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

Track Shack EVENTS

Month	Location	Event	Type	Sponsorship
AUGUST	Orlando Cultural Park	Track Shack's **Celebration of Running 5k** presented by AdventHealth Est. Participants: 2,000 • Beneficiary: Orlando Science Center	Track Shack **RUNNING SERIES** *Series Kick-off*	Onsite, Associate, Official
SEPTEMBER	Casselberry Lake Triplet	**Battle of the Bands 5k** Est. Participants: 2,000 • Beneficiary: Track Shack Youth Foundation, Casselberry Cultural Arts	Track Shack **RUNNING SERIES**	Onsite, Associate, Official, Title
OCTOBER	Orlando Princeton St	AdventHealth **Lady Track Shack 5k** Est. Participants: 2,400 • Beneficiary: Breast Cancer Care Foundation	*Women Only*	Onsite, Associate, Official, Title
	Orlando UCF	**U Can Finish 5 Mile and 2 Mile** presented by AdventHealth Est. Participants: 3,000 • Beneficiary: Track Shack Youth Foundation	Track Shack **RUNNING SERIES**	Onsite, Associate, Official, Presenting
DECEMBER	Orlando Lake Eola	OUC **Orlando Half Marathon** presented by Land Rover Orlando & Track Shack **Lake Eola 5k** Est. Participants: 4,000 • Beneficiary: Track Shack Youth Foundation		Onsite, Associate, Official, Presenting
	Orlando SeaWorld	Greg Warmoth **Reindeer Run** presented by AdventHealth for Children Est. Participants: 3,000 • Beneficiary: AdventHealth for Children	*Holiday Theme*	Onsite, Associate, Official
JANUARY	Winter Park Park Ave	**Park Ave 5k** presented by AdventHealth Est. Participants: 2,450 • Beneficiary: Track Shack Youth Foundation	Track Shack **RUNNING SERIES**	Onsite, Associate, Official, Presenting
FEBRUARY	Orlando Amway Center	**Orlando Magic 5k** presented by AdventHealth Est. Participants: 1,000 • Beneficiary: Orlando Magic Youth Foundation		Onsite, Associate, Official, Presenting
	Winter Park Showalter Field	AdventHealth **Run 4 Love 4 Mile** Est. Participants: 1,500 • Beneficiary: Track Shack Youth Foundation	Track Shack **RUNNING SERIES**	Onsite, Associate, Official, Presenting, Title
MARCH	Orlando Blue Jacket Park	**Smile Mile** Est. Participants: 1,500 • Beneficiary: Track Shack Youth Foundation	*Kids Only*	Onsite, Associate, Official, Presenting
	Winter Park Park Ave	AdventHealth **Winter Park Road Race 10k & 2 Mile** Est. Participants: 3,400 • Beneficiary: Track Shack Youth Foundation	Track Shack **RUNNING SERIES** *Series Finale*	Onsite, Associate, Official
APRIL	Winter Park Genius Drive	**Run for the Trees** Jeannette Genius McKean Memorial 5k presented by Center for Health & Wellbeing Est. Participants: 1,300 • Beneficiary: Winter Park Tree Replacement Fund	*Special Course*	Onsite, Associate, Official
MAY	Orlando Lake Eola	SimplyIOA **Corporate 5k** presented by Key HR Est. Participants: 10,000 • Beneficiary: Track Shack Youth Foundation, Food Drive	*Corporate Teams*	Onsite, Associate, Official, Presenting
JULY	Winter Park Park Ave	AdventHealth **Watermelon 5k** Est. Participants: 3,000 • Beneficiary: Track Shack Youth Foundation, Food Drive	*Holiday Theme*	Onsite, Associate, Official, Presenting
TBD	Orlando Lake Nona	**RunNona 5k** Est. Participants: 1,500 • Beneficiary: Tavistock	*Night Race*	Onsite, Associate, Official, Title

