
Mutual



TEMPLE
INSURANCE

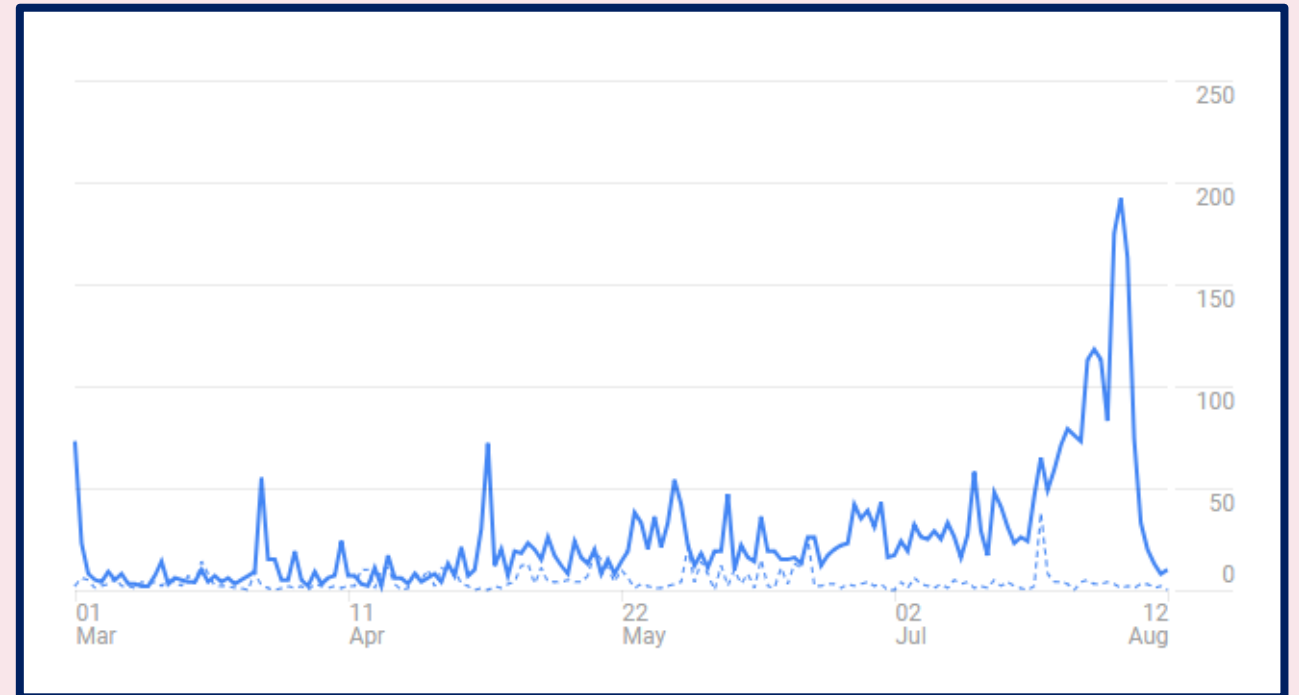
Mary Ann Strimmons

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



Sponsor Website Recognition, con't

www.frederickwdf.com/sponsors



Website Analytics



Sponsor Recognition, Social Media

www.facebook.com/FrederickWDF



Sponsors are thanked on the Frederick Women's Distance Festival Facebook Page with 728 followers



Sponsor Recognition, Marketing Emails

- Marketing emails went out to 12,000+ local runners, promoting the race and recognizing our top sponsors.
 - March 1
 - March 30
 - May 9
 - May 30
 - June 29
 - July 17
 - July 27

See example at:

<https://tinyurl.com/y9o222s8>

15.8%
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

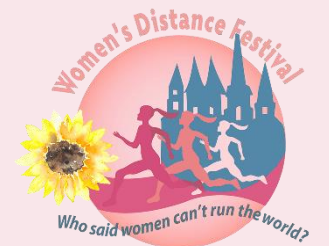
580 Shirts Printed, 500 Bags Stuffed



Race Wrap-Up

Check out our website for links to results and race photos, including a 2018 sponsor photo album at:

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, FindIT Frederick and Ijamsville Living
- Inclusion on 15 online race/event calendars
- Booth/Flash Sale at Frederick Running Festival expo
- Seven marketing email blasts to 12,000+ local runners
- Frequent content updates on Frederick WDF Facebook page
- Paid Facebook ads on the 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)
- Featured in the “this week” section of the Frederick News Post prior to the race



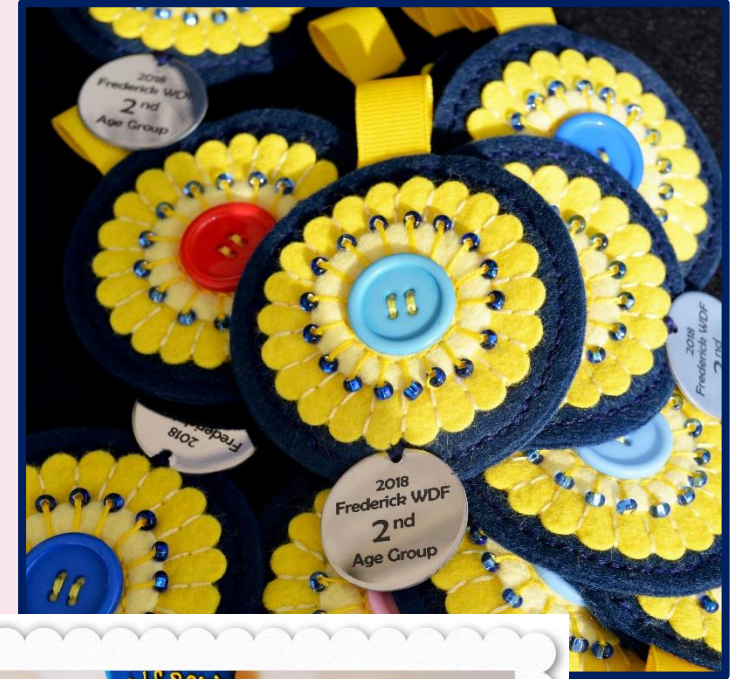
2018 postcard design



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)
- 29 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 2018 event or suggestions on how to improve the sponsor relationship/experience, please contact us. We value your input!

Planning for 2019

We look forward to discussing 2019 sponsorship opportunities with you. Save the date!

August 3, 2019

Thank You!



Harriet Langlois – info@frederickwdf.com

