Get involved in a Central Florida road race!

Proceeds Benefit Your Community

Receive

Exceptional Brand Recognition

Achieve

Improved Health and Wellness and Social Responsibility

Believe

In a Better Community











1013 Montana St. | Orlando, FL 32803 TrackShack.com | 407.896.1160

EVENT SCHEDULE



RUNNING SERIES Series Kick-off



Track Shack RUNNING SERIES















Track Shack
RUNNING SERIES The Track Shack Running Series consists of B-Tag scored, USATF sanctioned races on certified courses.



Marauee Events are unique events on certified course.



Medals to All Finishers

* Title...... \$10,000 - \$45,000 Presenting \$10,000 - \$25,000 Official \$3,500 - \$15,000 Associate \$1,500 - \$7,500 Onsite \$750 - \$2.500 Pricing is subject to change.

Type



















Date/Location

AUGUST

Orlando Orlando Science Center

SEPTEMBER

Casselberry Casselberry City Hall

OCTOBER

Orlando UCF Arena

NOVEMBER

Lake Nona UCF College of Medicine

DECEMBER

Orlando Lake Eola

Orlando SeaWorld

JANUARY

Winter Park Park Avenue

FEBRUARY

Winter Park Mead Garden

Winter Park Showalter Field

MARCH

Orlando Barnett Park

Winter Park Park Avenue

APRIL

Orlando Lake Eola

JULY

Winter Park Park Avenue

Event, Beneficiary, Participants

Track Shack's Celebration of Running 5k Presented by Florida Hospital Est. Participants: 2,000 | Beneficiary: Orlando Science Center

Autumn Rock 'n' Run 5k Presented by Florida Hospital Est. Participants: 1,900 | Beneficiary: Track Shack Foundation

U Can Finish 5 Miler and 2 miler Presented by Florida Hospital Est. Participants: 2.600 | Beneficiary: Track Shack Foundation

RUNNONA 5k

Est. Participants: 1,000 | Beneficiary: Tavistock Foundation

OUC Orlando Half Marathon and Lake Fola 5k

Est. Participants: 5.000 | Beneficiary: Track Shack Foundation

Vanessa Welch Reindeer Run

Est. Participants: 4,000 | Beneficiary: Pediatric Cancer Foundation

Seasons 52 Park Avenue 5.2k Presented by Florida Hospital

Est. Participants: 2,400 | Beneficiary: Track Shack Foundation and Boys & Girls Club

Florida Hospital Lady Track Shack 5k

Est. Participants: 2,500 | Beneficiary: Florida Hospital Track Shack Cancer Screening Fund

Run Around the Pines 5k Presented by Florida Hospital Est. Participants: 2.200 | Beneficiary: House of Hope

Smile Mile

Est. Participants: 2,100 | Beneficiary: Track Shack Foundation

Zimmerman Kiser Sutcliffe Winter Park Road Race 10k & 2 mile Presented by Florida Hospital

Est. Participants: 4,500 | Beneficiary: Meridian Club of Winter Park Scholarship Fund

10A Corporate 5k

Est. Participants: 16,400 | Beneficiary: Track Shack Foundation

Hunter Vision Watermelon 5k

Est. Participants: 4,200 | Beneficiary: Track Shack Foundation

Opportunities*

Onsite, Associate, Official

Onsite, Associate, Official, Title

Onsite, Associate, Official, Title

Onsite, Associate, Official, Presenting, Title

Onsite, Associate, Official, Presenting

Onsite, Associate, Official, Presenting

Onsite, Associate, Official

Onsite, Associate, Official, Presenting

Onsite, Associate, Official, Title

Onsite, Associate, Official, Presenting, Title

Onsite, Associate, Official

Onsite, Associate, Official, Presenting

Onsite, Associate, Official, Presenting









Track Shack Family

Three organizations with the common goal of promoting health and wellness in Central Florida.



Founded in 1977, Track Shack is a locally owned running and walking specialty store that is 'Keeping Central Florida Fit'. Nominated year after year as a top five specialty running

store in the U.S., Track Shack's mission is to fit customers with the proper running and walking gear and give expert advice. Track Shack is the hub for training programs and events, designed to help individuals at all fitness levels stay motivated and reach fitness goals!



The mission of Track Shack Events is to produce fitness events that benefit the entire community - runners, walkers, sponsors, and charities. Under the direction of co-owners

Jon and Betsy Hughes, Track Shack Events supports organizations through the production of 25 events per year.



