



2023 FREDERICK WOMEN'S DISTANCE FESTIVAL SPONSOR RECAP REPORT



RACE SUMMARY



We had a terrific turnout this year, and our continued virtual option ensured that everyone could participate. Our registrants numbered 639, exceeding our previous record high set in 2019. We fully met our dual goals of putting on a high-quality race while raising significant funds for our charitable beneficiary.

The Frederick Steeplechasers donated net proceeds of **\$29,563** 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.

The 34th annual Frederick Women's Distance Festival 5K was hosted by the Frederick Steeplechasers Running Club on August 5, 2023 at Frederick Community College.

NET PROCEEDS TO CHARITY
Women's Giving Circle of Frederick County

\$29,563



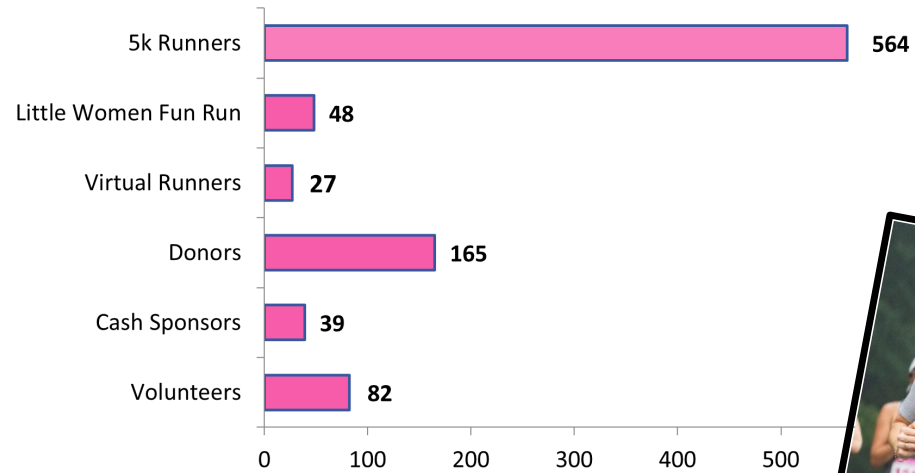
BY THE NUMBERS

- ❖ 639 registered runners (355 were loyal repeat participants)
- ❖ 82 volunteers across 104 positions
- ❖ 39 cash sponsors, 29 in-kind sponsors
- ❖ 165 donors (mostly participants who added a donation onto their race entry)
- ❖ **\$29,563** (a new high!) donated to the Women's Giving Circle of Frederick County
- ❖ 58 hand-crafted awards and 105 custom cookies
- ❖ Rated 9.9 (out of 10) by our 2023 participants
- ❖ 10 months of planning!

