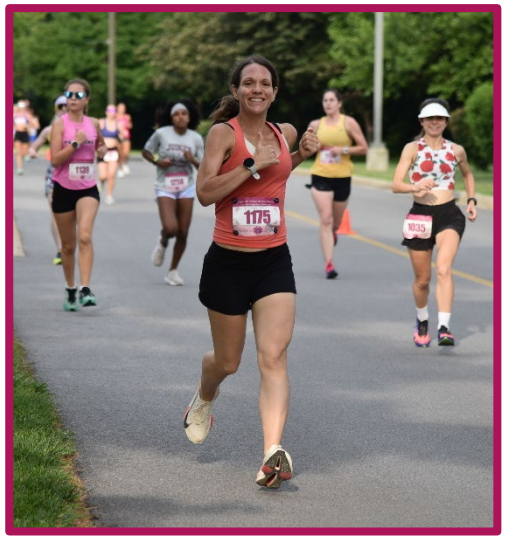


2026 Frederick Women's Distance Festival Sponsor Recap Report

Race Summary



We had a terrific turnout again this year. With ***739*** registrants, we set a new record in the continued growth of the race. We fully met our dual goals of putting on a first-class event while raising significant funds for our charitable beneficiary.

The Frederick Steeplechasers donated net proceeds of ***$33,403*** to the Women's Giving Circle of Frederick County. Through collective giving, the Women's Giving Circle makes a meaningful impact in Frederick County. Building on a 20-year legacy, the Giving Circle awards grants to local nonprofits that help women move from crisis to stability.

The 37th annual Frederick Women's Distance Festival 5K was hosted by the Frederick Steeplechasers Running Club on August 1, 2026 at Frederick Community College.



