



2025

SUMMER SOLSTICE 8K - SPONSOR RECAP REPORT



RACE SUMMARY

The 10th annual Frederick Summer Solstice 8K was hosted by the Frederick Steeplechasers Running Club on June 14th, 2025 at the Walkersville Volunteer Fire Company.



We had another great turnout with **513** registered participants. The many positive accolades we received on our runner survey tells us that we're doing something right. We are pleased to report that we fully met our dual goals of putting on a high-quality race while raising significant funds for our charitable beneficiary.

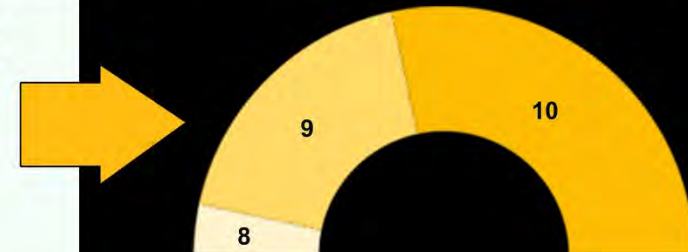
The Frederick Steeplechasers donated net proceeds of **\$12,791** to the Frederick chapter of Blessings In A Backpack.

RUNNER SURVEY RESULTS

AVERAGE

9.5

(OUT OF 10)



"A very nice and safe course. Awesome volunteers. Can't wait until next year's race. Thank you!"



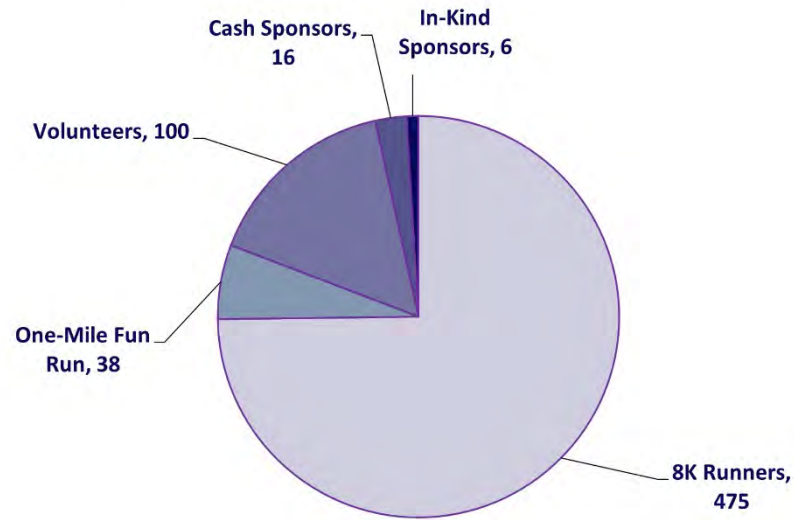
BY THE NUMBERS

- ❖ 513 registered runners
- ❖ 100 volunteers, filling 122 positions
- ❖ 16 cash sponsors
- ❖ 6 in-kind sponsors (food, water, promotion, services)
- ❖ 125 donors (participants who added a BIAB donation to their registration)
- ❖ Rated 9.5 (out of 10) by our 2025 participants
- ❖ \$12,791 in net proceeds donated to Blessings In A Backpack
- ❖ 10 months of planning!