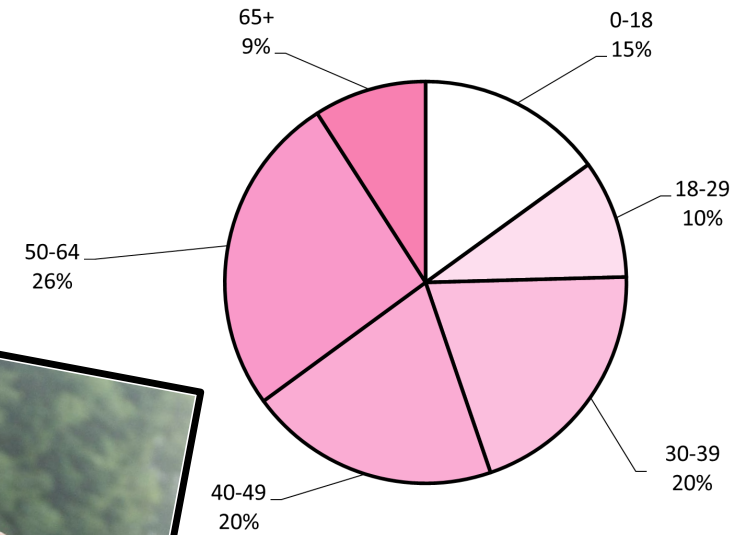


PARTICIPANT/RUNNER PROFILES

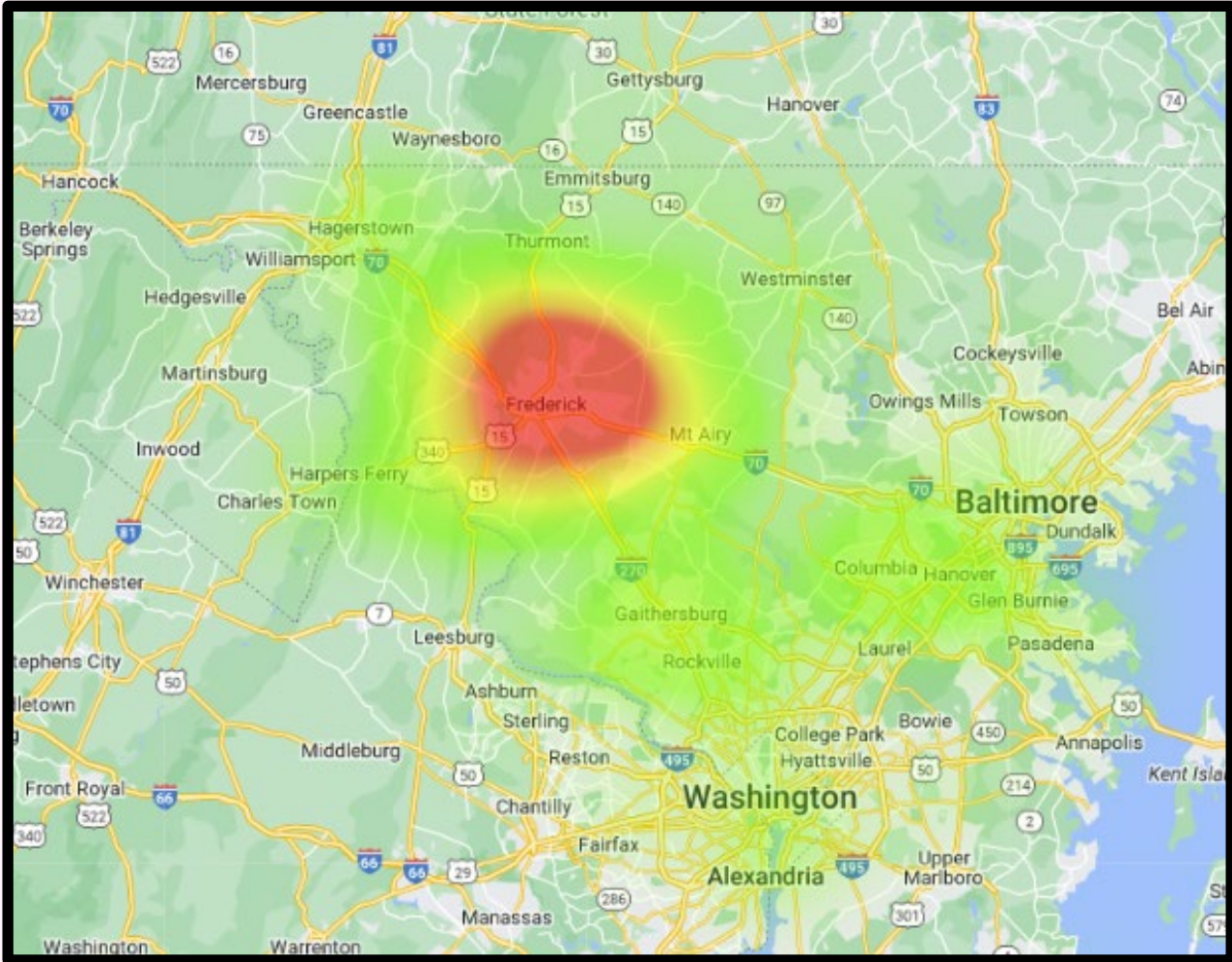
2023 WDF Participant Profile



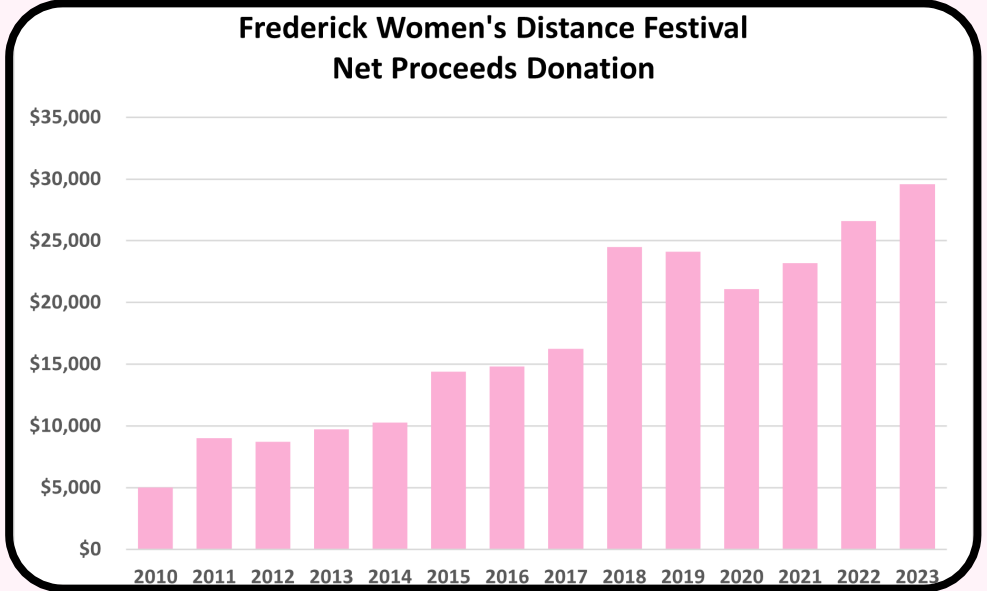
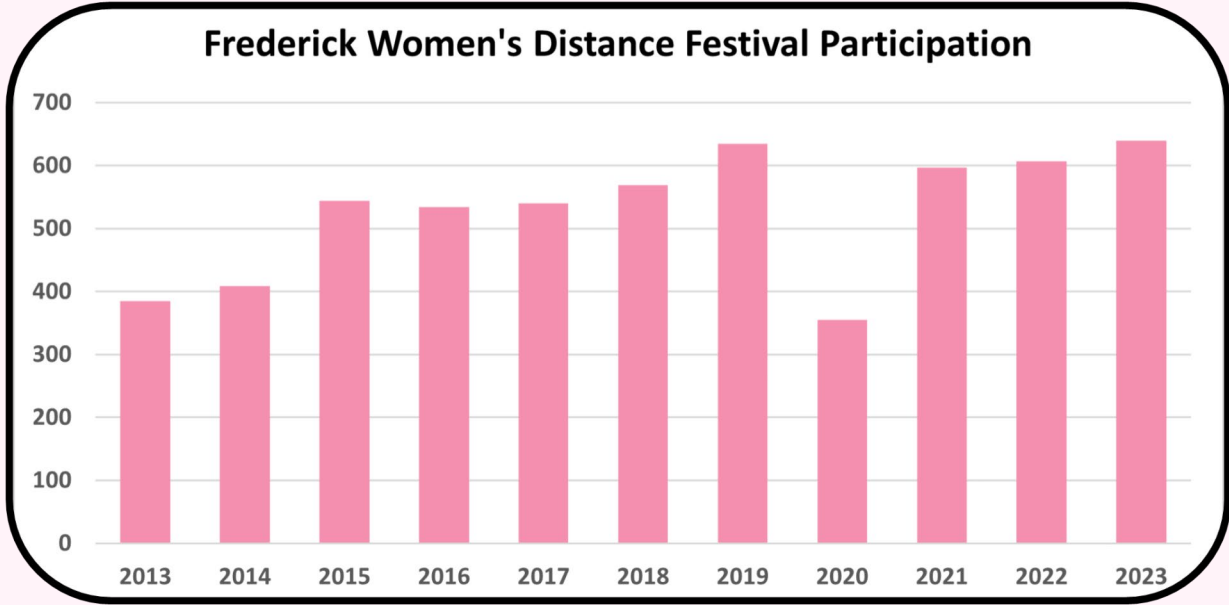
2023 WDF Runner Age Demographics



RUNNER REGIONAL DEMOGRAPHICS



YEAR-ON-YEAR TRENDS



\$237,176 since 2010



2023 SPONSORSHIP BENEFITS



2023 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	5	Unlimited	Unlimited	Unlimited
Race Day Banner (supplied by us)	On arch leg; plus 3' x 6'	On arch leg; plus 3' x 6'	2' x 6' individual	2' x 5' individual	Shared
Name/Logo on home page of race website, posters, postcards	♥				
Logo on Race Bibs	♥				
Race Day	Prime location for Booth				
Email Promotion: Inclusion on mass emails (over 10,000 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