Created in 1994, the non-profit, Track Shack Foundation promotes health and fitness with an emphasis on youth programs. Over two million dollars has been given to Central

Florida charities through grants made available from road race proceeds.

ABOUT RUNNERS





Runners

Are educated, affluent and motivated.

DEMOGRAPHICS

Female: 39 Years Old Male: 43.6 Years Old

Married: 65%

College Educated: 76%

Female Participation: 57%

73% Earn a household income of \$75,000+

> Well above the U.S. median household income

89% Indicated that they 'try to eat healthy foods'

RUNNING HISTORY

Average number of years

running: 11.3

Average number of running / walk events participated in during the last

12 months: 7.2 events

When asked how to classify oneself as a runner:

63% Frequent Fitness

16% Competitive

20% Jogger

MOST POPULAR U.S. DISTANCES

4.7 million: 5K finishers

1.4 million: 1/2 Marathon finishers

[24% increase in 2011]

1.3 million: 10k finishers

MOTIVATION

77% Stay in Shape

76% Staying Healthy

61% Having Fun

61% Relieve Stress

SPENDING

Runners spend \$125 billion on health-related goods and services

In the last 12 month period: runners purchased 3.1 pairs of shoes and 49% spent \$200 or more

GOALS

Interested in entering events in the coming year:

Half Marathon: 77%

5k: 55% 10k: 55%

Source: 2011 Running USA National Survey of 13,000 core runners.



MARKETING SERVICES



Reach

Central Florida's runners and walkers.

Track Shack's Start Line

Rates vary from \$450 - \$2,200 Direct mail to 25,000 opt in participants four times per year. Perfect for advertising or coupons.



Race Packet & Goodie Bag Sampling

\$100 per 500 participants (For example: 2,000 participant race = \$400)

Requires 2 weeks notice.

Each event participant receives a race packet with important race day information, course map and t-shirt. Include company flyer, coupon or exclusive gift.

Monthly Email Listing

\$500 per event listing Requires 1 month notice.

Sent to 36,000 opt-in active race participants highlighting upcoming events.

Includes event description, logo, link and messaging.

eGoodie Bag The GREEN alternative to Race Packet Inserts

\$150 - \$350 per race

Requires 3-4 month notice.

Offer a coupon or exclusive offer to race participants through online registration and is received in the emailed registration confirmation receipt.



Onsite Event Setup

\$500 - \$1,000

Requires 1 month notice.

Get face-to-face with potential clients and customers. Benefits vary: 10ft x 10ft tent, chairs, banners onsite, race packet inserts, complimentary race entries and event announcements.







EVENT SPONSORSHIP







Sponsorship shows a commitment to the local community.

Event sponsorship puts a 'face' to the company and allows customers to engage.

Title Sponsorship: \$10,000 - \$45,000

Example: "House of Hope Run Around the Pines 5k"

Positioned proportionately larger than other sponsors. Sponsor name/logo is included in collateral material, event name, event artwork, race numbers, awards and receives all event benefits.

Presenting Sponsorship: \$10,000 - \$25,000

Example: "Smile Mile presented by Florida Hospital"

Positioned proportionately larger than other sponsors except the Title Sponsor. Sponsor name/logo is included in collateral material, event name, event artwork, race numbers, awards and receives all event benefits.

Official Sponsorship: \$3,500 - \$15,000

Example: "Accelerade Recovery Drink - Official sponsor of the Track Shack Running Series" Includes prominent logo placement on event t-shirt, email, website and onsite benefits

Associate Sponsorship: \$1,500 - \$7,500

Example: "Michelob Ultra - sponsor of the IOA Corporate 5k after party"

Sponsorship includes: Limited print, email and website benefits and onsite benefits.

Onsite Sponsorship: \$750 - \$1,500

Example: "mix1 - Onsite sponsor of the RUNNONA 5k"

Promote your company/service in the finish area. Includes 10ft x 10ft tent, table, chairs, complimentary entries, packet stuffing, sponsor messaging and banner presence.

