



# XC Thrillology Trail Run/Walk EVENT PARTNERSHIPS

## WHO ARE WE!

Kenosha Running Company, Inc is focused on developing and managing trail running and walking events in Kenosha County, Wisconsin. We have successfully introduced seven events in 2015 and will continue with those events and will be adding two - four events in 2016.

We have created a unique niche in the running/walking fitness industry in Northeast IL and Southeast WI, with our style of trail and cross country course events, our desire to provide unique food-craft beer-craft soda post event and in addition to normal awards, we also hand out awards based on many other fun and personal information.

The largest demographic is women and men, 35 - 55 and live within a 45 mile radius of Kenosha, this accounts for about 65% of our runners and of that group 60% are women. Our focus on providing a great time on the trails and social time afterwards is a perfect environment for this demographic and is growing!

### We market our events in a variety of ways.

#### "The Top 10" are listed below:

1. Facebook (we boost several post a week to a very defined target audience)
2. XC Thrillology Newsletter (issued and e-mailed out every 3 weeks to about 4,500)
3. E-mail blasts through Constant Contact every 2-3 weeks to about 4,500
4. Maintain and keep our website fresh
5. Introduce our events at our events
6. Work with other Race Directors to promote our events
7. Have partnered with the Wisconsin Marathon, Fox Cities Marathon and North Face Endurance Challenge
8. We have developed a "Rundraising Program" allowing charities & non-for-profit groups to use our events as a fundraiser
9. We have our events listed in numerous race calendars that are in-print and listed on running-related race website calendars
10. Entry forms placed in local fitness clubs, running shoe stores and gathering places for runners

### Select Avenues to be Associated with our Events ("Top 10" and in no particular order)

1. Attend our event and introduce your product or service
2. Have your information in the runner's packets
3. Become an official partner for our Trail Series and/or the Hilloopy 100+ Relay & Hot Hilly Hairy Ultra
4. Be included with an article in our XC Thrillology Newsletter
5. Have your logo on our e-mail blasts that is linked to your website
6. Have your logo on our downloaded event entry forms, logo would be hot linked to your website
7. Have your logo and brief description of your company on our website
8. Be a naming partner for our Trail Event Series and/or Hilloopy 100+ Relay & Hot Hilly Hairy Ultra
9. Have product samples in our runner's packet or available at our events
10. We are open to your ideas to best get your company involved

Just like our events, we are very laid back, welcoming and realize the best relationship is one that benefits you more than us! Keeping this in mind, you are invited to set up an area at any of our trail events, get to know our runners and walkers, introduce yourself and your products and/or services for only \$100.00. Call it a test run or walk! If you think we are a good fit then let's talk about how we can best work together.

If you have already determined we are a fit, GREAT! We do not have a typical package (like a Platinum Level), as we want you to determine what best fits your company's style. In order to create a platform for discussion, review the following: Trail Series Partner, Article in XC Thrillology Newsletter (6 times per year), Logo on website - email blasts - PDF entry forms, information in runner's packets, Facebook post (boosted) introducing you as a Partner & follow up posts as requested (up to two per month) and you attend our events. Partnership Investment \$1,000.00. This would be for a twelve month period of time as we have events year round.

### To further discuss our Partnership contact:

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