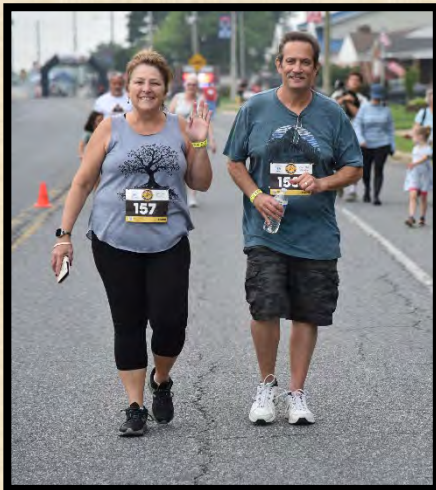
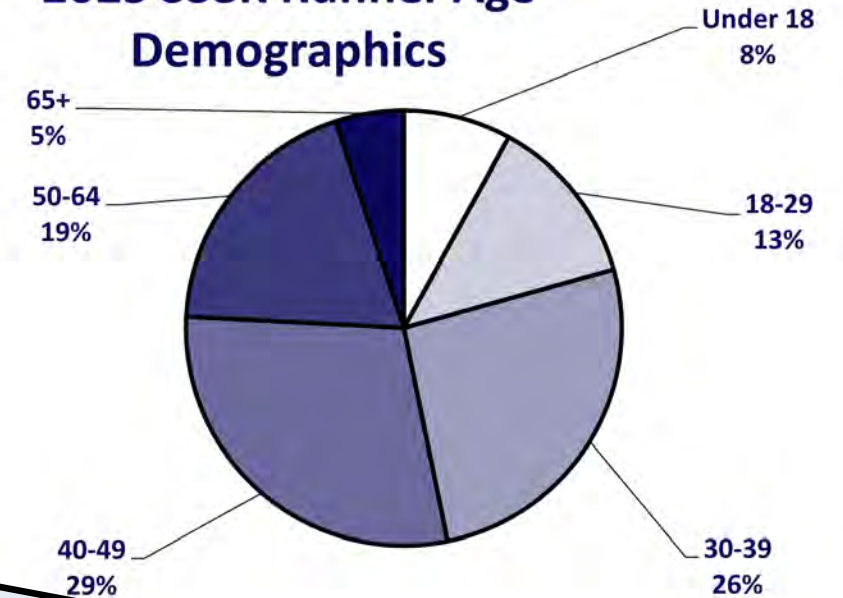