Net Proceeds to Charity

Women's Giving Circle of Frederick County

$33,403

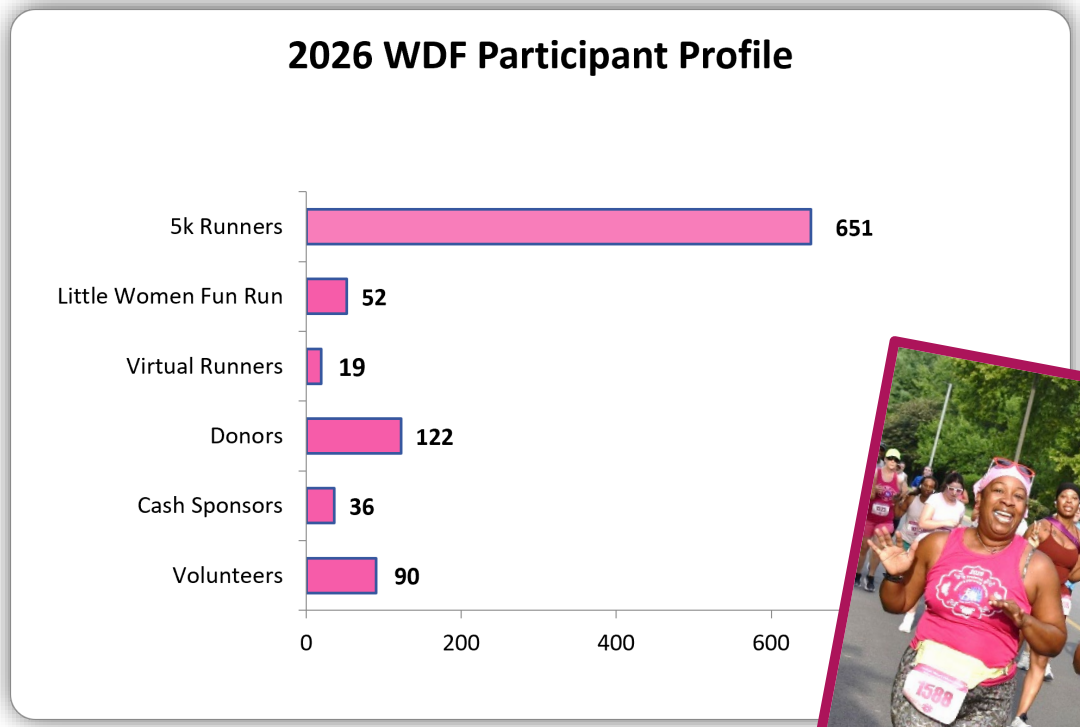
By the Numbers

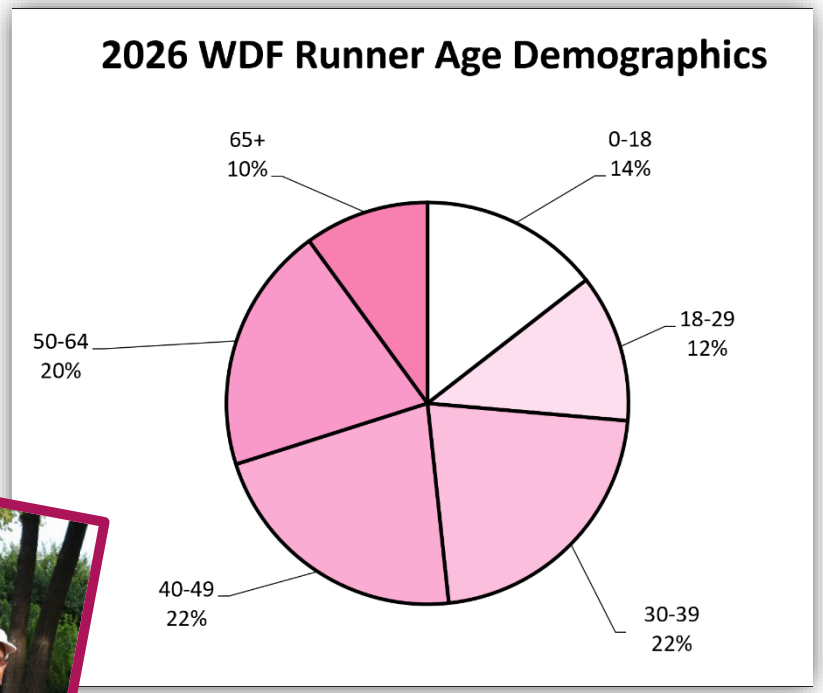
- 739 registered runners
- 90 volunteers across 116 positions
- 36 cash sponsors plus many in-kind sponsors
- 122 donors (participants who added a donation onto their race entry)
- **$33,403** donated to the Women's Giving Circle of Frederick County
- 58 hand-crafted awards and 105 custom cookies
- Rated 9.7 (out of 10) by our 2026 participants
- 10 months of planning!





