

Central Florida road races benefit your community.

Get involved!

Receive

exceptional brand recognition

Achieve

improved health, wellness, and
social responsibility

Believe



in a better community



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

Event Schedule



| | | | | |
|------------------|--------------------------------|---|--|--|
| AUGUST | Orlando Princeton St | <i>Track Shack's Celebration of Running 5k</i> presented by AdventHealth Est. Participants: 2,400 • Beneficiary: Orlando Science Center | Track Shack RUNNING SERIES Series Kick-off | Onsite, Associate, Official |
| SEPTEMBER | Casselberry Lake Triplet | <i>Battle of the Bands 5k</i> Est. Participants: 1,900 • Beneficiary: Track Shack Youth Foundation, Casselberry Cultural Arts | Track Shack RUNNING SERIES | Onsite, Associate, Official, Title |
| OCTOBER | Orlando UCF | <i>U Can Finish 5 Mile and 2 Mile</i> presented by AdventHealth Est. Participants: 4,000 • Beneficiary: Track Shack Youth Foundation | Track Shack RUNNING SERIES | Onsite, Associate, Official, Presenting |
| DECEMBER | Orlando Lake Eola | <i>OUC Orlando Half Marathon & Track Shack Lake Eola 5k</i> Est. Participants: 5,000 • Beneficiary: Track Shack Youth Foundation |  | Onsite, Associate, Official, Presenting |
| | Orlando SeaWorld | <i>Greg Warmoth Reindeer Run</i> presented by AdventHealth for Children Est. Participants: 3,800 • Beneficiary: AdventHealth for Children | Holiday Theme  | Onsite, Associate, Official |
| JANUARY | Winter Park Park Ave | <i>Park Ave 5k</i> presented by AdventHealth Est. Participants: 2,700 • Beneficiary: Track Shack Youth Foundation | Track Shack RUNNING SERIES | Onsite, Associate, Official, Presenting |
| | Orlando Cultural Park | <i>AdventHealth Lady Track Shack 5k</i> Est. Participants: 2,400 • Beneficiary: Breast Cancer Care Foundation | Women Only  | Onsite, Associate, Official, Title |
| FEBRUARY | Winter Park Shawalter Field | <i>AdventHealth Run 4 Love 4 Mile</i> Est. Participants: 2,300 • Beneficiary: Track Shack Youth Foundation | Track Shack RUNNING SERIES | Onsite, Associate, Official, Presenting, Title |
| MARCH | Winter Park Park Ave | <i>AdventHealth Winter Park Road Race 10k & 2 Mile</i> Est. Participants: 4,500 • Beneficiary: Track Shack Youth Foundation | Track Shack RUNNING SERIES Series Finale | Onsite, Associate, Official |
| | Orlando Blue Jacket Park | <i>Smile Mile</i> Est. Participants: 2,000 • Beneficiary: Track Shack Youth Foundation | Kids Only  | Onsite, Associate, Official, Presenting |
| APRIL | Orlando Lake Eola | <i>Insurance Office of America Corporate 5k</i> Est. Participants: 18,000 • Beneficiary: Track Shack Youth Foundation, Food Drive | Corporate Teams  | Onsite, Associate, Official, Presenting |
| | Winter Park Genius Drive | <i>Run for the Trees Jeannette Genius McKean Memorial 5k</i> presented by Center for Health & Wellbeing Est. Participants: 1,800 • Beneficiary: Winter Park Tree Replacement Fund | Special Course  | Onsite, Associate, Official |
| MAY | Orlando Lake Nona | <i>RunNona 5k</i> Est. Participants: 1,800 • Beneficiary: Tavistock | Night Race  | Onsite, Associate, Official, Title |
| JULY | Winter Park Park Ave | <i>AdventHealth Watermelon 5k</i> Est. Participants: 3,500 • Beneficiary: Track Shack Youth Foundation, Food Drive | Holiday Theme  | Onsite, Associate, Official, Presenting |

Title: \$15,000 – \$75,000
 Presenting: \$10,000 – \$25,000
 Official: \$3,500 – \$15,000
 Associate: \$1,500 – \$7,500
 Onsite: \$500 – \$1,500
 Category: Fees Vary

Pricing is subject to change.

Key



**Track Shack
RUNNING SERIES**

Track Shack Running Series:
 B-Tag scored, USATF sanctioned
 races on certified courses.



Marquee Events:
 Unique events on certified
 courses.



Track Shack Youth Foundation:
 - 501(c)(3) non-profit
 organization founded in 1994.
 - Beneficiary of Track Shack
 races and events.
 - Mission of providing health
 and fitness with an emphasis
 on youth programs.
 - Over \$2 million donated
 to non-profits throughout
 Central Florida.



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!

