



2023

SUMMER SOLSTICE 8K - SPONSOR RECAP REPORT

# RACE SUMMARY

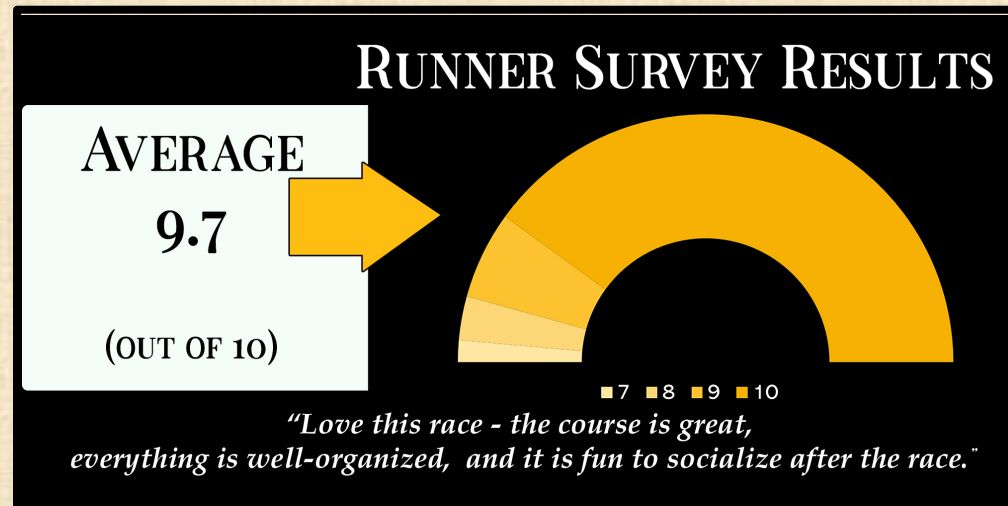
The 8<sup>th</sup> annual Frederick Summer Solstice 8K was hosted by the Frederick Steeplechasers Running Club on June 17<sup>th</sup>, 2023 at the Walkersville Volunteer Fire Company.



We had a breakout year with **496** registered participants, representing 50% growth! The many positive accolades we received on our runner survey tells us that we're doing something right. We are pleased to report that 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 **\$19,533** to the Frederick chapter of Blessings In A Backpack.

*"Your numbers are big because you have organized a race that the participants are talking about and other runners want to be a part of! Thank you!"*





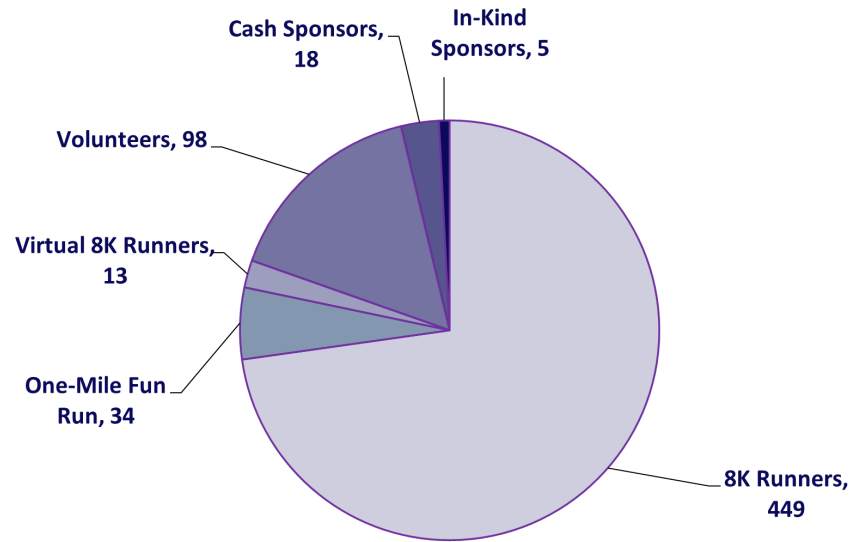
# BY THE NUMBERS

- ❖ 496 registered runners
- ❖ 98 volunteers
- ❖ 18 cash sponsors
- ❖ 6 in-kind sponsors (food, water, promotion, services)
- ❖ 146 donors (participants who added a BIAB donation to their registration)
- ❖ Rated 9.7 (out of 10) by our 2023 participants
- ❖ \$19,533 in net proceeds donated to Blessings In A Backpack
- ❖ 10 months of planning!

