



2022 FREDERICK WOMEN'S DISTANCE FESTIVAL SPONSOR RECAP REPORT



RACE SUMMARY



The 33rd annual Frederick Women's Distance Festival 5K was hosted by the Frederick Steeplechasers Running Club on August 6, 2022 at Frederick Community College.

Net Proceeds to Charity
Women's Giving Circle of Frederick County

\$26,585

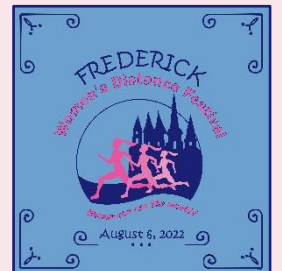
We had a terrific turnout this year, and our continued virtual option ensured that everyone could participate. Our registrants numbered **607**– very close to our 2019 record high. We fully met our dual goals of putting on a high-quality race while raising significant funds for our charitable beneficiary.

The Frederick Steeplechasers donated net proceeds of **\$26,585** 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.



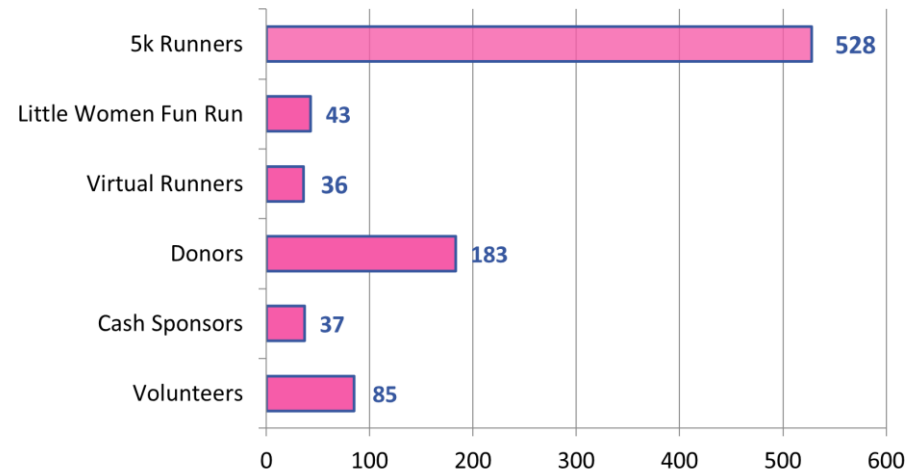
BY THE NUMBERS

- ❖ 607 registered runners (340 were loyal repeat participants)
- ❖ 85 volunteers across 100 positions
- ❖ 37 cash sponsors, 16 in-kind sponsors
- ❖ 183 donors (mostly participants who added a donation onto their race entry)
- ❖ **\$26,585** (a new high!) donated to the Women's Giving Circle of Frederick County
- ❖ 58 hand-crafted awards and 105 custom cookies
- ❖ Rated 9.7 (out of 10) by our 2022 participants
- ❖ 10 months of planning!

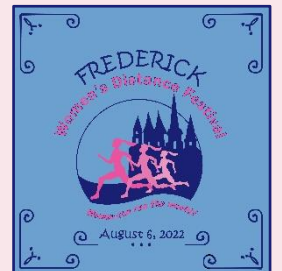
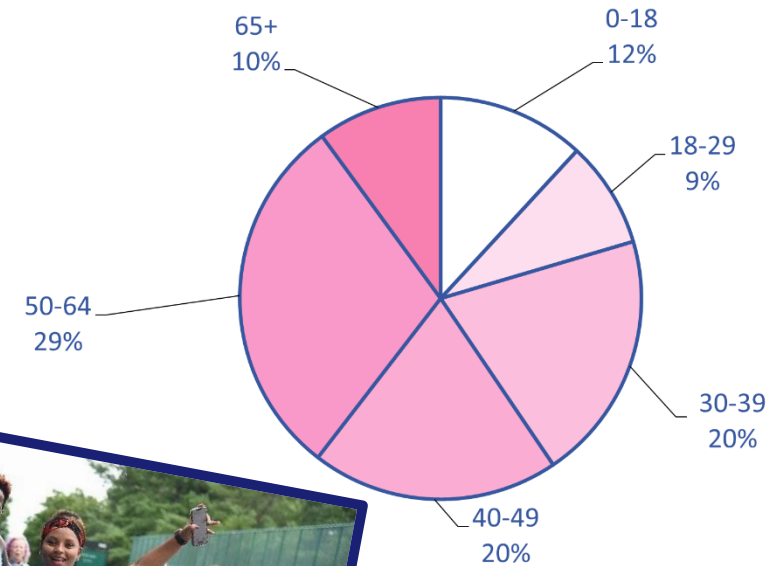