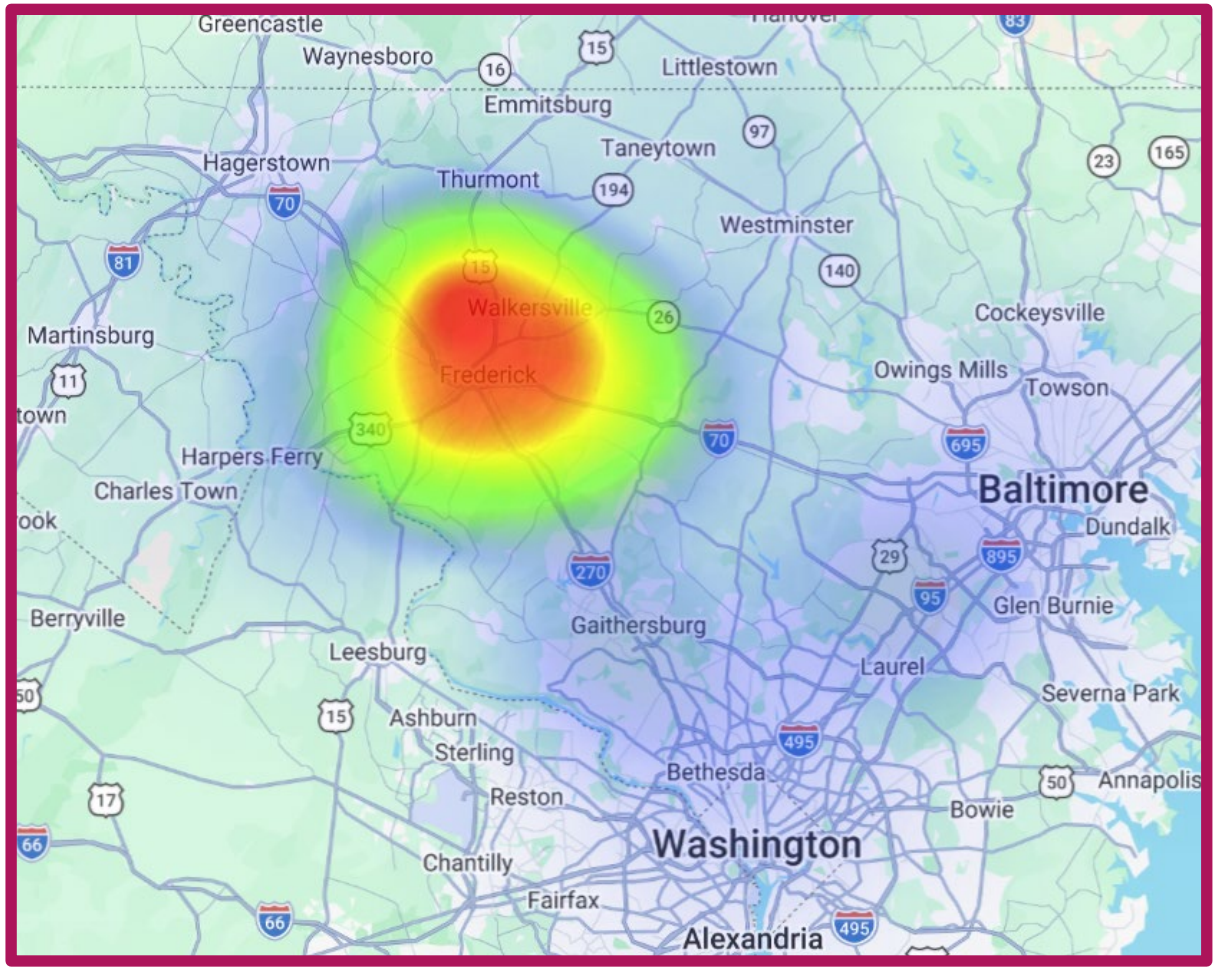
Participant/Runner Profiles





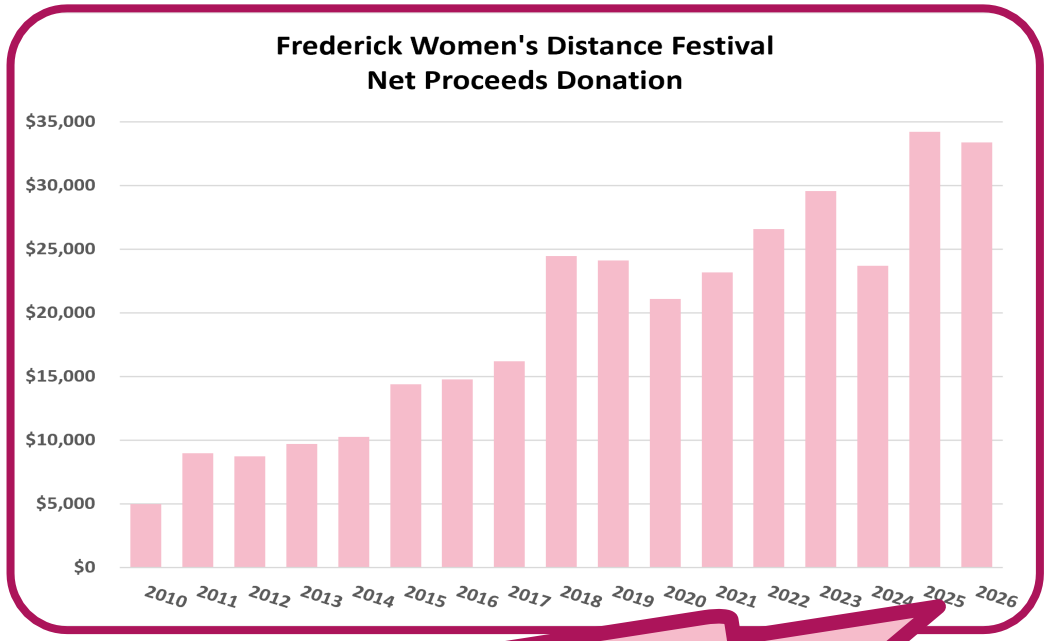


Runner Regional Demographics

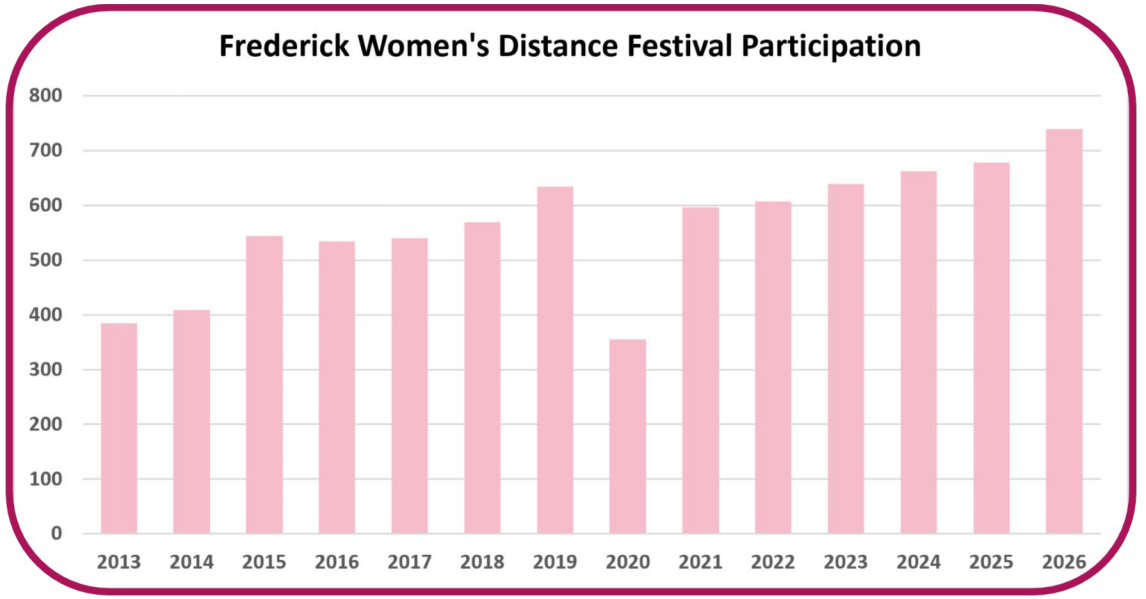


Year-On-Year Trends

THE Women's Giving Circle OF FREDERICK COUNTY

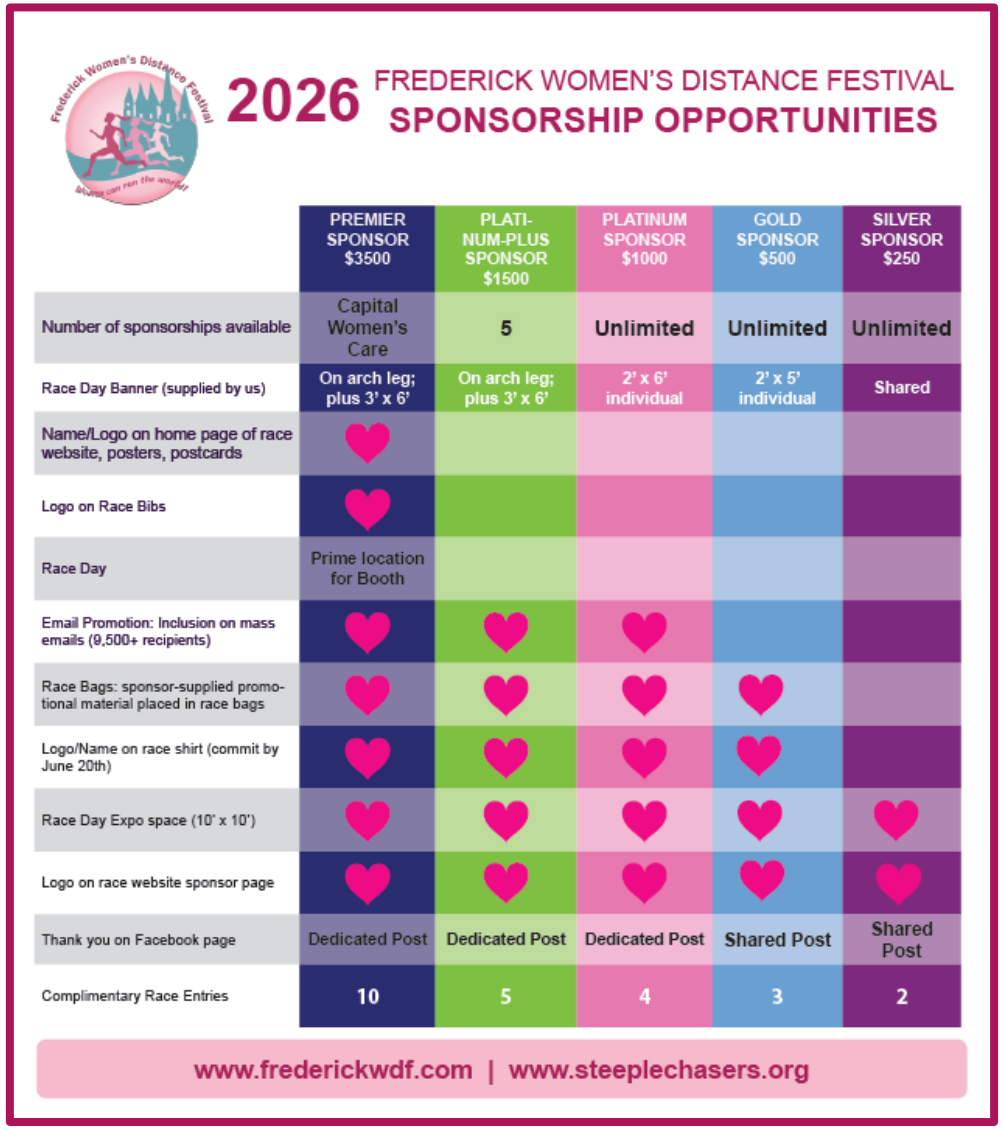


$328,517 since 2010



2026 Frederick Women's Distance Festival