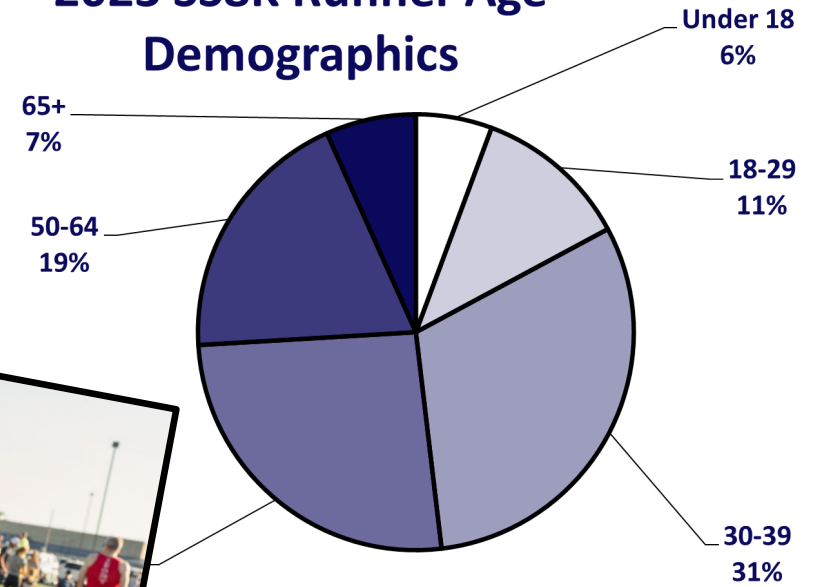


# PARTICIPANT/RUNNER PROFILES

## 2023 SS8K Participant Profile



## 2023 SS8K Runner Age Demographics

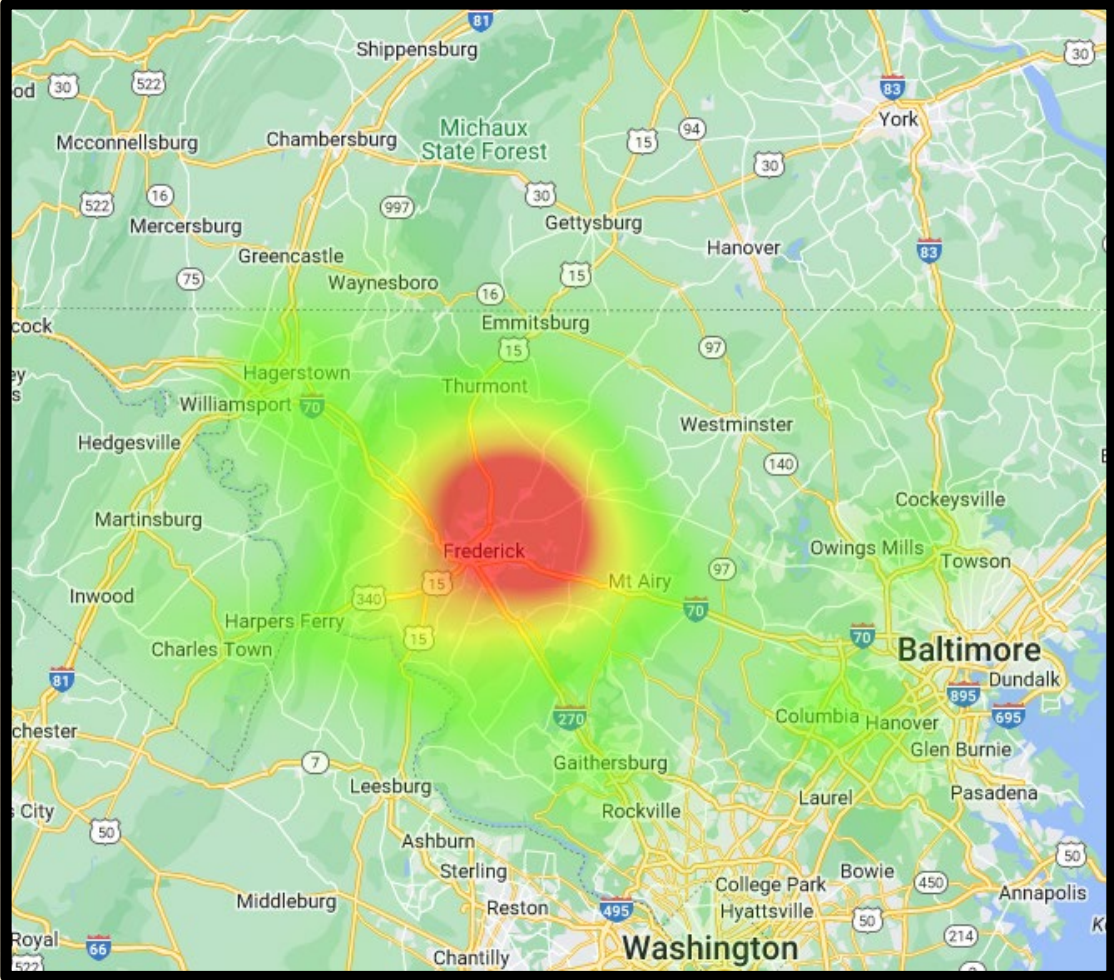