PARTICIPANT/RUNNER PROFILES

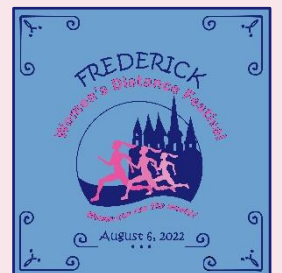
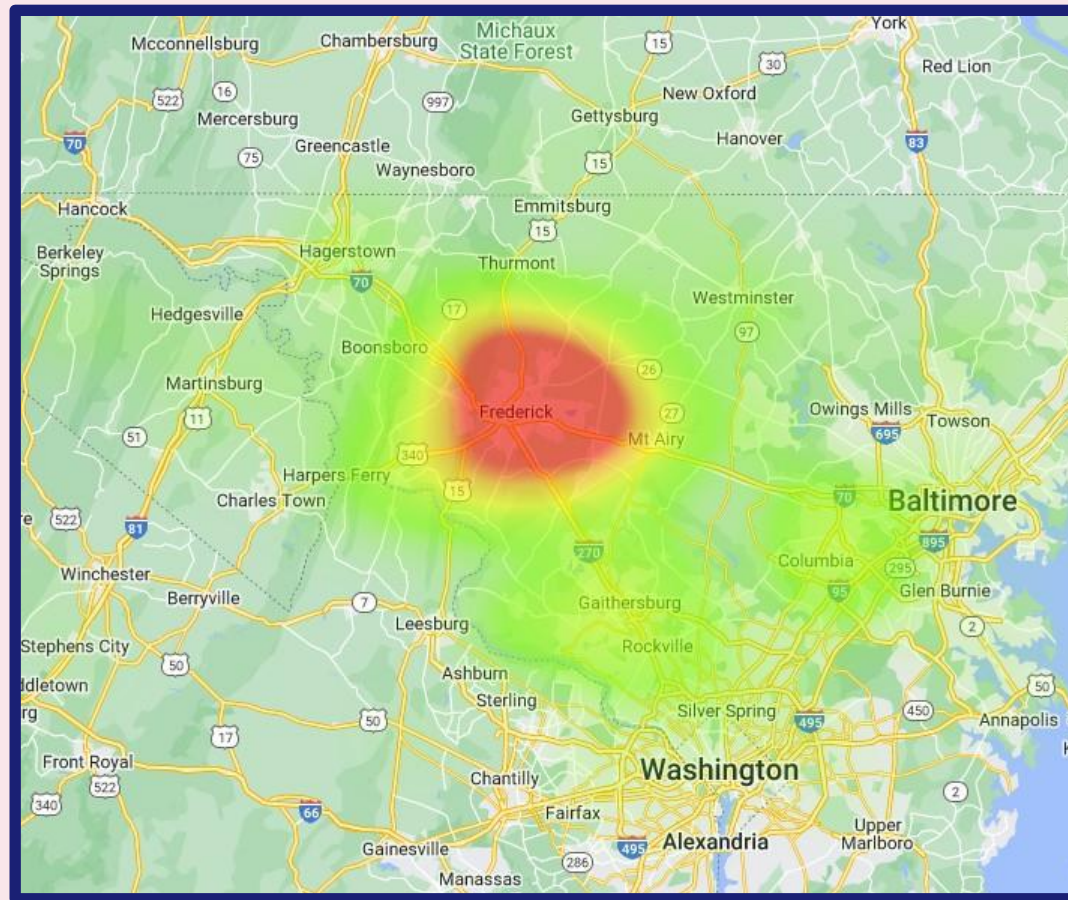
2022 WDF Participant Profile (Total 912)