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
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!
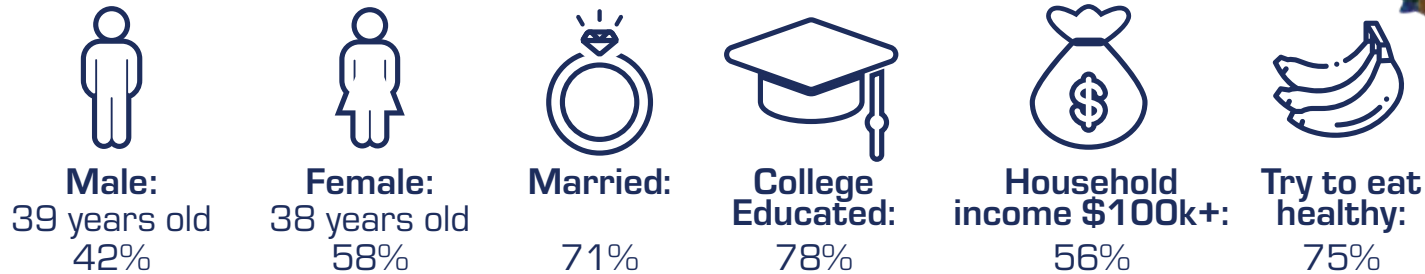
The mission of *Track Shack Events* is to produce fitness events that benefit the entire community — runners, walkers, sponsors, and charities. Under the direction of co-owners Jon and Betsy Hughes, *Track Shack Events* supports organizations through the production of 25 events per year.
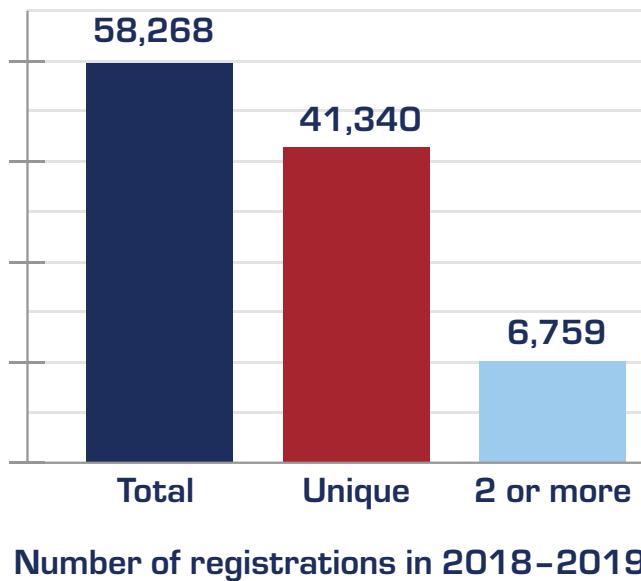
Created in 1994, the non-profit *Track Shack Youth Foundation* promotes health and fitness with an emphasis on youth programs. Over two million dollars has been given to Central Florida charities through grants made available from road race proceeds.
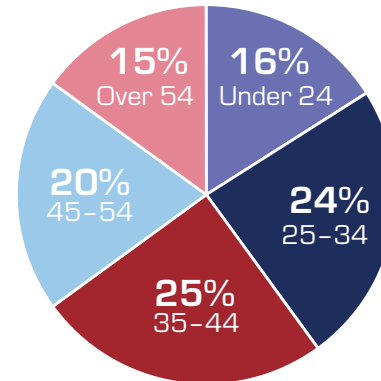
Runners are educated, affluent & motivated.

Male:
39 years old
42%

Female:
38 years old
58%

Married:

71%

College Educated:

78%

Household income $100k+:
56%

Try to eat healthy:

75%

TSE Participation

58,268
Total

41,340
Unique

6,759
2 or more

Number of registrations in 2018–2019

Age Break Down

- 15% Over 54
- 16% Under 24
- 20% 45–54
- 24% 25–34
- 25% 35–44

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
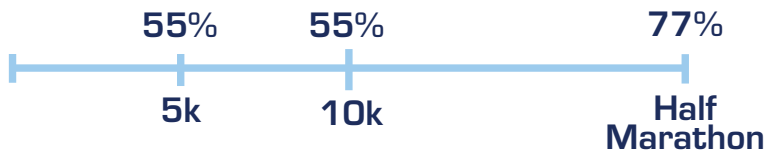- 2 2 Miles
- 1 1 Mile