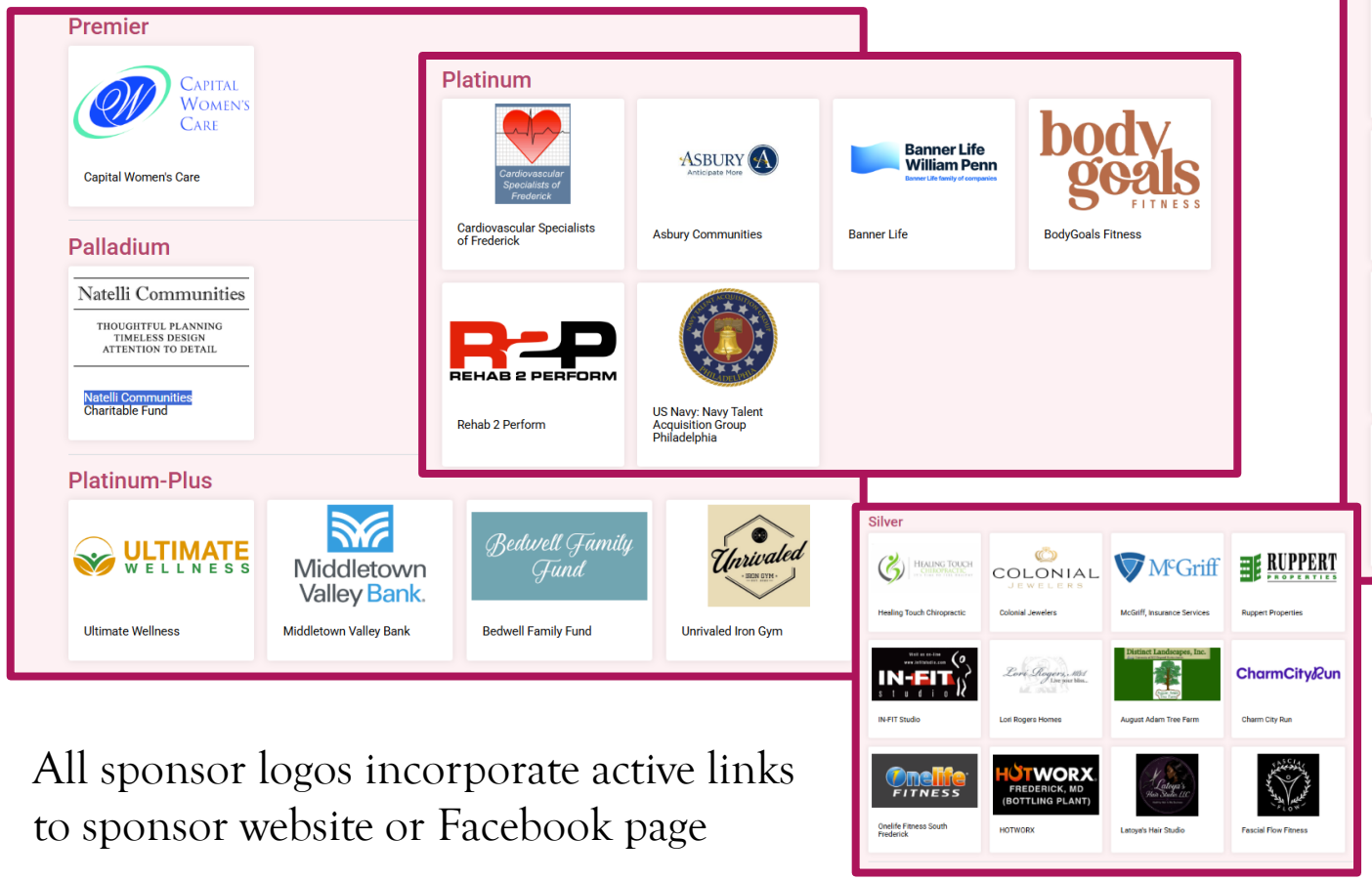
2026 Sponsorship Benefits



	PREMIER SPONSOR $3500	PLATI-NUM-PLUS SPONSOR $1500	PLATINUM SPONSOR $1000	GOLD SPONSOR $500	SILVER SPONSOR $250
Number of sponsorships available	Capital Women's Care	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 (9,500+ recipients)	♥	♥	♥		
Race Bags: sponsor-supplied promo-tional material placed in race bags	♥	♥	♥	♥	