55% Female  
45% Male





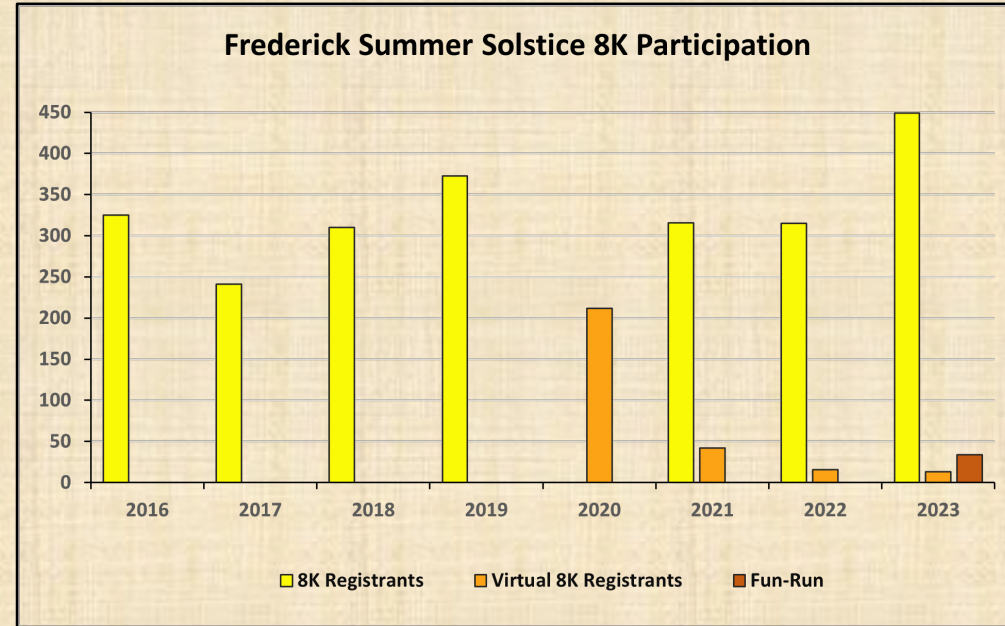
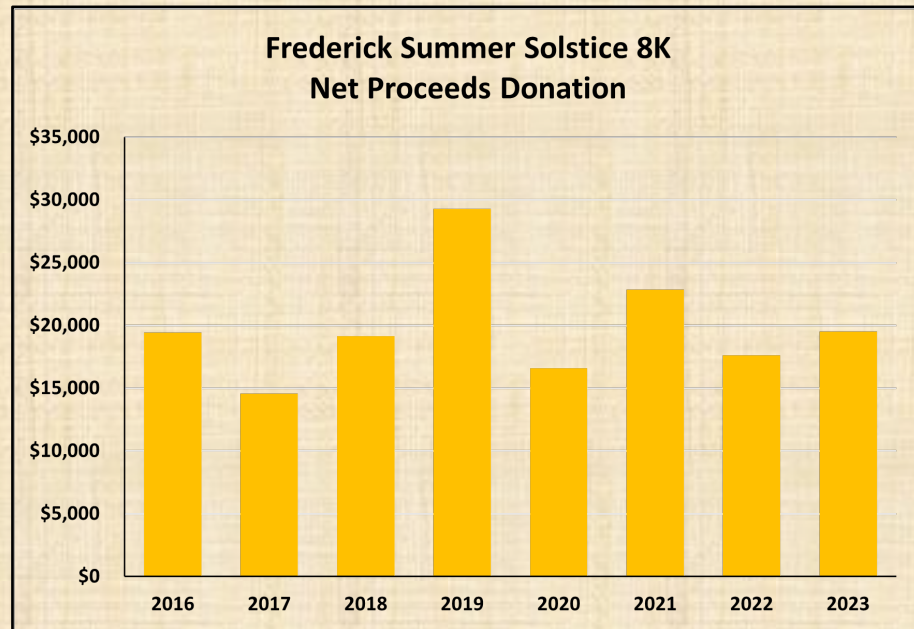
# RUNNER REGIONAL DEMOGRAPHICS