2022 WDF Runner Age Demographics



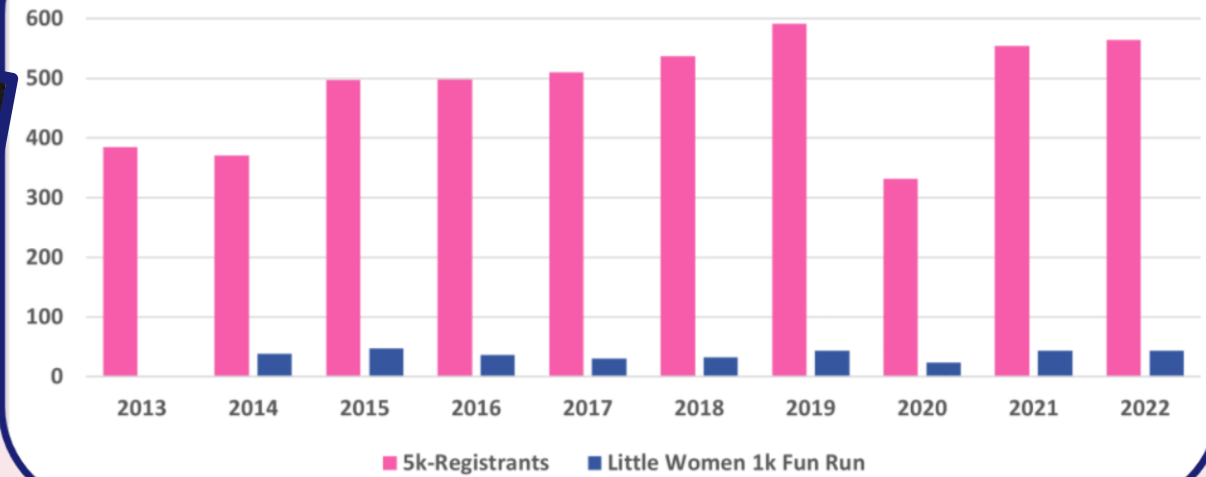
RUNNER REGIONAL DEMOGRAPHICS



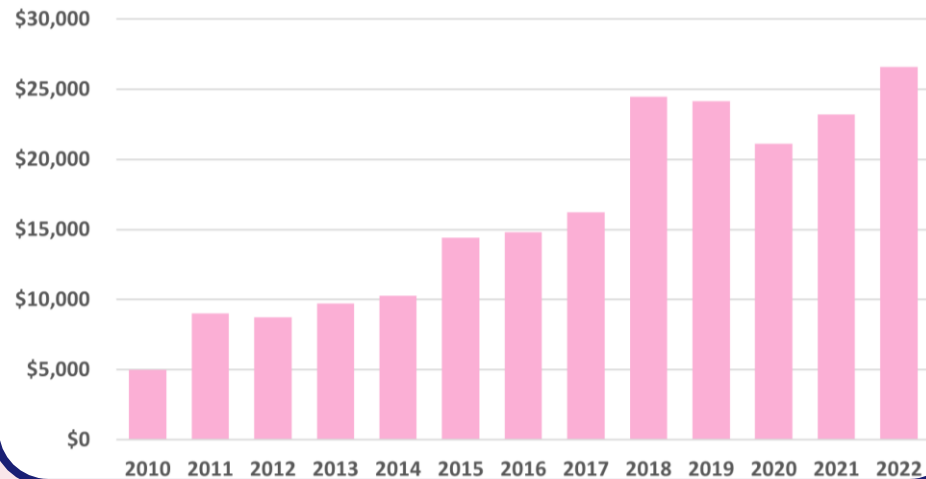
YEAR-ON-YEAR TRENDS



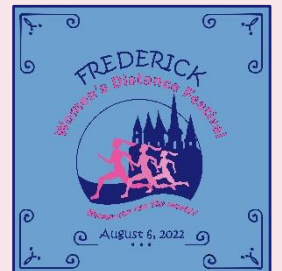
Frederick Women's Distance Festival Participation



