



2025 FREDERICK WOMEN'S DISTANCE FESTIVAL SPONSOR RECAP REPORT



RACE SUMMARY



The 36th annual Frederick Women's Distance Festival 5K was hosted by the Frederick Steeplechasers Running Club on August 2, 2025 at Frederick Community College.

NET PROCEEDS TO CHARITY

Women's Giving Circle of Frederick County

\$34,220

We had a terrific turnout again this year. With **678** registrants, we set a new high in the continued growth of the race. We fully met our dual goals of putting on a high-quality event while raising significant funds for our charitable beneficiary.

The Frederick Steeplechasers donated net proceeds of **\$34,220** to the Women's Giving Circle of Frederick County. This organization provides grants to local nonprofit organizations supporting programs and services promoting self-sufficiency for women.



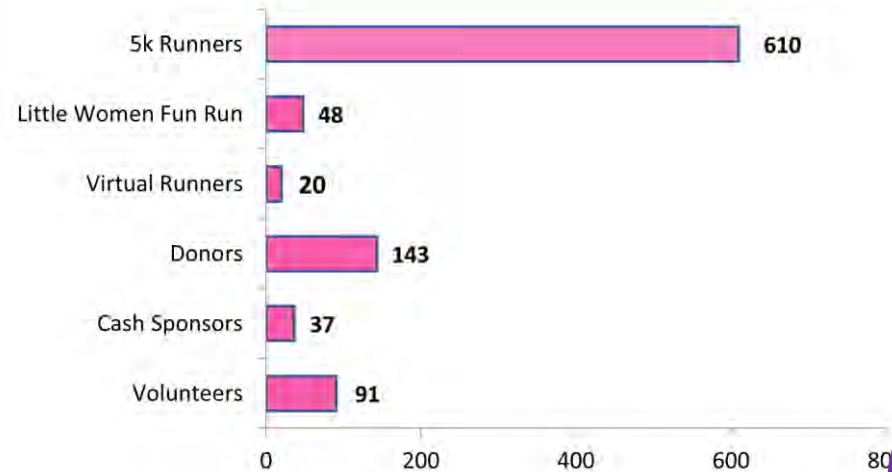
BY THE NUMBERS

- ❖ 678 registered runners (369 were loyal repeat participants)
- ❖ 91 volunteers across 115 positions
- ❖ 37 cash sponsors, 24 in-kind sponsors
- ❖ 143 donors (participants who added a donation onto their race entry)
- ❖ **\$34,220** donated to the Women's Giving Circle of Frederick County
- ❖ 58 hand-crafted awards and 105 custom cookies
- ❖ Rated 9.4 (out of 10) by our 2025 participants
- ❖ 10 months of planning!

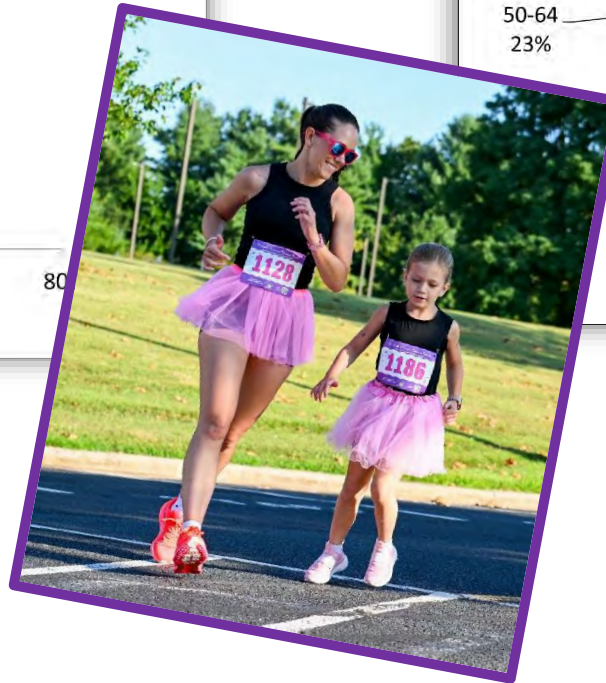
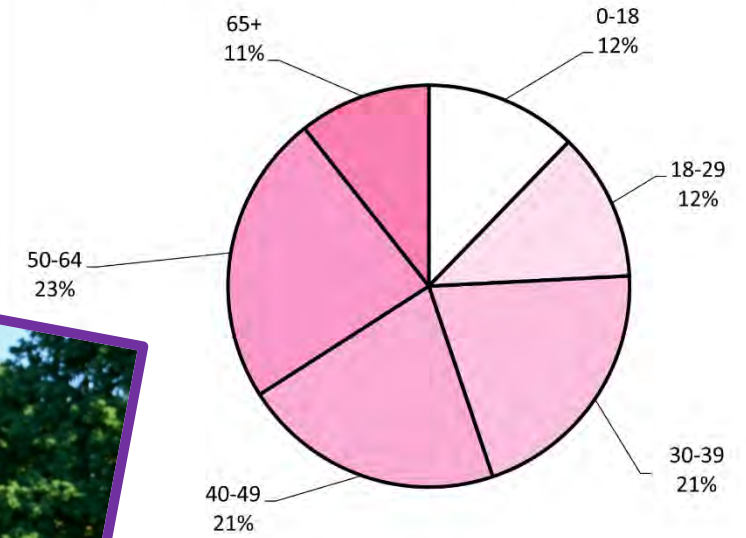