www.frederickwdf.com | www.steeplechasers.org



SPONSOR WEBSITE RECOGNITION

www.frederickwdf.com/sponsors



2023 Premier Sponsor



Platinum-Plus Sponsors



Platinum Sponsors



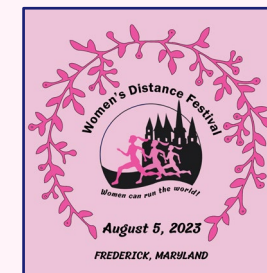
Silver Sponsors



Gold Sponsors

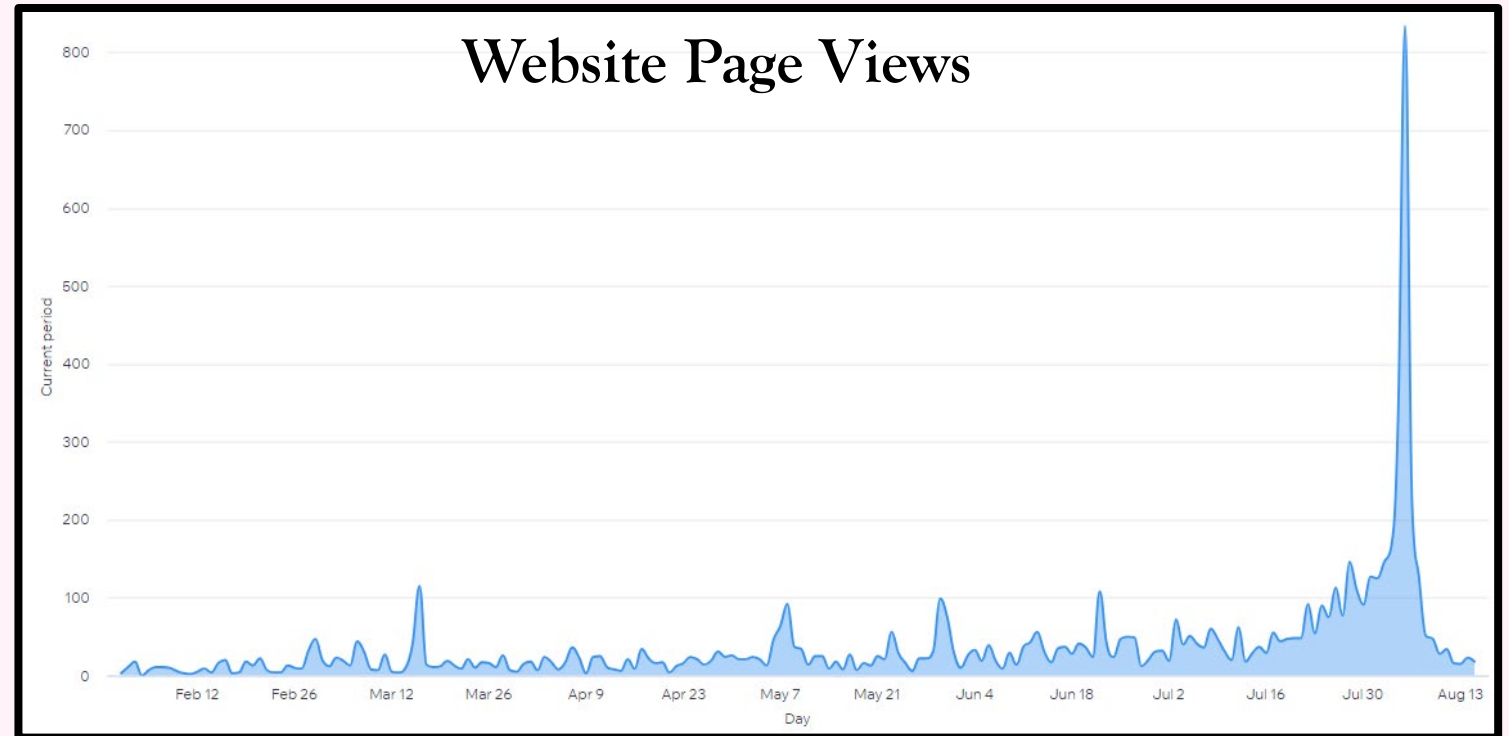


All sponsor logos incorporate active links to sponsor website or Facebook page



SPONSOR WEBSITE RECOGNITION

www.frederickwdf.com/sponsors



SPONSOR RECOGNITION, SOCIAL MEDIA

Facebook: FrederickWDF Instagram: frederickwdf



Sponsors are thanked on the Frederick Women's Distance Festival Facebook Page with 1,096 followers and reach of 500-1000 for many posts. Most posts are also shared to Instagram (frederickwdf) with a growing following.



SPONSOR RECOGNITION, MARKETING EMAILS

Marketing emails went out to 9,400+ local runners, promoting the race and recognizing our top sponsors with link to full sponsor list in the footer of each email.

