



SPONSORSHIP OPPORTUNITIES

ABOUT THE RACE: America's Birthday 5K Run/Walk is quickly becoming one of the St. Louis area's premium Fourth of July Day traditions and the perfect start to America's Birthday. This unique event takes place before America's largest Fourth of July Parade. The inaugural event in 2018 drew over 1,100 participants from the St. Louis and surrounding areas. The goal is for America's Birthday to become the largest timed run in the St. Louis area on the Fourth of July. The event features a 5K Run/Walk (with portions that run along the parade route), a free Kid's Run, gender-specific dri-fit singlet, finisher medals, affordable entry fees, personal finisher pies, free post-race beer, VIP viewing of the parade, and an after party everyone of all ages can enjoy.

DEMOGRAPHICS OF PARTICIPANTS

- Average age of participant: 32
- 59% of participants are female
- 83% of participants live in St. Louis area
- Participants from 31 states were represented in the 2018 race

FLEET FEET ST. LOUIS

Fleet Feet St. Louis is a locally owned and operated full-service specialty running business. We have provided professionally fit footwear and apparel, training, and racing opportunities for the St. Louis area since 1993. Our retail team directly interacts with approximately 5,000 active St. Louisans each month. Our retail customers are active consumers reflective of the running community as a whole.

- 68% run primarily to stay healthy
 - 63% female; 37% male
- 28% are 35-44; 27% are 45-54; 19% are 25-34; 17% are 55-64
 - 68% are married
- 36% have graduated from a 4-year college; 29% have a Master's degree
- 87% are employed full-time; 74% of those employed have an annual income of \$50K or above
- 8 in 10 follow running-related content on social media; 40% follow their local running store
 - 4 in 10 post-running-related content on social media
 - The average event participation is 8 races per year





Event Sponsor - \$525

Print & Community Signage

- Sponsor banner/signage in runner village near start/finish (supplied by sponsor)
- Sponsor invited to include promotional items/material in race packets

Social Media, Website & Marketing

- Sponsor logo on webpage on fleetfeetstlouis.com with link to company website
- Announcement of sponsor and promotion on FFSTL social media platforms and Facebook Event Page (18,000+ reach)

Additional Benefits

- 1 entry into America's Birthday 5K
- Reserved booth space in Runner Village
- Numerous announcements during event to promote sponsor business

Event Booth Only - \$450

- Reserved booth space in Runner Village
- Announcement during event to promote vendor booth

SPONSOR/VENDOR BOOTH COMMITMENT FORM

Company: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Signature: _____

All sponsorship information about America's Birthday 5K will be submitted to the person at the above address.

Level of Commitment:

- Sponsor: \$525
- Vendor Booth: \$450

Please contact Jules Vogel at 314-477-5404/jules@fleetfeetstlouis.com with questions or return this form to:

Fleet Feet St. Louis

Attn: Jules Vogel

3813 Mexico Rd.

St. Charles, MO 63303

Sponsorship fees are due within 15 days of signing the sponsorship agreement form. It is the sponsor's responsibility to provide a vector art file of their logo to include on marketing materials. Feet Feet is not responsible for information provided to us by sponsors, Please make sure all information provided is correct.