PARTICIPANT/RUNNER PROFILES

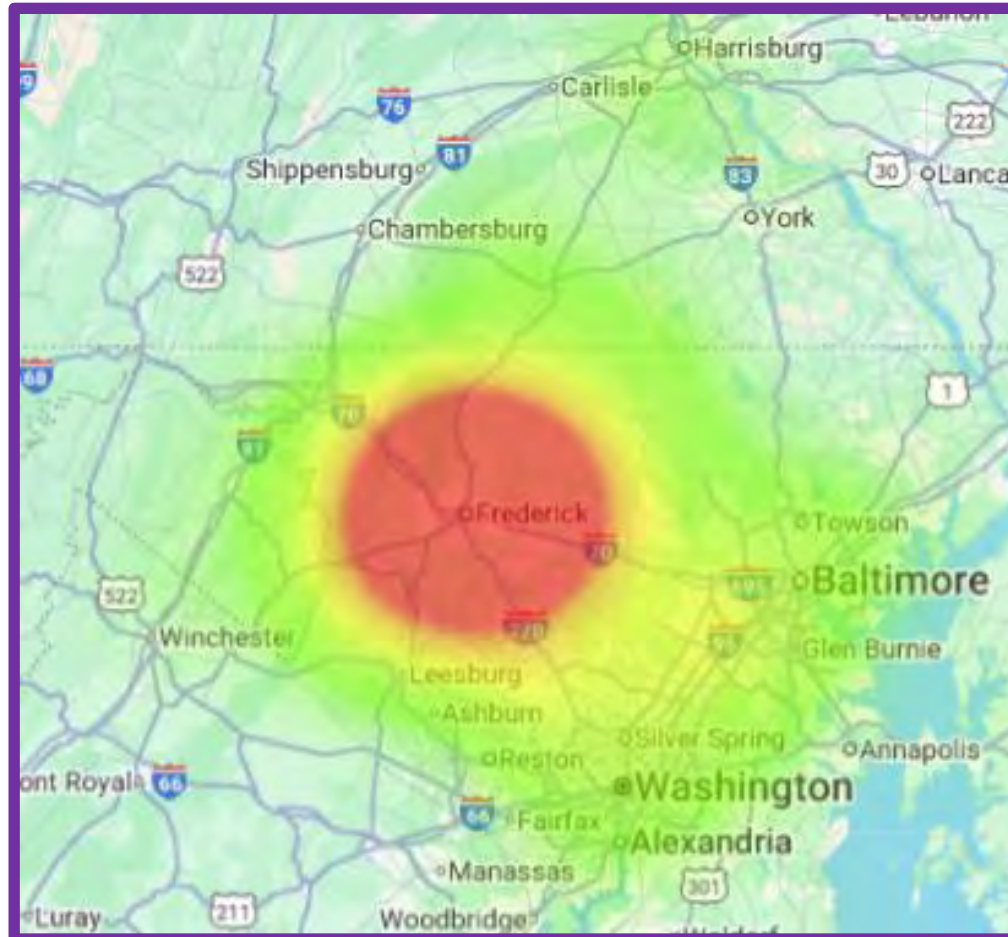
2025 WDF Participant Profile



2025 WDF Runner Age Demographics



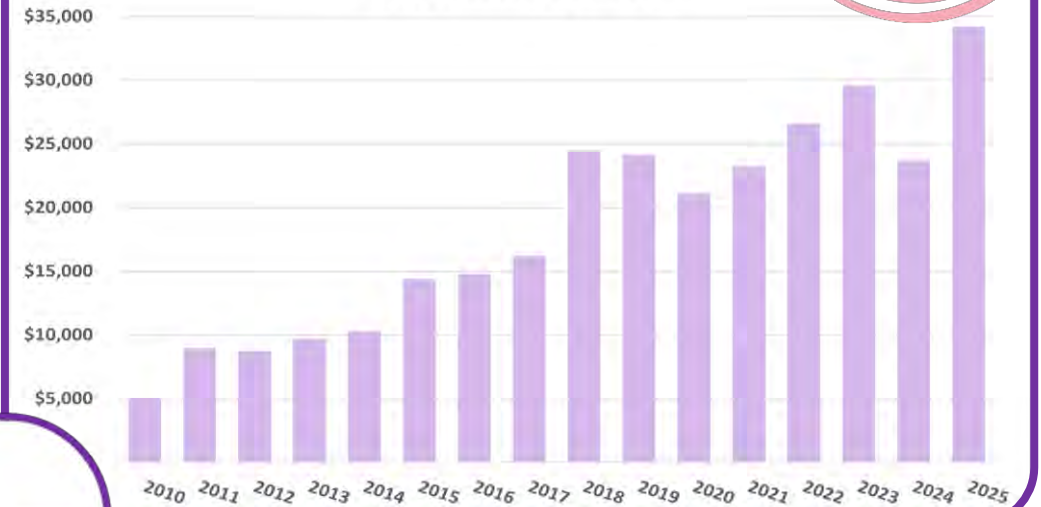
RUNNER REGIONAL DEMOGRAPHICS



YEAR-ON-YEAR TRENDS



**Frederick Women's Distance Festival
Net Proceeds Donation**



Frederick Women's Distance Festival Participation



Donation to Women's Giving Circle

\$295,115 since 2010



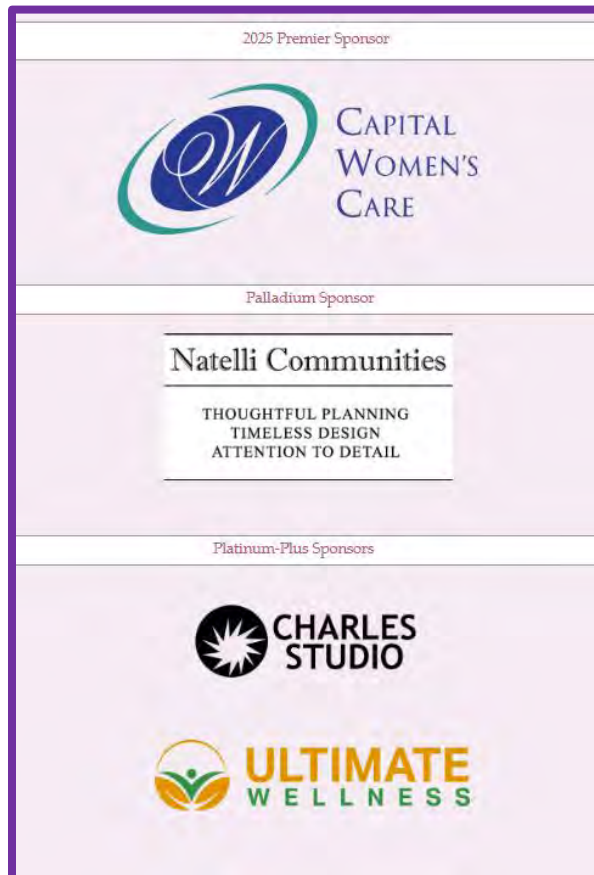
2025 SPONSORSHIP BENEFITS

	 2025 FREDERICK WOMEN'S DISTANCE FESTIVAL SPONSORSHIP OPPORTUNITIES				
	PREMIER SPONSOR \$3500	PLATINUM-PLUS SPONSOR \$1500	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250
Number of sponsorships available	1	5	Unlimited	Unlimited	Unlimited
Race Day Banner (supplied by us)	On arch leg; plus 3' x 6'	On arch leg; plus 3' x 6'	2' x 6' individual	2' x 5' individual	Shared
Name/Logo on home page of race website, posters, postcards	♥				
Logo on Race Bibs	♥				
Race Day	Prime location for Booth				
Email Promotion: Inclusion on mass emails (over 10,000 recipients)	♥	♥	♥		
Logo/Link on Race Registration Page	♥	♥	♥		
Race Bags: sponsor-supplied promotional material placed in race bags	♥	♥	♥	♥	
Logo on race shirt (commit by June 20th)	♥	♥	♥	♥	
Race Day Expo space (10' x 10')	♥	♥	♥	♥	♥
Thank you on Facebook page	Dedicated Post	Dedicated Post	Dedicated Post	Shared Post	Shared Post
Logo on race website sponsor page	♥	♥	♥	♥	♥
Complimentary Race Entries	10	5	4	3	2