# YEAR-ON-YEAR TRENDS



**\$159,055 DONATED SINCE 2016**





# 2023 SPONSORSHIP BENEFITS



## 2023 FREDERICK SUMMER SOLSTICE 8K SPONSORSHIP OPPORTUNITIES

	PREMIER SPONSOR \$2500	PLATINUM PLUS SPONSOR \$1500	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250
Number of sponsorships available	Alpha Project Physio & Performance	5	Unlimited	Unlimited	Unlimited
Name/Logo on home page of race website and race bib					
Mention in post-race press release					
Banner on Start/Finish Line Arch (Commit by May 15)					
Email Promotion: Inclusion on mass emails (over 9,000+ recipients)					
Logo/Link on RunSignUp race registration site					
Logo or name on Race Shirt (commit by May 15)					
Race Day Expo Space (10' x 10')					
Banner in Race Celebration Area	3' x 6'	2' x 6'	2' x 6'	2' x 5'	Shared Banner
Thank you on Facebook page	Dedicated Post	Dedicated Post	Dedicated Post	Shared Post	Shared Post
Logo on race website sponsor page					
Complimentary Race Entries	6	4	3	2	1

[www.frederickss8k.com](http://www.frederickss8k.com) | [www.steeplechasers.org](http://www.steeplechasers.org)



# SPONSOR WEBSITE RECOGNITION

[www.frederickss8k.com/sponsors](http://www.frederickss8k.com/sponsors)

*Premier Sponsor*



ALPHA PROJECT  
PHYSIO & PERFORMANCE

Platinum Plus Sponsors



DIOSTECH



PETERSON  
FAMILY FOUNDATION



Saputo  
Dairy Foods USA



AVEMCO

Platinum Sponsors




CAPITAL  
WOMEN'S  
CARE




AVEMCO


Gold Sponsors




CLUB PILATES  
SOUTH FREDERICK




FREDERICK  
FOOT & ANKLE  
MYNEWFEET.COM




MOBILITY & PERFORMANCE  
PHYSICIAN




CharmCityRun  
The City of the City




TRUIST




MARYLAND  
FINANCIAL PLANNERS, LTD.




GALAXY  
FILTER SYSTEMS




ULYSSEX  
TECHNOLOGIES, INC.