Reasons to Run

- **39%** Stay healthy
- **32%** Stay in shape
- **29%** Because I enjoy it
- **27%** To enter/train for a race
- **10%** To relieve stress
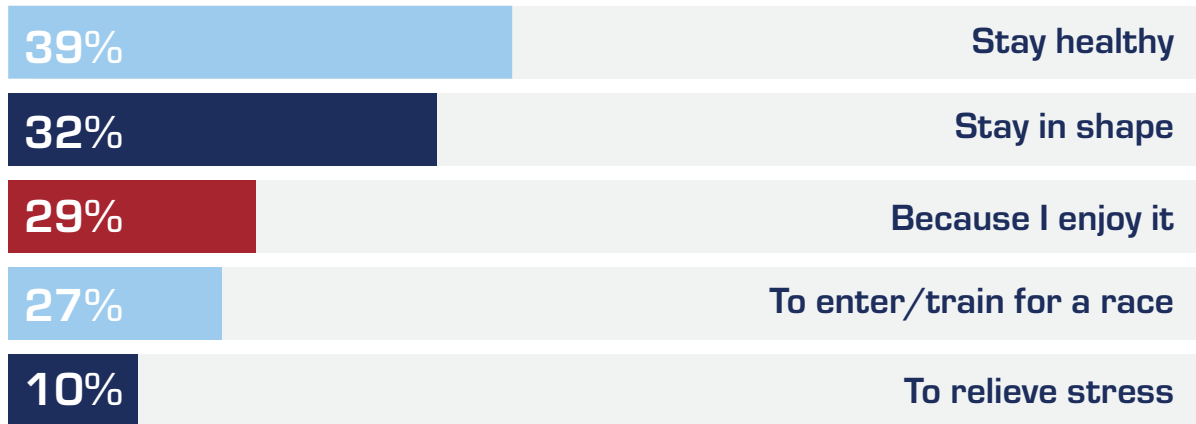
Popular Distances

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

4.7 M	1.3 M	1.4 M
5k	10k	Half Marathon

Goal Distances

Percentage of people entering events in the coming year:

55%	55%	77%
5k	10k	Half Marathon

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:

Frequent Fitness	Jogger	Competitive Runner
61%	21%	18%

Source: 2020 Running USA Survey
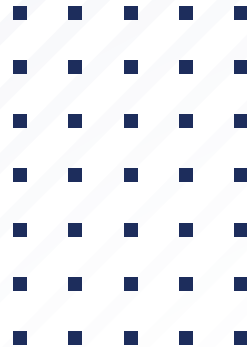
Reach

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 × 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.

TrackShack.com
Banner ads vary depending on partnership levels

With 10,000 monthly visits to the website, a website banner ad is a great way to reach the runner and walker demographic.

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 entire experience together.
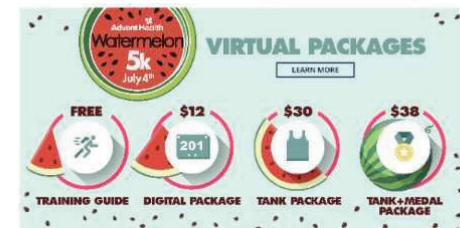
REGISTER TODAY

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 AdventHealth 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

VIRTUAL PACKAGES
LEARN MORE

FREE — TRAINING GUIDE
$12 — DIGITAL PACKAGE
$30 — TANK PACKAGE
$38 — TANK+MEDAL PACKAGE

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.

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 × 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

E–Magazine
Track Shack Start Line
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

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.
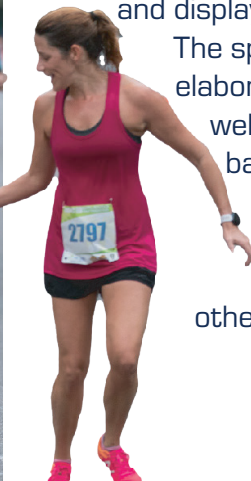
Results

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.