Logo/Name on race shirt (commit by June 20th)	♥	♥	♥	♥	
Race Day Expo space (10' x 10')	♥	♥	♥	♥	♥
Logo on race website sponsor page	♥	♥	♥	♥	♥
Thank you on Facebook page	Dedicated Post	Dedicated Post	Dedicated Post	Shared Post	Shared Post
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

32,218 website page views over the period that registration was open

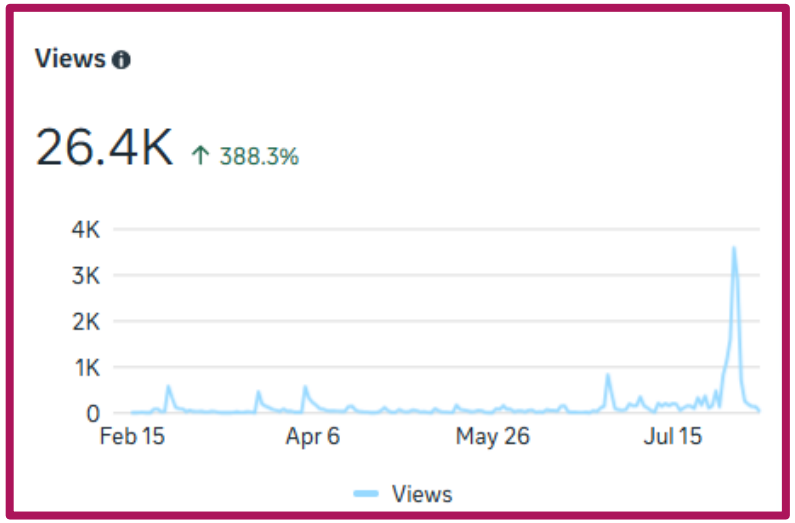