- March 16
- May 27
- July 7
- July 28



See example at:

<https://mailchi.mp/steeplechasers/2023-wdf-002>

35.5%
Open Rate*

* Against health/fitness industry standard of 10.7% (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 this year's PREMIER SPONSOR:



CAPITAL
WOMEN'S
CARE

Our PLATINUM-PLUS Sponsors:



CHARLES
STUDIO



Anderabi
Management




McBee Moore & Vanik IP, LLC




The
Louden Family


Our PLATINUM Sponsors:




McLaughlin
FAMILY CHIROPRACTIC
Empowering you... One Step at a Time!




ASBURY
Anticipate More




ACNB
BANK




Cardiovascular
Specialists of
Frederick



First United
Bank & Trust



Orangetheory
FITNESS



Wegmans



Legal &
General

See our [Sponsor Page](#) for our full list of sponsors.



ON-SITE SPONSOR RECOGNITION/PRESENCE

Banners/Signs



We recognize all of our sponsors with race-day signage



RACE SHIRT & SWAG BAGS

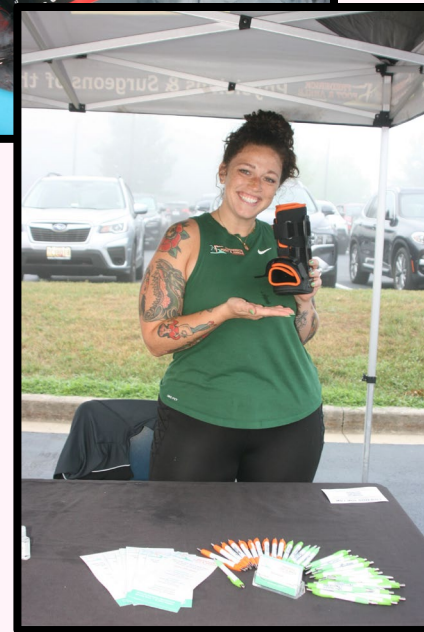
650 Shirts Printed, 500 Bags Stuffed



RACE WRAP-UP

Check out our website for links to results and race photos, including the 2023 SPONSOR PHOTO ALBUM at:

www.frederickwdf.com/sponsors



RACE MARKETING

- ❖ 500 postcards (distributed to running stores, gyms, etc)
- ❖ Posters hung in local businesses
- ❖ Ads in Sass Magazine
- ❖ On-air promotion on 103.1 and 106.9 radio stations
- ❖ Ads in Sass Magazine
- ❖ Online race/event calendars
- ❖ Booth at Frederick Running Festival (5000+ participants) expo
- ❖ Four marketing email blasts to 9,400+ local runners
- ❖ Frequent content updates on race social media
- ❖ Frequent mention on Frederick Steeplechasers Running Club media channels
 - ❖ Facebook group (3200+ members)
 - ❖ FSRC member news emails to 1,000+ paid club members
 - ❖ Logo/link on home page of steeplechasers.org



2023 postcard design



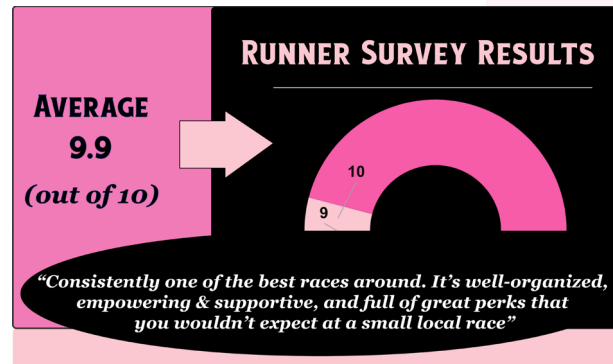
Frederick Running Festival Expo Booth



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
- ❖ 1k Fun Run for girls
- ❖ Handcrafted awards
- ❖ USATF-certified Race Course
- ❖ Professional Timing
- ❖ Race Day Expo (sponsors and nonprofits)
- ❖ Photo Booth
- ❖ Net proceeds donated to Women's Giving Circle of Frederick County)
- ❖ 34 year history, organized by Frederick Steeplechasers Running Club
- ❖ Directed by RRCA-certified race director



THANK YOU TO CAPITAL WOMEN'S CARE

*2023 Premier Sponsor of the
Frederick Women's Distance Festival*

PREMIER
SPONSOR



*Supporting the
Frederick
Women's Distance Festival
since 2016*

THANK YOU!



FREDERICK STEEPLECHASERS
RUNNING CLUB



LOOKING BACK, LOOKING FORWARD

Feedback

If you have any feedback on our 2023 event or suggestions on how to improve the sponsor relationship/experience, please contact us. We value your input!

Planning for 2024

We look forward to discussing 2024 sponsorship opportunities with you. Save the date!

August 3, 2024

Thank You!



Harriet Langlois – info@frederickwdf.com