PARTICIPANT/RUNNER PROFILES

2025 SS8K Participant Profile



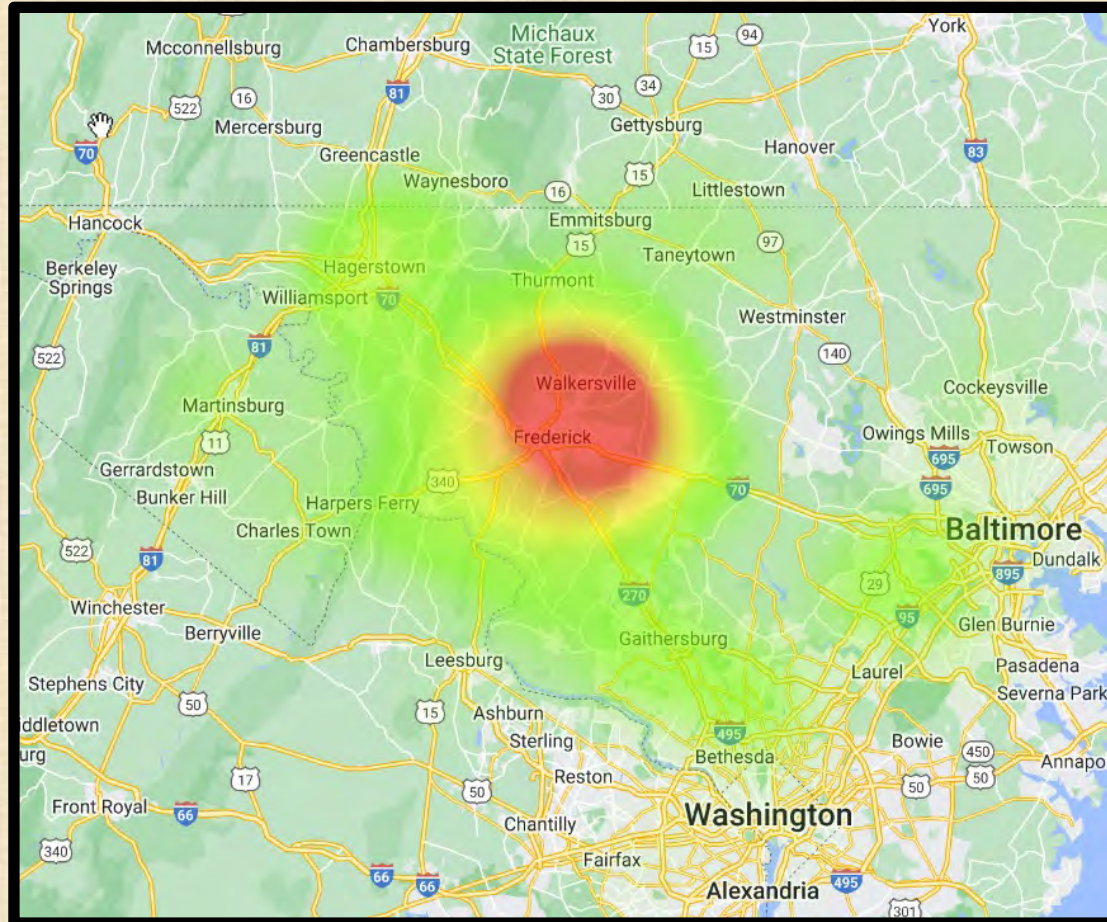
2025 SS8K Runner Age Demographics



55% Female
45% Male



RUNNER REGIONAL DEMOGRAPHICS

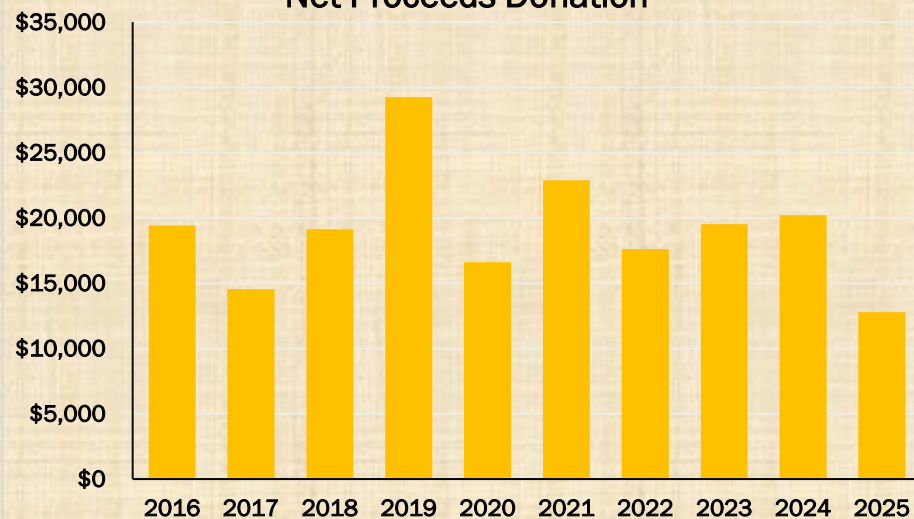


YEAR-ON-YEAR TRENDS

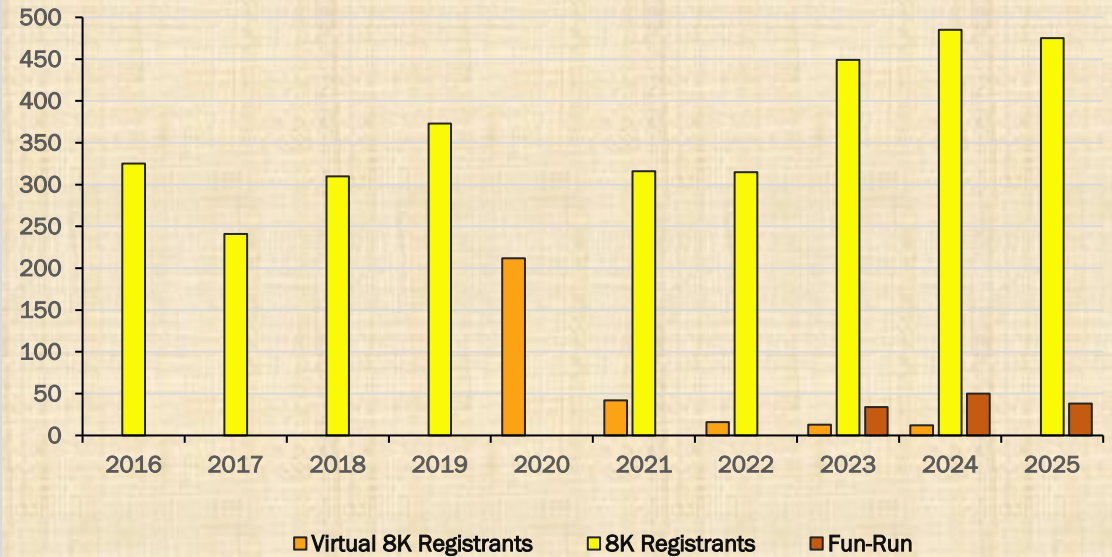


\$192,058 DONATED SINCE 2016

Frederick Summer Solstice 8K
Net Proceeds Donation



Frederick Summer Solstice 8K Participation



2025 SPONSORSHIP BENEFITS



2025 FREDERICK SUMMER SOLSTICE 8K SPONSORSHIP OPPORTUNITIES

	PREMIER SPONSOR \$2500	PLATINUM PLUS SPONSOR \$1500	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250
Number of sponsorships available	Alpha Project Physio & Performance	5	Unlimited	Unlimited	Unlimited
Name/Logo on home page of race website and race bib					
Mention in post-race press release					
Banner on Start/Finish Line Arch (Commit by May 14)					
Email Promotion: Inclusion on mass emails (over 9,500+ recipients)					
Logo or name on Race Shirt (commit by May 14)					
Race Day Expo Space (10' x 10')					
Banner in Race Celebration Area	3' x 6'	2' x 6'	2' x 6'	2' x 5'	Shared Banner
Thank you on Facebook page	Dedicated Post	Dedicated Post	Dedicated Post	Shared Post	Shared Post
Logo on Race Website					
Complimentary Race Entries	6	4	3	2	1



SPONSOR WEBSITE RECOGNITION

www.frederickss8k.com/sponsors

Premier Sponsor



ALPHA PROJECT
PHYSIO & PERFORMANCE

Alpha Project Physio and
Performance
Sponsor Offer

Platinum Plus Sponsors



Saputo Dairy Foods USA



Avemco



DIOS TECH

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

Silver Sponsors



Galaxy Control Systems



Verbena Salon and Spa

In-Kind Sponsors



Key 103



106.9 The Eagle



Wegmans



Charm City Run



Tree Trekkers



Fortress Foundation Solutions

Platinum Sponsors



Nymeo



Charles Studio



Rice Tire

Gold Sponsors



South Mountain Creamery



RAK Brewing Co.