Frederick Women's Distance Festival Net Proceeds Donation

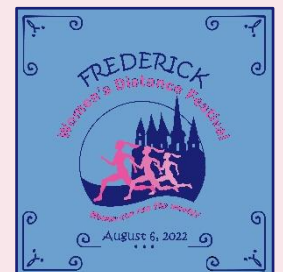


\$207,614 since 2010



2022 SPONSORSHIP BENEFITS

	 2022 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 McLaughlin Family Chiropractic	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



SPONSOR WEBSITE RECOGNITION

www.frederickwdf.com/sponsors

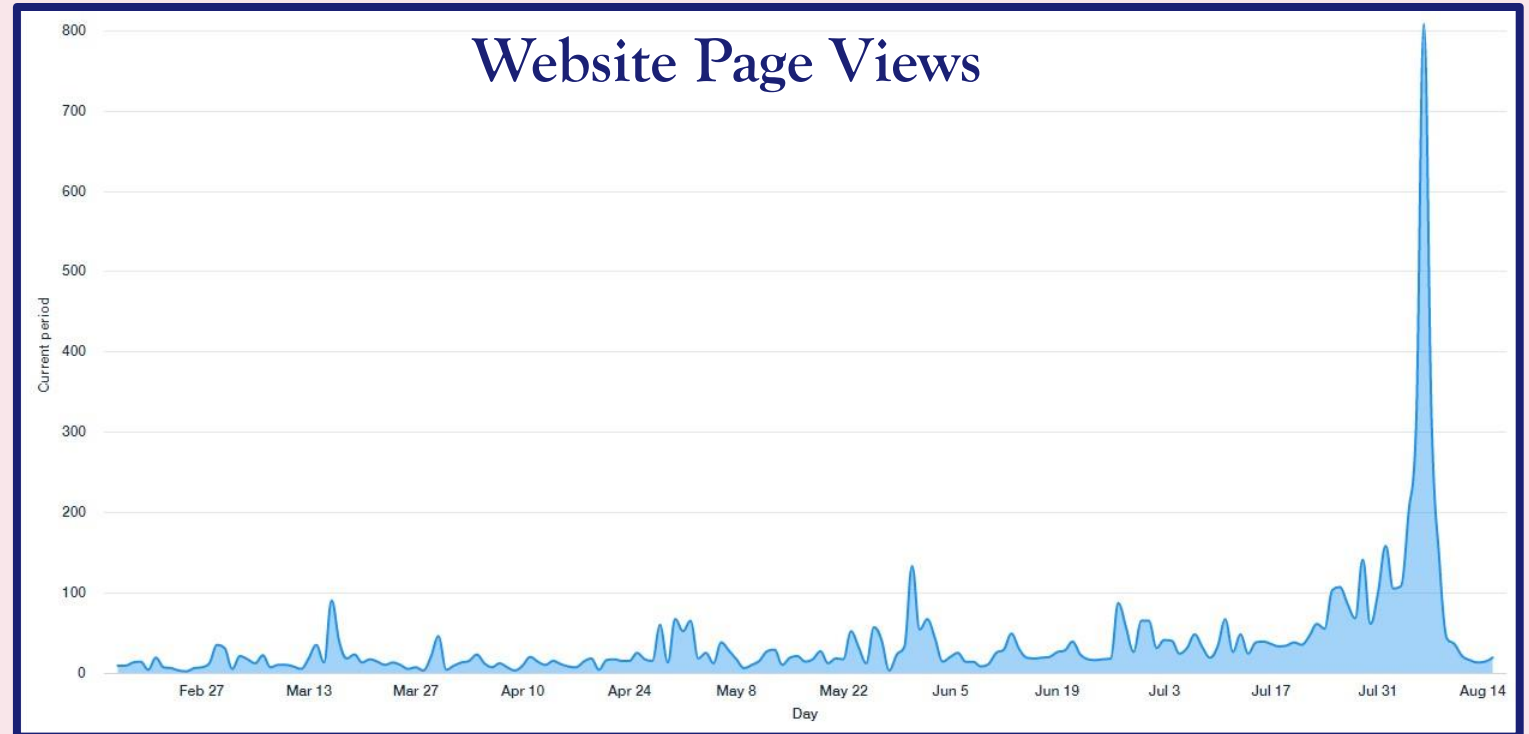


All sponsor logos incorporate active links to sponsor website or Facebook page



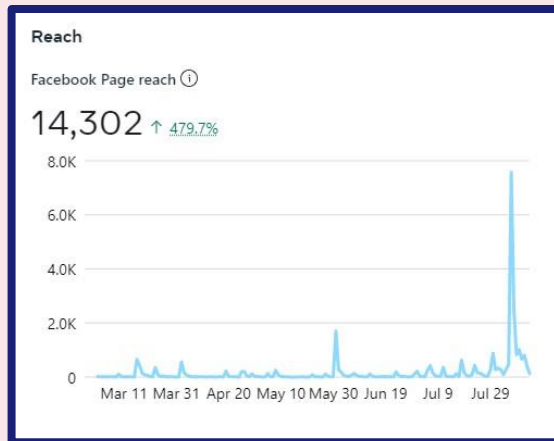
SPONSOR WEBSITE RECOGNITION

