

## A HISTORY OF THE EVENT

The Lady Distance Classic 10K/5K & Family Festival is proud to be celebrating its eighth year. In 2002 Fleet Feet Sports owner, Susan Frankel, along with a small group of women acted on a vision to create a women's only event to encourage women to get and stay fit and to promote the health and well-being of women and girls.

The Lady Distance Classic takes place at the Blue Ash Recreation Center & in the Blue Ash Nature Park.

The event continues to have the support of many local & national businesses including: Brooks Sports, Oxford Physical Therapy, Starbucks, Samurai Sam's, Qdoba Mexican Grill, etc.

## AN OVERVIEW

The Fleet Feet Sports Lady Distance Classic:

- Is the only all women's event in the greater Cincinnati area and the only women's event to provide prize money for the top finishers.
- Is considered to be one of the top ten running/walking events (based on number of participants) in the greater Cincinnati area.
- Includes a kids' event, the Lil' Bug Run for boys & girls age 12 and under.
- Includes a post-event family festival with food, music, health oriented vendors & demonstrations, kids' activities and opportunities for product sampling.



## THE LIL' BUG KIDS FUN RUN & 1 MILER

The Lil' Bug Kids Fun Run has been a part of the Fleet Feet Sports Lady Distance Classic since its inception in 2002. These events are geared toward boys and girls 2-12 years old. Girls older than 12 are encouraged to run or walk the LDC 5K.

Fleet Feet Sports is committed to the health and well-being of our entire community—with children considered to be a priority. Children today are eating more, exercising less and facing alarming health issues—like early onset heart disease, diabetes, high blood pressure, etc.

The Lil' Bug Kids Fun Run & 1 Miler promotes the importance of exercise while creating a fun atmosphere for children. If kids become excited about fitness, they are more likely to carry this passion forward into adulthood—ultimately growing into healthier and more active adults.

For more information, please contact:  
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Saturday, August 7, 2010

## Sponsorship Information

Supporting the Cincinnati Children's Hospital Medical Center Cervical Cancer Prevention Project.

[www.ladydistanceclassic.com](http://www.ladydistanceclassic.com)

## 2010 EVENT OUTLINE

At the 2010 Lady Distance Classic:

- 2,000 women will run or walk the 5K or 10K events.
- 275 boys & girls will run or walk the Lil' Bug Fun Run.
- Approximately 3,500-4,000 people will attend the post-race Family Festival.
- 55 Vendors will participate in the Family Festival.
- Proceeds from the event will support the Cincinnati Children's Hospital Medical Center Cervical Cancer Prevention Project.

## PARTICIPANT DEMOGRAPHICS

Participants from the 2009 Lady Distance Classic represented the following

**Geographic Areas:**

- **31%** were from Blue Ash, Montgomery, Glendale, Sycamore Township & Symmes Township;
- **20%** were from Mason, Loveland, West Chester & Lebanon;
- **19%** were from Hyde Park, Oakley, Mt. Lookout & Norwood;
- **18%** were from Mariemont, Madeira, Indian Hill, Forest Park & Anderson.

Participants from the 2009 Lady Distance Classic fell into the following

- Age Groups:**
- **22%** were Age 20 & Under;
  - **26%** were Age 21- 34;
  - **42%** were Age 35- 55; and
  - **8%** were Age 56- 65.

## 2010 LADY DISTANCE CLASSIC OVERVIEW OF SPONSOR BENEFITS

Sponsor Levels	Major Sponsor	Premier Sponsor	Supporting Sponsor	Booth Sponsor*
<b>Company Visibility</b>	<b>\$5k</b>	<b>\$2.5k</b>	<b>\$1k</b>	<b>\$200</b>
Company name highlighted in event title "LDC presented by..."				
Company name highlighted in sub-event title "Lil' Bug presented by..."	•	•		
Logo placement on 20,000 race entry/event brochures	•	•	•	
Logo placement on 500 event posters	•	•		
Logo placement on event web site	•	•	•	
Opportunity for a promotional event via the event web site	•	•		
Logo placement on Fleet Feet Sports Web Site	•	•	•	
Logo placement on 2,000 event t-shirts	•	•		
Logo placement on Volunteer shirts	•			
Logo placement on Lil' Bug kids shirts	•	•		
Logo inclusion on pre-race media advertising	•	•		
Targeted mentions via weekly e-mail newsletter to 7,000+	•	•		
Insertion of company brochure, product or other item in event goody bag	•	•	•	
10 X 10 Booth Space at the Family Festival	•	•	•	•
General sampling of company brochure/product at event	•	•	•	•
<b>Event Day Recognition</b>				
Participation in event start & festival activities	•			
Company official to speak at awards ceremony	•			
Lead race vehicle for automobile sponsor				
Company highlighted on start/finish banners	•			
Company highlighted on festival banners	•	•	•	
Opportunity to display company banners at finish line area	•	•	•	
Company provided tent & sampling opportunity at Family Festival	•	•	•	•
Inclusion in literature insert 2000+	•	•	•	•
Event entries for Company Employees, etc.	•	•	•	

\*As a Booth Sponsor of the Fleet Feet Sports Lady Distance Classic you will:

- Have the opportunity to market to and interact with 3,500+ women, men & children;
- Participate in a unique outdoor Family Festival that hosts more than 50 vendors—this expo is larger than the Heart Mini Marathon Health Expo, the Reggae Run & Run Like Hell post-race parties (several of the largest running/walking events in the Cincinnati area); and
- Have a regular flow of traffic throughout the duration of the festival—the event is designed to ensure ongoing participation & maximum exposure for our sponsors.