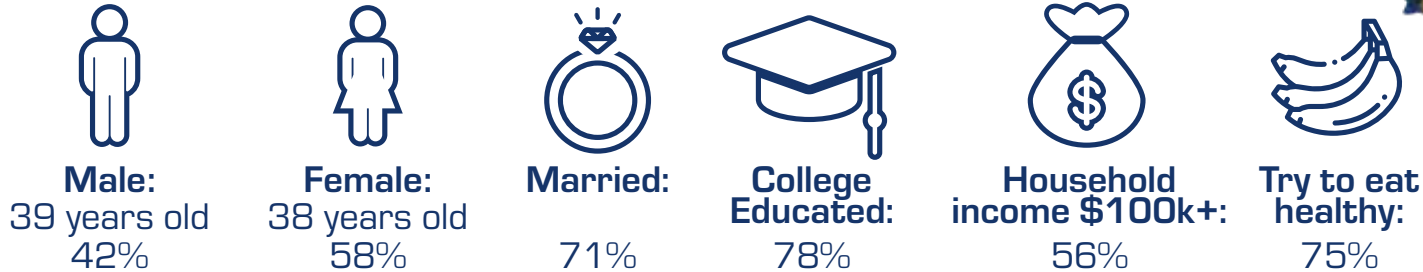


The mission of *Track Shack Events* is to produce fitness events that benefit the entire community — runners, walkers, sponsors, and charities. Under the direction of co-owners Jon and Betsy Hughes, *Track Shack Events* supports organizations through the production of 25 events per year.

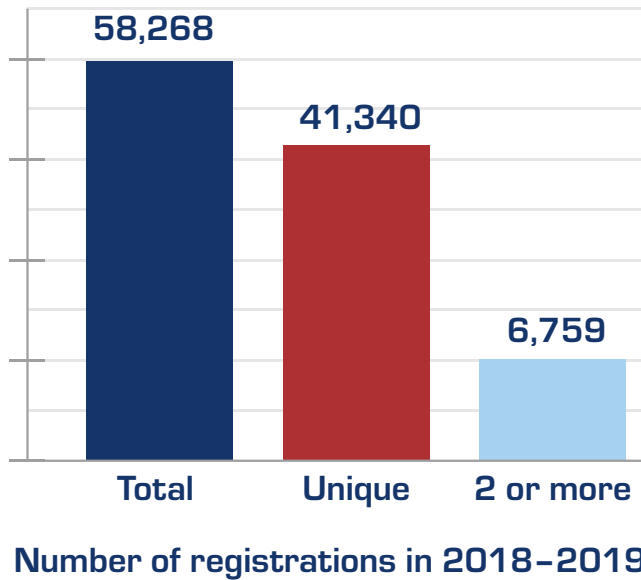


Created in 1994, the non-profit *Track Shack Youth Foundation* promotes health and fitness with an emphasis on youth programs. Over two million dollars has been given to Central Florida charities through grants made available from road race proceeds.

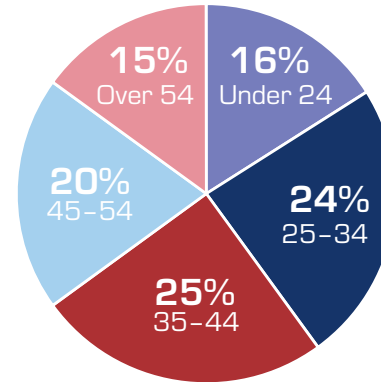
Runners are educated, affluent & motivated.



TSE Participation



Age Break Down



Hometown Runners



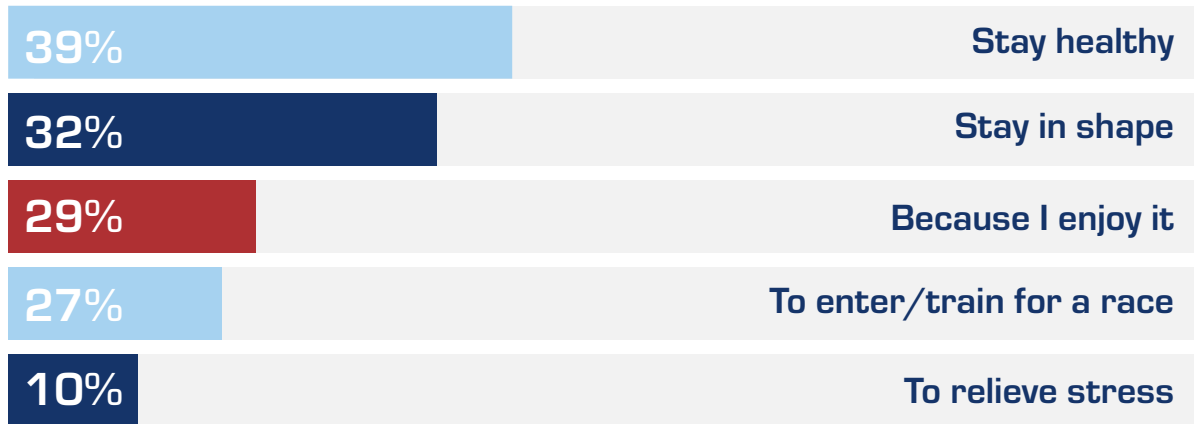
Orlando 41%
Winter Park 6%
Oviedo 3%
Longwood 3%
Winter Garden 3%
Kissimmee 3%
Apopka 3%