www.frederickwdf.com/sponsors



SPONSOR RECOGNITION, SOCIAL MEDIA

www.facebook.com/FrederickWDF



Sponsors are thanked on the Frederick Women's Distance Festival Facebook Page with 1,010 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 26
- June 30
- July 29

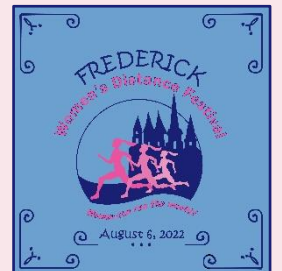
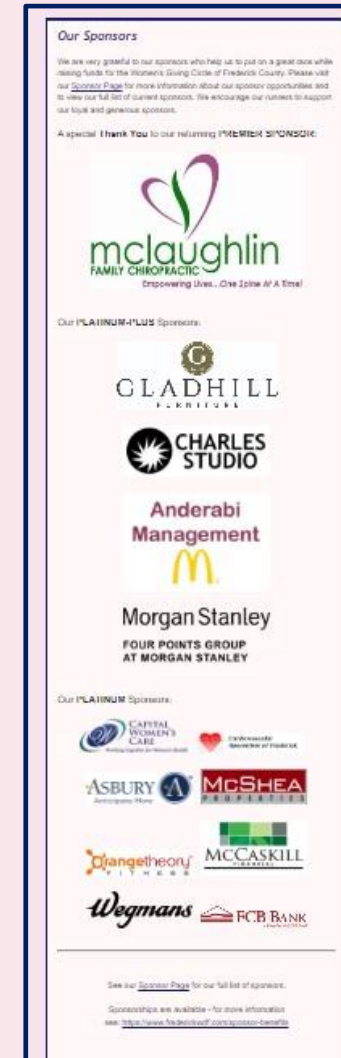


See example at:

<https://mailchi.mp/steeplechasers/2022-wdf-1569721>

26.1%
Open Rate*

* Against health/fitness industry standard of 10.7%
(adjusted for all-female audience of our race)