nymeo




FLYING  
DOG




PROSTYLE  
Landscape Management, LLC  
Rob Prokop, 240-876-2701

Silver Sponsors




The Centers  
FOR ANCESTRAL RESEARCH  
1001 - 1003 BRIDGEMAN AVE. FREDERICK, MD 21701


In-kind Sponsors




Key 103




106.9  
THE EAGLE




FLYING  
DOG



CharmCityRun  
The City of the City



Wegmans



PIVOT  
PHYSICAL THERAPY  
The City of Annapolis

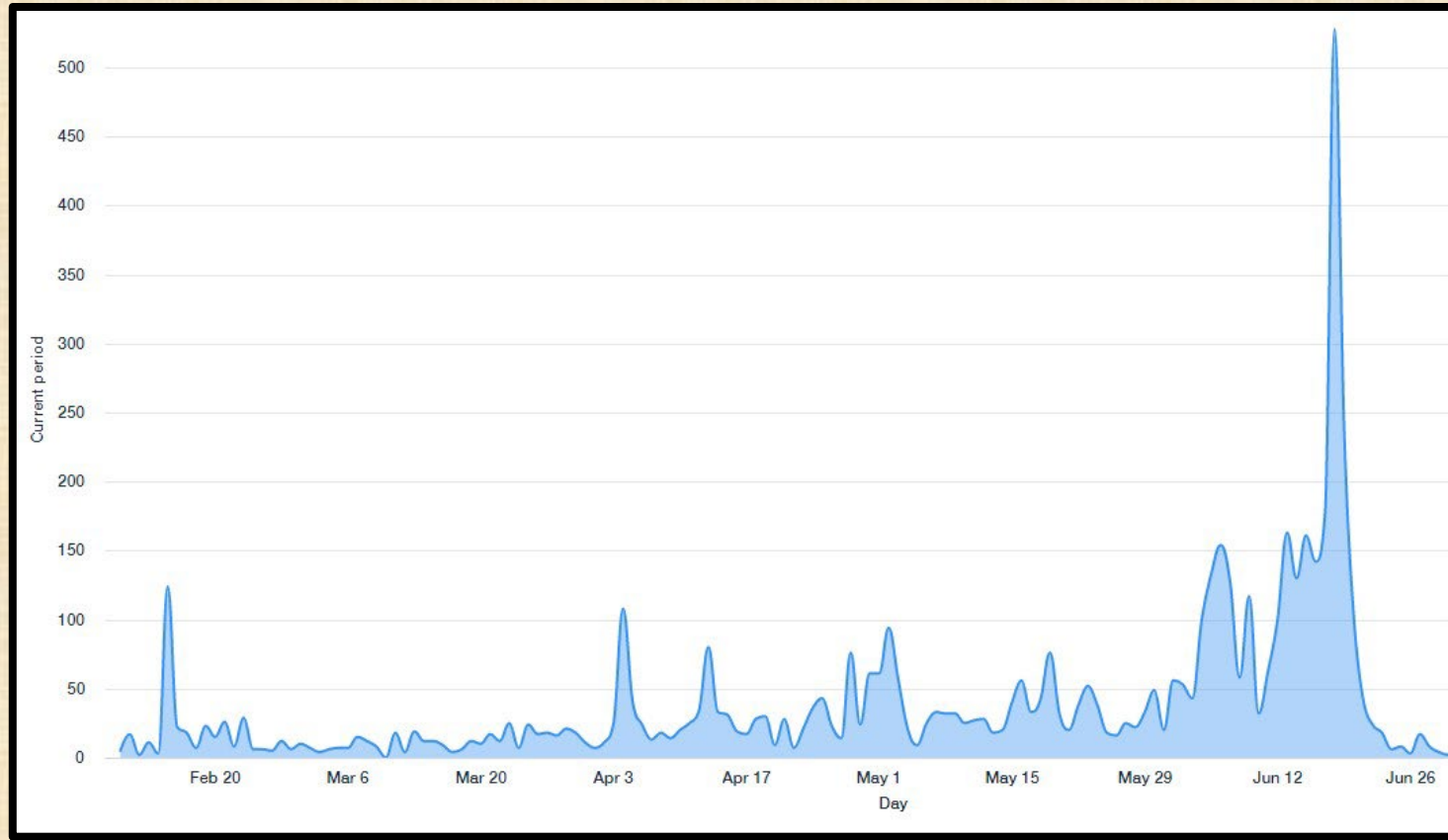
All sponsor logos incorporate active links to sponsor website or Facebook page





# SPONSOR WEBSITE RECOGNITION

[www.frederickss8k.com/sponsors](http://www.frederickss8k.com/sponsors)

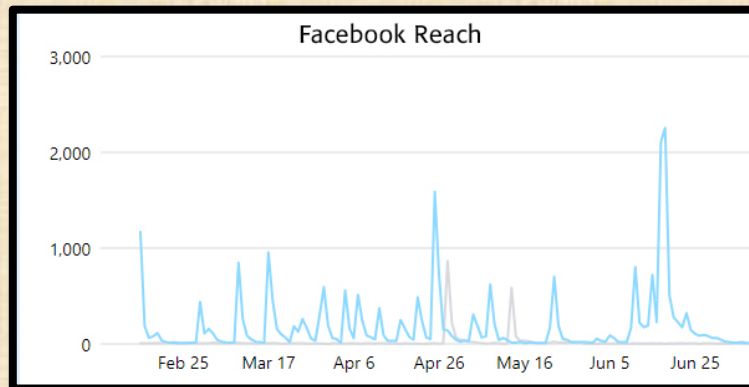
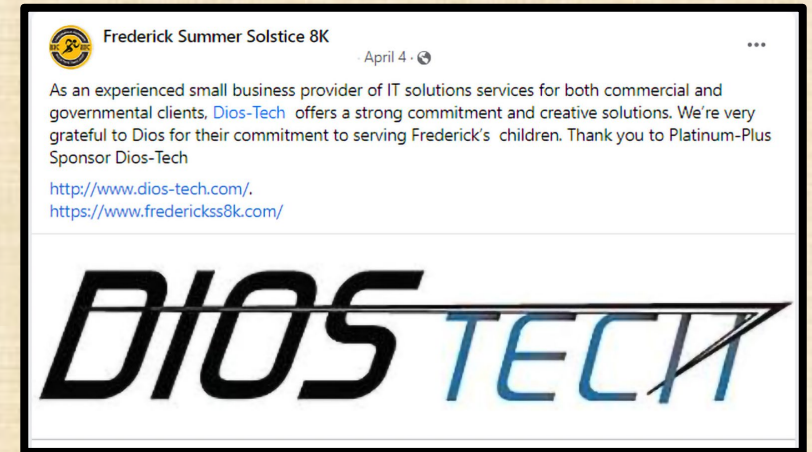
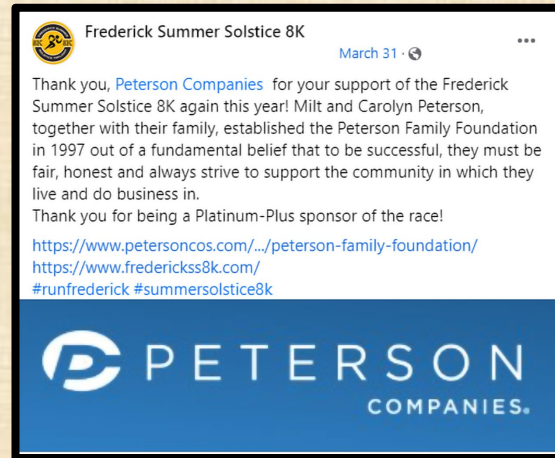