Category Sponsorship: Fees Vary

Examples: Course Maps, Kids' Run, Mile Markers, Costume Contest, Results Sponsor and Photo Banner

Sponsor Benefits

Print & Direct Mail

Track Shack Event Guide Mailed to 25.000

Event T-shirts

Imprinted with company logos

Website

TrackShack.com 33,000 visitors per month

Social Media









Over 11,000 Facebook Fans (and growing)

2,700 Twitter Followers

eNews Communication

36,000 active emails

Onsite @ Events

Face to Face Interaction Sampling



SPONSORSHIP CATEGORIES



Connect with runners and walkers.

Category sponsorships create ownership for a specific piece of the event.

Kids' Run

Immediately following most road races, a free kids' run is held for all children. Included in registration is an official race number, t-shirt and a finisher's ribbon. The purpose is to inspire an interest in running and help kids feel good about themselves.





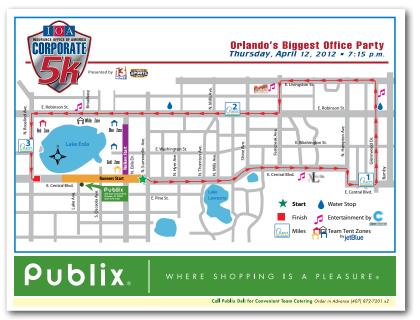
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Mile Marker

Are you on pace? What's your time as you pass the mile marker? How far do we have left? These are questions that participants experience when passing a Mile Marker; your company can benefit from this highly sought after positioning on the race course.

Course Map

Based on 30+ years of experience, event participants want to see the race course. The course map sponsorship is highly interactive. Participants view the route in Track Shack retail store, on TrackShack. com and in monthly e-mail blasts that are delivered to 29,000 opt-in e-mail addresses. Logos, coupons, or company branding becomes part of the course map experience that race participants appreciate.





SPONSORSHIP CATEGORIES



Water Stops & Course Signage

Runners love their water breaks! That's why the water stop sponsorship is effective. Signage is created using the company's logo and displayed at the water stop. The sponsor may choose to elaborate on that display as well with banners, balloons, music, entertainment elements, volunteers, employees outfitted in sponsor t-shirts, or other course decorations.





Costume Contest

The costume contest has become the 'live entertainment' at select events. Runners and walkers dressed in costumes that capture the audience's attention and applause. "Running Bananas," "Rock Stars," and "Statue of Liberty" are common at road races. There's room to grow this ancillary event with elements such as local celebrity judges and prizes to encourage participation.



Custom step and repeat photo backdrops are made for all events. Participants gather to take photos as a memento of their healthy accomplishment. Photos are shared with friends, family and on social media!

Results

No matter what your time is – seeing your name in the results is instant gratification. That is why the results webpage is one of the most visited webpages on TrackShack.com. Compete against your own time, your friend's time or your age group. By sponsoring the results, a sponsor supports the individual goals of each participant.











OUR CLIENTS































































TRACK SHACK'S START LINE



Running Series Issue

August - October Ever	nts
Confirm Space	June 1
Camera Ready Ad D	DueJune 15

Fall Issue

Ictober - December Event	S
Confirm Space	August 1
Camera Ready Ad Due	August 15

Winter Issue

January - March Events	
Confirm Space	November 1
Camera Ready Ad Due	November 15

Spring Issue

March - May Events	
Confirm SpaceJanuary	1
Camera Ready Ad DueJanuary	15

Direct Mail

Printed and distributed four times per year to a highly targeted and well-maintained, opt-in direct mail list of 25,000 homes throughout the region.

Distribution

• Circulation: 25,000 Homes. Nine Counties:

Orange	. 59.6%	
Seminole	. 20.8%	
Osceola	. 4.5%	
Lake:	. 4.3%,	
Volusia	. 4.1%	
Other counties include		
Brevard, Polk, Hillsborough, Pinellas		

Readership

• 3.2 per copy

Ad Sizes and Rates

Full Page Bleed

\$2,100 Bleed: 8.75" x 11.25" (Trim Size: 8.5" x 11") Live Image area: 7.75" x 10.25"

Full Page Non-Bleed

\$2,100

Size: 7.75" x 10.125"

1/2 Page Vertical or Horizontal

\$1.350

Vertical Size: 3.78" x 10.125" Horizontal Size: 7.75" x 4.95"

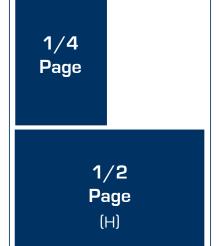
Quarter Page:

\$800

Size: 3.78" x 4.95"



Full Page (Bleed)



1/2 Page (V)