SPONSOR WEBSITE RECOGNITION

www.frederickwdf.com/sponsors



All sponsor logos incorporate active links to sponsor website or Facebook page

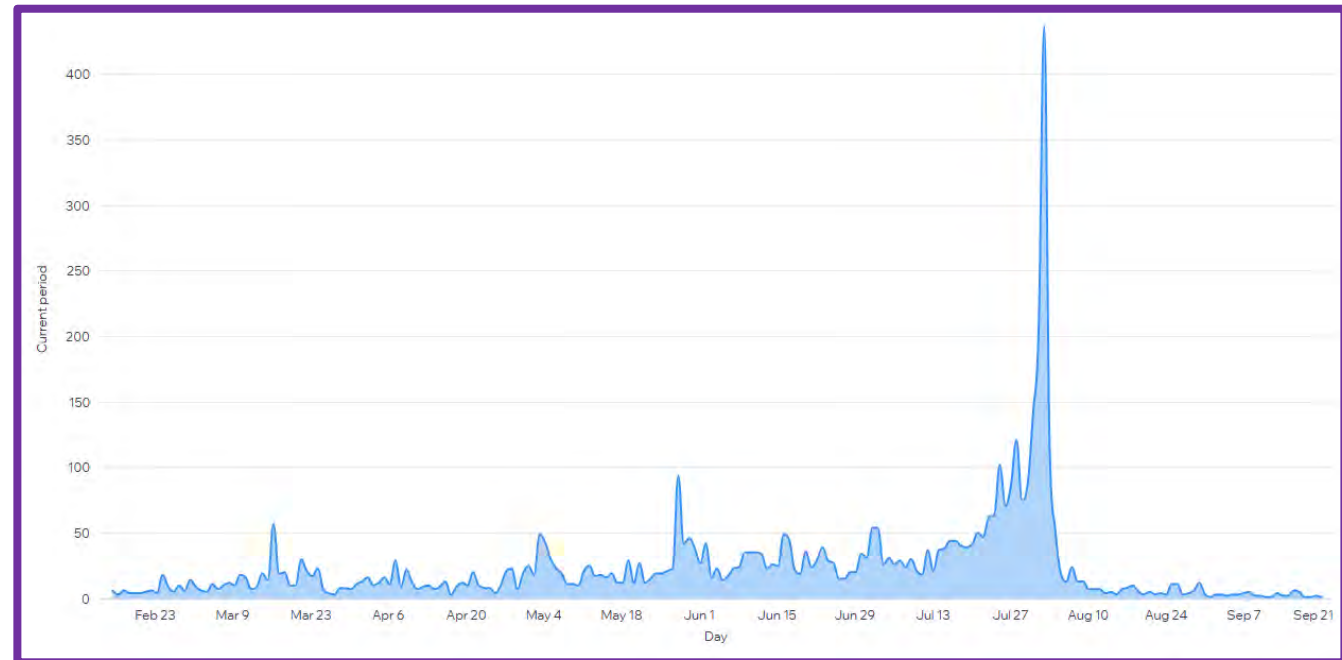


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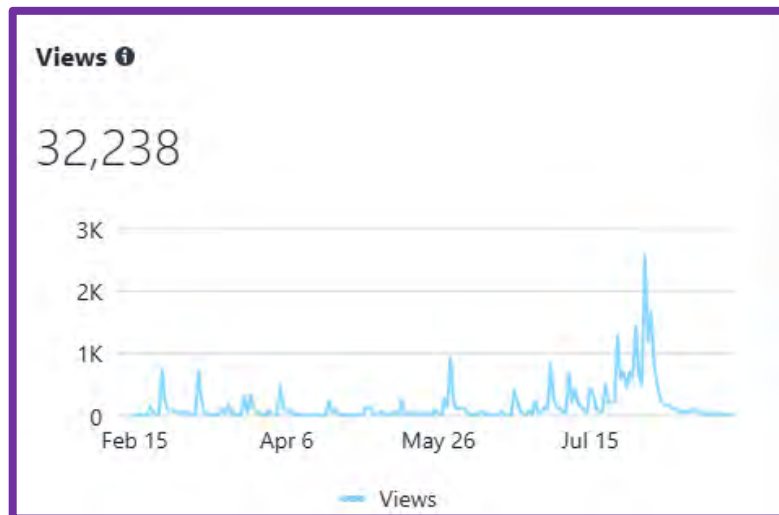


Website Page Views



SPONSOR RECOGNITION, SOCIAL MEDIA

Facebook: FrederickWDF Instagram: frederickwdf



Sponsors are thanked on the Frederick Women's Distance Festival Facebook Page with 1,190 followers and over 1,000 views for many posts. Most posts are also shared to Instagram (frederickwdf) with 211 followers (and growing).