frederickss8k.com page views



# SPONSOR RECOGNITION, SOCIAL MEDIA

[www.facebook.com/frederickss8k](http://www.facebook.com/frederickss8k)



Sponsors are thanked on the Frederick Summer Solstice 8K Facebook Page with 670 followers and Total Reach of 500-2,000 for many posts.





# SPONSOR RECOGNITION, MARKETING EMAILS

- Marketing emails went out to 9,800+ local runners, promoting the race and recognizing our top sponsors with link to full sponsor list.
  - February 15
  - March 29
  - May 20
  - June 12



See example at:

<https://tinyurl.com/2ph3dcea>

**42.0%**  
**Open Rate\***

\* Against health/fitness industry standard of 21.4%

**2023 Race Sponsors**  
Sponsorships are still available - see our [sponsor page](#) for more information

**Premier Sponsor**



**Platinum Plus Sponsors**



**Platinum Sponsors**



**Gold Sponsors**



# ON-SITE SPONSOR RECOGNITION/PRESENCE

Banners/Signs around race celebration area and on finish-line arch

## PREMIER SPONSOR



ALPHA PROJECT  
PHYZIO & PERFORMANCE



## GOLD SPONSOR



## PLATINUM SPONSOR



CAPITAL  
WOMEN'S  
CARE



### Platinum-Plus Sponsors

*Saputo*



*DIOSTECH*

PETERSON  
FAMILY FOUNDATION

*AVEMCO*



THANK YOU  
for supporting the  
Frederick Summer Solstice 8K

FREDERICK STEEPLECHASERS  
RUNNING CLUB

We recognize all of our sponsors  
with race-day signage





# RACE SHIRT

525 Shirts Printed with sponsor logos





# COMPETITIVE DIFFERENTIATORS

We're not "just another race"

- Twilight race within a few days of the longest day of the year
- 8k is a less common distance, plus One-Mile Fun Run
- Organized by Frederick Steeplechasers Running Club – a 501(c)(3) organization putting on races since 1975
- Net proceeds donated to charity (Frederick chapter of Blessings In A Backpack)
- USATF-certified Race Course through the town of Walkersville and Heritage Farm Park
- Professional timing by Racine Multisports
- Race Night Expo, including sponsors, vendors
- After-party with craft beer from Flying Dog and live music by The FEW– well-known on the Frederick music scene
- Directed by RRCA-certified race director





# THANK YOU TO ALPHA PROJECT PHYZIO & PERFORMANCE

Premier sponsor of the  
2023 Frederick Summer Solstice 8K



## PREMIER SPONSOR





# RACE WRAP-UP

Check out our website for links to results and race photos, including a 2023 sponsor photo album at:

[www.frederickss8k.com/sponsors](http://www.frederickss8k.com/sponsors)





# 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!

**JUNE 15, 2024**

**Thank You!**



Harriet Langlois, Race Director  
Michelle Edwards, Asst. Race Director  
[info@frederickss8k.com](mailto:info@frederickss8k.com)

