

# 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

Healthy Community Events



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

# EVENT SCHEDULE



## Track Shack RUNNING SERIES










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

**Marquee 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	Event, Beneficiary, Participants	Opportunities *
<b>Track Shack RUNNING SERIES</b> Series Kick-off	<b>AUGUST</b> Orlando Orlando Science Center	 <b>Track Shack's Celebration of Running 5k Presented by Florida Hospital</b> Est. Participants: 2,000   Beneficiary: Orlando Science Center	Onsite, Associate, Official
<b>Track Shack RUNNING SERIES</b>	<b>SEPTEMBER</b> Casselberry Casselberry City Hall	<b>Autumn Rock 'n' Run 5k Presented by Florida Hospital</b> Est. Participants: 1,900   Beneficiary: Track Shack Foundation	Onsite, Associate, Official, Title
<b>Track Shack RUNNING SERIES</b>	<b>OCTOBER</b> Orlando UCF Arena	<b>U Can Finish 5 Miler and 2 miler Presented by Florida Hospital</b> Est. Participants: 2,600   Beneficiary: Track Shack Foundation	Onsite, Associate, Official, Title
 Night Race	<b>NOVEMBER</b> Lake Nona UCF College of Medicine	<b>RUNNONA 5k</b> Est. Participants: 1,000   Beneficiary: Tavistock Foundation	Onsite, Associate, Official, Presenting, Title
	<b>DECEMBER</b> Orlando Lake Eola	<b>OUC Orlando Half Marathon and Lake Eola 5k</b> Est. Participants: 5,000   Beneficiary: Track Shack Foundation	Onsite, Associate, Official, Presenting
 Holiday Theme	Orlando SeaWorld	<b>Vanessa Welch Reindeer Run</b> Est. Participants: 4,000   Beneficiary: Pediatric Cancer Foundation	Onsite, Associate, Official, Presenting
<b>Track Shack RUNNING SERIES</b>	<b>JANUARY</b> Winter Park Park Avenue	<b>Seasons 52 Park Avenue 5.2k Presented by Florida Hospital</b> Est. Participants: 2,400   Beneficiary: Track Shack Foundation and Boys & Girls Club	Onsite, Associate, Official
 Women Only	<b>FEBRUARY</b> Winter Park Mead Garden	<b>Florida Hospital Lady Track Shack 5k</b> Est. Participants: 2,500   Beneficiary: Florida Hospital Track Shack Cancer Screening Fund	Onsite, Associate, Official, Presenting
<b>Track Shack RUNNING SERIES</b>	Winter Park Showalter Field	<b>Run Around the Pines 5k Presented by Florida Hospital</b> Est. Participants: 2,200   Beneficiary: House of Hope	Onsite, Associate, Official, Title
 All Children	<b>MARCH</b> Orlando Barnett Park	<b>Smile Mile</b> Est. Participants: 2,100   Beneficiary: Track Shack Foundation	Onsite, Associate, Official, Presenting, Title
<b>Track Shack RUNNING SERIES</b> Series Finale	Winter Park Park Avenue	 <b>Zimmerman Kiser Sutcliffe Winter Park Road Race 10k &amp; 2 mile Presented by Florida Hospital</b> Est. Participants: 4,500   Beneficiary: Meridian Club of Winter Park Scholarship Fund	Onsite, Associate, Official
 Corporate Teams	<b>APRIL</b> Orlando Lake Eola	<b>IOA Corporate 5k</b> Est. Participants: 16,400   Beneficiary: Track Shack Foundation	Onsite, Associate, Official, Presenting
 July Fourth	<b>JULY</b> Winter Park Park Avenue	<b>Hunter Vision Watermelon 5k</b> Est. Participants: 4,200   Beneficiary: Track Shack Foundation	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.







## 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.



## 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.







## ***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



## 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.



### 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.







## 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.

## Photo Banner

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.



RESULTS 2012				
10A CORPORATE 5K				
Rank	Name	Age	Gender	Time
1	John Doe	35	M	20:15
2	Jane Smith	32	F	21:30
3	Mike Johnson	40	M	22:45
4	Sarah Brown	28	F	23:00
5	David Wilson	38	M	24:15
6	Emily Davis	30	F	25:30
7	Chris Miller	45	M	26:45
8	Amanda Lee	25	F	27:00
9	Robert Taylor	50	M	28:15
10	Michelle White	22	F	29:30





# OUR CLIENTS





## Running Series Issue

*August - October Events*

Confirm Space .....June 1  
Camera Ready Ad Due.....June 15

## Fall Issue

*October - December Events*

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 Space .....January 1  
Camera Ready Ad Due .....January 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**  
(Non-Bleed)

**Full Page**  
(Bleed)

**1/4**  
**Page**

**1/2**  
**Page**  
(H)

**1/2**  
**Page**  
(V)