SPONSOR RECOGNITION, MARKETING EMAILS

Marketing emails went out to 9,000+ local runners, promoting the race and recognizing our top sponsors with link to full sponsor list in the footer of each email.

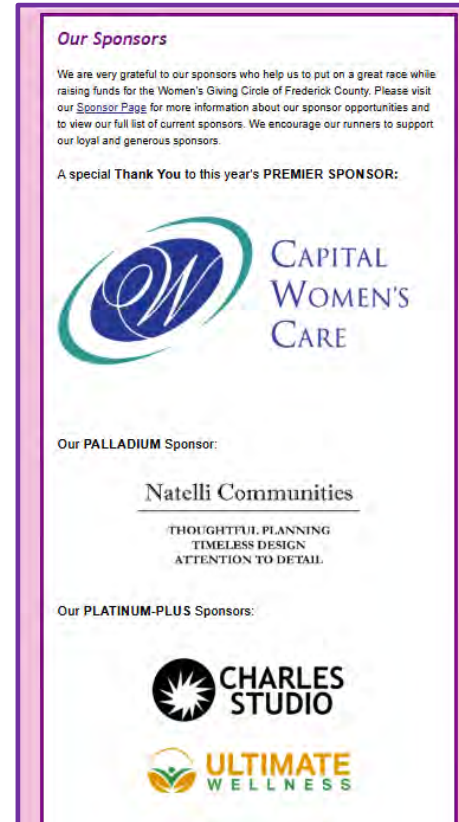
- March 16
- May 28
- July 2
- July 25



See example at:

<https://mailchi.mp/steeplechasers/2025-wdf-final>

44%
Open Rate



ON-SITE SPONSOR RECOGNITION/PRESENCE

Banners/Signs



We recognize all of our sponsors
with race-day signage



RACE SHIRT & SWAG BAGS

733 Shirts Printed, 550 Bags Stuffed



RACE WRAP-UP

Check out our website for links to results and photos at:
www.frederickwdf.com



RACE MARKETING

- ❖ 500 postcards (distributed to running stores, gyms, etc)
- ❖ Posters hung in local businesses
- ❖ Ads in Sass Magazine
- ❖ On-air promotion on 103.1 and 106.9 radio stations
- ❖ Ads in Sass Magazine
- ❖ Online race/event calendars
- ❖ Booth at Frederick Running Festival (5000+ participants) expo
- ❖ Four marketing email blasts to 9,000+ local runners
- ❖ Frequent content updates on race social media
- ❖ Frequent mention on Frederick Steeplechasers Running Club media channels
 - ❖ Facebook group (4,800+ members)
 - ❖ FSRC member news emails to 1,100+ paid club members
 - ❖ Logo/link on home page of steeplechasers.org



2025 postcard design



Frederick Running Festival Expo Booth



COMPETITIVE DIFFERENTIATORS

We're not "just another 5k"

- ❖ All-female race – supportive and empowering
- ❖ Finisher medals
- ❖ Free 9-week training program (100+ registrants)
- ❖ Walker/Beginner friendly, but still competitive for faster runners
- ❖ 1k Fun Run for girls
- ❖ Handcrafted awards
- ❖ USATF-certified Race Course
- ❖ Professional Timing
- ❖ Race Day Expo (sponsors and nonprofits)
- ❖ Photo Booth
- ❖ Net proceeds donated to Women's Giving Circle of Frederick County)
- ❖ 36 year history, organized by Frederick Steeplechasers Running Club
- ❖ Directed by RRCA-certified race director



THANK YOU TO CAPITAL WOMEN'S CARE

*2025 Premier Sponsor of the
Frederick Women's Distance Festival*

**PREMIER
SPONSOR**



CAPITAL
WOMEN'S
CARE

*Supporting the
Frederick
Women's Distance Festival
since 2016*

THANK YOU!



FREDERICK STEEPLECHASERS
RUNNING CLUB



LOOKING BACK, LOOKING FORWARD

Feedback

If you have any feedback on our 2025 event or suggestions on how to improve the sponsor relationship/experience, please contact us. We value your input!

Planning for 2026

We look forward to discussing 2026 sponsorship opportunities with you. Save the date!

August 1, 2026

Thank You!



Harriet Langlois – info@frederickwdf.com