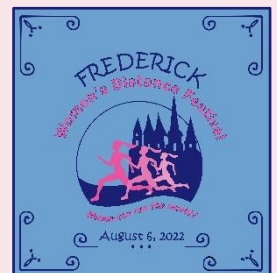


ON-SITE SPONSOR RECOGNITION/PRESENCE

Banners/Signs

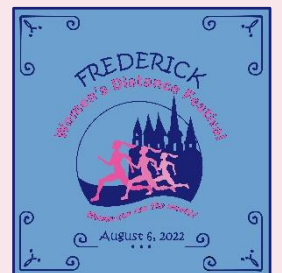


We recognize all of our sponsors
with race-day signage



RACE SHIRT & SWAG BAGS

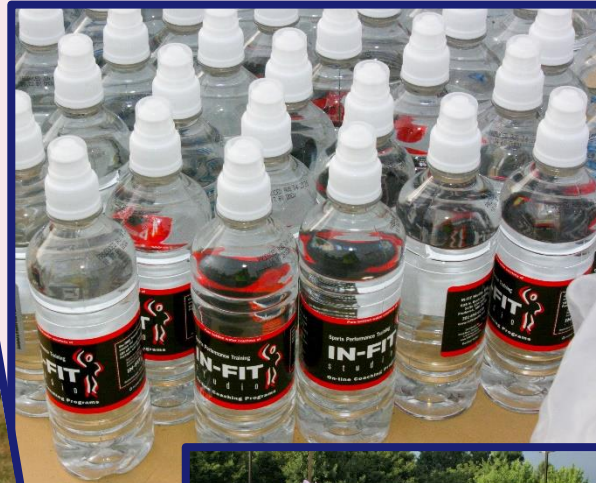
650 Shirts Printed, 500 Bags Stuffed



RACE WRAP-UP

Check out our website for links to results and race photos, including a 2022 sponsor photo album at:

www.frederickwdf.com/sponsors



RACE MARKETING

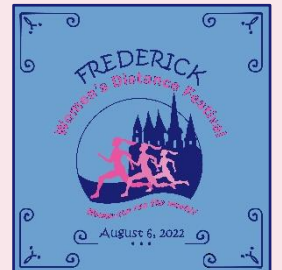
- ❖ 500 postcards (distributed to running stores, gyms, etc)
- ❖ Posters hung in local businesses
- ❖ Ads in Sass Magazine
- ❖ Inclusion on 15 online race/event calendars
- ❖ Booth at Frederick Running Festival (5000+ participants) expo
- ❖ Four marketing email blasts to 9,400+ local runners
- ❖ Frequent content updates on race social media
- ❖ Frequent mention on Frederick Steeplechasers Running Club media channels
 - ❖ Facebook group (3200+ members)
 - ❖ FSRC member news emails to 800+ paid club members
 - ❖ Logo/link on home page of steeplechasers.org



2022 postcard design



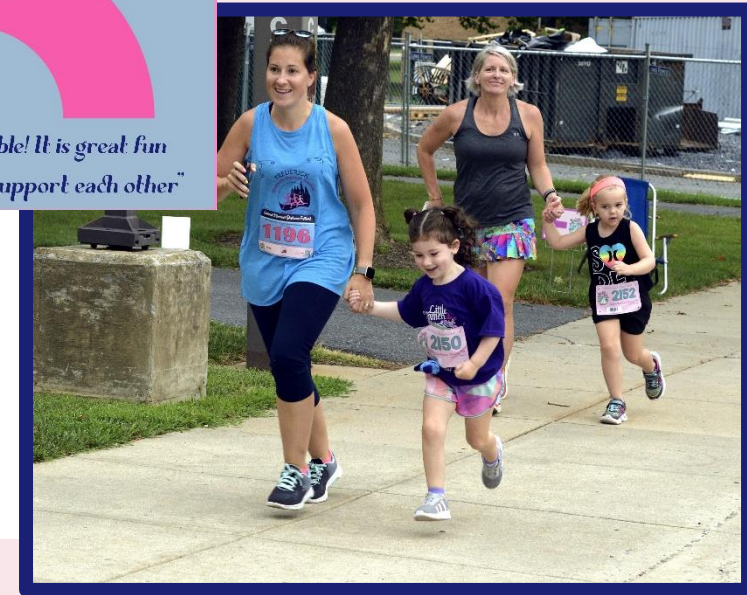
Frederick Running Festival Expo Booth



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)
- ❖ 33 year history, organized by Frederick Steeplechasers Running Club
- ❖ Directed by RRCA-certified race director



THANK YOU TO DR. MIMI McLAUGHLIN

Premier Sponsor



THANK YOU for supporting the
Frederick Women's Distance Festival
since 2021



Frederick Steeplechasers
Running Club

*2022 Premier Sponsor of the
Frederick Women's Distance Festival*



LOOKING BACK, LOOKING FORWARD

Feedback

If you have any feedback on our 2022 event or suggestions on how to improve the sponsor relationship/experience, please contact us. We value your input!

Planning for 2023

We look forward to discussing 2023 sponsorship opportunities with you. Save the date!

August 5, 2023

Thank You!



Harriet Langlois – info@frederickwdf.com