Sponsor Recognition, Social Media

Facebook: FrederickWDF Instagram: frederickwdf









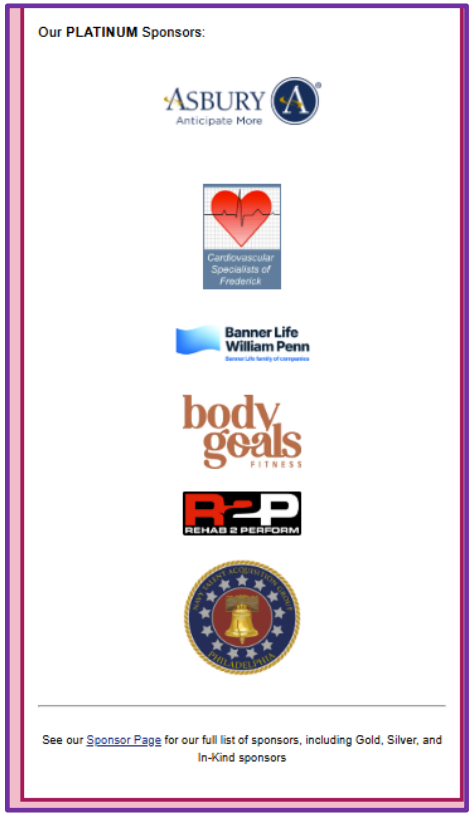
Sponsors are thanked on the Frederick Women's Distance Festival Facebook Page with **1,251** followers and over 1,000 views for many posts. Most posts are also shared to Instagram (frederickwdf) with 235 followers (and growing).