18 events

- 1 Half Marathon
- 1 10K
- 1 5 Mile
- 1 4 Mile
- 10 5ks
- 2 2 Miles
- 1 1 Mile



Reasons to Run



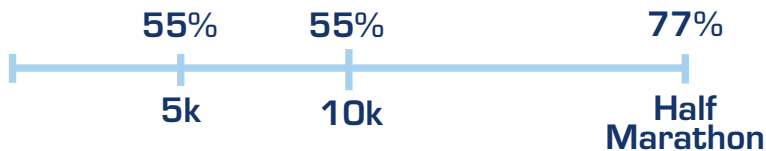
Popular Distances

Amount of US citizens to finish a race in the below distance:



Goal Distances

Percentage of people entering events in the coming year:



Running History:

- Average number of years running: **14**
- Average number of running/walk events participated in during the last 12 months: **10**
- When asked how to classify oneself as a runner:



Source: 2020 Running USA Survey

Reach

Central Florida's runners and walkers.

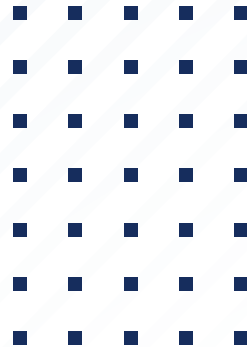
Onsite Event Setup

\$500 - \$1,500

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.



Monthly Event Email

\$500 per event listing.

Requires 2 weeks notice.

Sent to 75,000 opt-in active race participants highlighting upcoming events. Includes event descriptions, logo, link and messaging.

eRace Bag

The green alternative to race packet inserts
\$199 per race.

Requires 2 weeks notice.

Offer a coupon or exclusive offer to race participants. The email with coupons is sent one week before the race along with important race info.

Track Shack's Start Line

Rates vary from \$450-\$2000

Emailed to 75,000 opt-in event participants two times per year. Perfect for advertising or coupons.



FEATURED EVENT



Location: Anywhere, Virtually
Get your race fix, stay active and support local. Track Shack is reopening select races. Choose from eight Virtual Race events! This is your chance to register for an event you may have missed. Accomplish your race on your time, give back to the community and receive the bling that brings the whole experience together.

REGISTER TODAY

This event concludes on May 15th!

UPCOMING EVENTS



Date: Saturday, July 4, 2020
Location: Anywhere, Virtually
Start your Independence Day the right way with a 5k! For the first time in 30 years, the July 4th Adventure Watermelon 5k will be virtual. The health of our running community and community at large is our focus. We encourage everyone to celebrate the day, support community causes and make the best of the situation by creating your own at home running experience.

REGISTER TODAY



Date: Saturday, August 15, 2020 - Saturday, March 13, 2021
Location: Various Central Florida Venues
Register for the six race **Track Shack Running Series**, and you are a **FANATIC!** Whether you run, walk or do a little bit of both, it's easy to experience the convenience of one-time registration for Track Shack's best races and enjoy the benefits all season long!

REGISTER TODAY

Price increase extended to May 31!



Date: Saturday, December 5, 2020
Time: Half Marathon & 5k - 7:30 am
Location: Lake Eola, Orlando
Run through beautiful downtown Orlando and finish with a lake front post-race party on Lake Eola with massage, beer and live music. Join over 4,500 runners for this Orlando tradition and discover the City Beautiful.

REGISTER TODAY

BULLETIN BOARD





Sponsorship shows a commitment to the local community.

Event sponsorship puts a “face” to the company.

Sponsor Benefits

E-Magazine

An advertising opportunity emailed to 75,000 active participants twice per year.

Event T-Shirts

Imprinted with company logos

Website

TrackShack.com

33,000 visitors per month

Social Media



Over 28,000 Facebook Fans
(and growing)

12,500 Instagram Followers
5,000 Twitter Followers

eNews Communication

75,000 active emails
35,000 Corporate 5k participant emails

Onsite @ Events

Face to Face Interaction & Sampling

Title Sponsorship: \$15,000 - \$75,000

Example: “AdventHealth Run 4 Love 4 Mile”

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 AdventHealth”

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 Afterparty”

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

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

Example: “Bolay – 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.

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 ask when passing a mile marker. Your company can benefit from this highly sought after positioning on the race course.

Course Map

Based on 40+ years of experience, we know race participants want to see the course! Course map sponsorship is highly interactive. Participants view the route in Track Shack retail store, on *TrackShack.com* and in monthly email blasts delivered to 75,000 opt-in email addresses.





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!

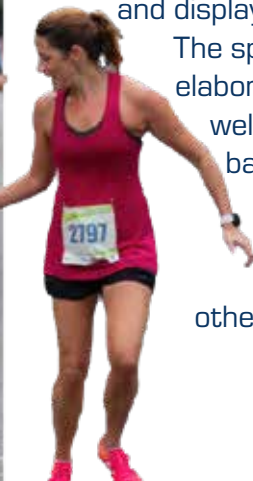
Costume Contest

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.



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, music, balloons, entertainment elements, volunteers, employees outfitted in sponsor t-shirts, or other course decorations.



Results

No matter what your time is – seeing your name in the results is instant gratification. That is why the results page 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.