Katzenell Residential



Frederick Foot & Ankle



Mobile Veterinary Surgery



Charm City Run
Sponsor Offer



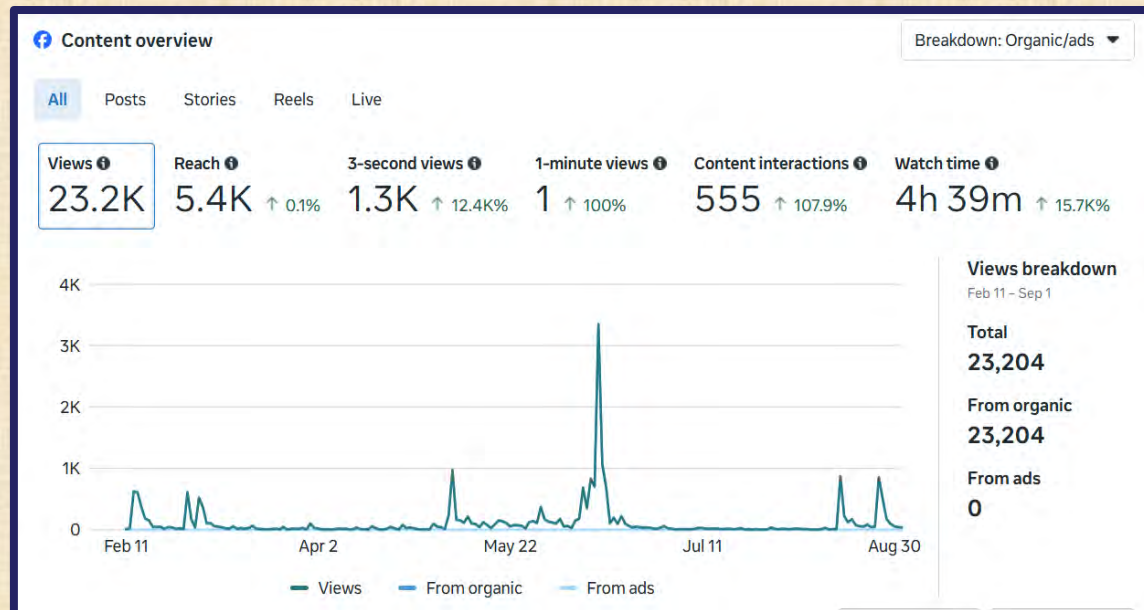
Renewal By Andersen



SPONSOR RECOGNITION, SOCIAL MEDIA

www.facebook.com/frederickss8k

Sponsors are thanked on the Frederick Summer Solstice 8K Facebook Page with 790 followers and Total Views of 500-2,000 for many posts.



Frederick Summer Solstice 8K
Published by Frederick Summer Solstice 8K · May 13 · 🌐

Sponsor Shoutout! 📢 Rice Tire

A huge thank you to Rice Tire for supporting the Summer Solstice 8K! With a local shop right here in Frederick, Rice Tire has been a trusted name in tire sales and auto services for over 60 years. Whether you need new tires, reliable auto repairs, or routine maintenance, their expert team has you covered to keep you safely on the road.

Runners know that every mile counts—and Rice Tire ensures your ride is just as smooth and dependable as your stride. Stop by their Frederick location for top-notch service from a team that truly cares.

Grateful for your partnership and commitment to our local running community! 🙏

#SponsorSpotlight #ThankYouRiceTire #SupportLocal #RunFrederick #SummerSolstice8K #DriveSafeRunStrong



SPONSOR RECOGNITION, MARKETING EMAILS

- Marketing emails went out to 9,300+ local runners, promoting the race and recognizing our sponsors with links to sponsor websites.
 - February 15
 - March 29
 - May 17
 - June 9

See example at:

<https://mailchi.mp/steeplechasers/ss8k-2025-june>

42.6%
Open Rate



Premier Sponsor	Gold Sponsors
	   
Platinum Plus Sponsors	  
  	Silver Sponsors  
Platinum Sponsors   	In Kind Sponsors   



ON-SITE SPONSOR RECOGNITION/PRESENCE

Banners/Signs around race celebration area and on finish-line arch

PREMIER SPONSOR



GOLD SPONSOR



Platinum-Plus Sponsors



THANK YOU
for supporting the
Frederick Summer Solstice 8K

FREDERICK STEEPLECHASERS
RUNNING CLUB

PLATINUM SPONSOR



We recognize all of our sponsors
with race-day signage



RACE SHIRT

550 Shirts Printed with sponsor logos



COMPETITIVE DIFFERENTIATORS

We're not “just another race”

- Twilight race within a few days of the longest day of the year
- 8k is a less common distance, plus One-Mile Fun Run
- Organized by Frederick Steeplechasers Running Club – a 501(c)(3) organization putting on races since 1975
- Net proceeds donated to charity (Frederick chapter of Blessings In A Backpack)
- USATF-certified Race Course through the town of Walkersville and Heritage Farm Park
- Professional timing by Racine Multisports
- Race Night Expo, including sponsors, vendors
- After-party with craft beer from RAK Brewing and live music by The FEW– well-known on the Frederick music scene
- Directed by RRCA-certified race director



THANK YOU TO ALPHA PROJECT PHYZIO & PERFORMANCE

Premier sponsor of the
2025 Frederick Summer Solstice 8K



PREMIER SPONSOR



RACE WRAP-UP

Check out our website for links to results and race photos frederickss8k.com



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!

JUNE 13, 2026

Thank You!

Harriet Langlois, 2025 Race Director

info@frederickss8k.com