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
- June 29
- July 24





See example at:
https://mailchi.mp/steeplechasers/2026-wdf-4

On-site Sponsor Recognition/Presence

Banners/Signs













We recognize all of our sponsors with race-day signage

Race Shirt & Swag Bags

726 Shirts Printed, 600 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)
- Ads in Sass Magazine
- On-air promotion on 103.1 and 106.9 radio stations
- Online race/event calendars
- Booth at Frederick Running Festival (6000+ 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 (5,200+ members)
  - FSRC member news emails to 1,100+ paid club members
  - Logo/link on home page of steeplechasers.org



2026 postcard design



Frederick Running Festival Expo Booth

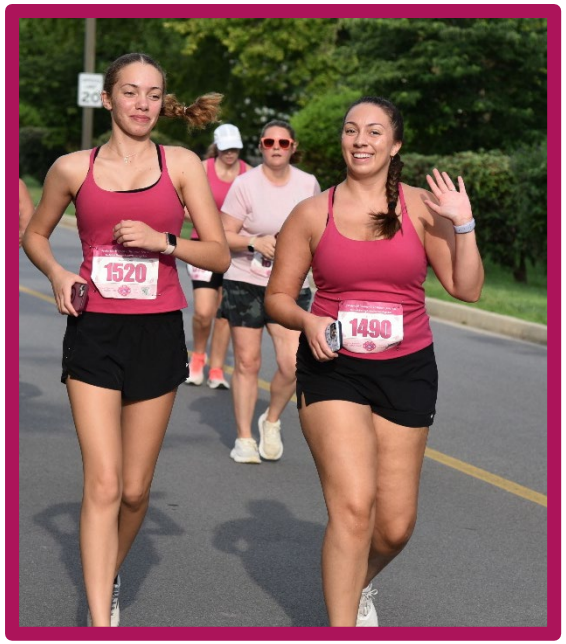
Competitive Differentiators

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)
- 37 year history, organized by Frederick Steeplechasers Running Club
- Directed by RRCA-certified race director

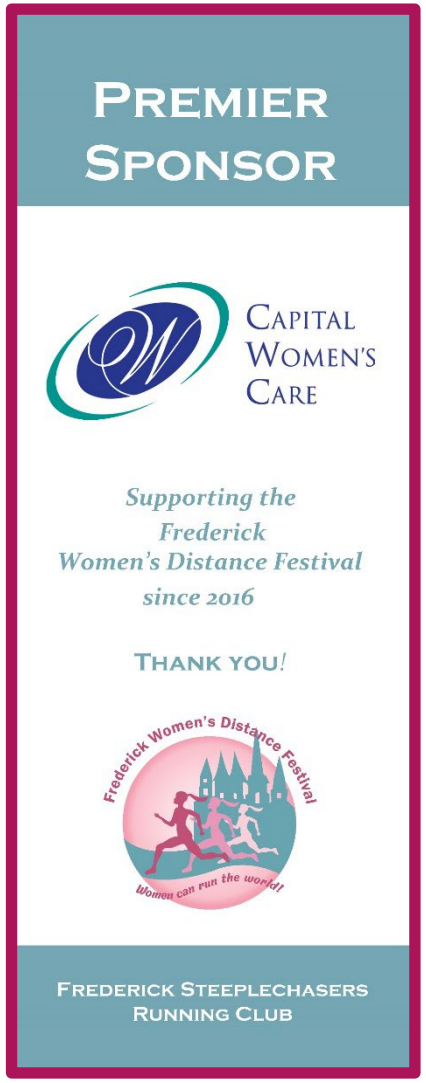






2026 Frederick Women's Distance Festival

Thank you to Capital Women's Care



2026 Premier Sponsor of the Frederick Women's Distance Festival



Looking back, Looking forward

Feedback

If you have any feedback on our 2026 event or suggestions on how to improve the sponsor relationship/experience, please contact us. We value your input!

Planning for 2027

We look forward to discussing 2027 sponsorship opportunities with you. Save the date!

August 7, 2027

Thank You!



Harriet Langlois, Race Director
Alexa Bedwell, Asst Race Director
info@frederickwdf.com