

2017 Marketing Program for XC Thrillology Events



Kenosha Running Company Inc. is entering its fourth year of developing and managing trail running and walking events, ultra events and relays in Southeast Wisconsin. We have grown from two events in 2013 and will host seventeen events in 2017. We will also be introducing canicross at select events throughout the year.

Not sure what canicross is, just ask!





We have developed a unique relationship with our runners and walkers through our events that embrace new trail runners, first time ultra runners, those that love the trails and especially those that love to socialize with good food and beer post run or walk. Our non-traditional swag, custom-made running artwear and laid back approach are a great combination to create lasting memories and wonderful referrals!

What makes us a non-traditional event management company:

1. We will be offering introductory trail running and walking on six Wednesdays on the great trails throughout the Kenosha County Park System.
2. We offer group trail runs and walks for all abilities on most Sundays throughout the year.
3. We have a monthly newsletter that reaches over 6,900 readers.
4. We offer select products for sale at our events.
5. We are an official training partner for the North Face Endurance Challenge Series.
6. We will sponsor other trail running events in Southeast Wisconsin and Northern Illinois.
7. Our events are personal in nature, welcoming to everyone of all abilities, most events are dog-friendly and most participants stay long after the running/walking is completed.
8. What makes our events most special are those that run, walk and support this craziness!

We have a unique fundraising aspect to our events called, "Rundraising". We allow any charity or good cause or individual running for a charity to use our event for a fundraiser. 2017 will be the second year for this program and we hope that it grows and benefits many in our community and beyond.

Some information and statistics for you to consider...

1. Our events are all currently held in Kenosha County, Wisconsin. Which is located between Chicago and Milwaukee. The vast majority of our runners/walkers live within 50 mile radius, but have attracted runners from: NY, DE, MS, IA, MN, NE, IN and MO.
2. Women account for about 60% of our entrants.
3. Those 35-55 years old account about 65% of our entrants. The majority being women, about 55%.
4. Our plan is to have a conservative estimate 1,800 – 2,000 entrants for our events.
5. Our Facebook currently has over 1,200 likes and we actively boost posts.
6. Total number of impressions your brand will benefit from per year...

| Brand Impressions (annually) | |
|---|----------------|
| Estimated race participants per year | 2,000 |
| Target e-blasts: 2,000 participants x 2 e-blasts per race | 4,000 |
| Monthly newsletters: 6,900 recipients x 12 months | 82,800 |
| Monthly web site traffic: 1,500 per month x 12 months | 18,000 |
| Facebook mentions: 1,200 per race x 17 races | 20,400 |
| Total brand impressions for 1-year | 127,200 |

Our planning for 2017, also includes reaching out to companies that want to embrace the lifestyle of our trail runners and walkers to demonstrate your support, introduce your product(s) & service(s) and to expand your reach in our community.

We are not seeking out sponsors, we are seeking out partners. I want to provide tangible benefits and find creative ways to have your involvement in our events, monthly newsletters, on our website and through our social media.

Let's discuss how we can best work together for 2017 and assist each other to realize our potential.

Thank you for sharing a moment to review and consider this partnership opportunity. Please contact Stephanie Zuehls at office 262-925-0300 or e-mail stephaniez@kenosharunningcompany.com to further discuss our relationship.

Best of fun and success with your planning for 2017 and beyond.

Running it is just a way of life,
Brian Thomas
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2017 Wednesday Night Summer Trail Series

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|------------------------------|---------|
| Bristol Woods (Pringle)..... | June 14 |
| KD Park | June 28 |
| Fox River Park | July 12 |
| Silver Lake Park..... | July 26 |
| Brighton Dale..... | Aug. 2 |
| Petrifying Springs..... | Aug. 9 |

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|  2017 Run/Walk Events |  <p>Sunday, Jan. 22, 2017 KD Park Burlington, WI</p> |
|  <p>Sunday, Feb. 19, 2017 Bristol Woods Park (Pringle) Bristol, WI</p> |  <p>Saturday, March 11, 2017 KD Park Burlington, WI</p> |
|  <p>Saturday, June 10, 2017 Petrifying Springs Park Kenosha, WI</p> |  <p>Saturday, July 29, 2017 UW-P National XC-Course Kenosha, WI</p> |
|  <p>Saturday, July 29, 2017 UW-P National XC-Course Kenosha, WI</p> |  <p>Sunday, Aug. 20, 2017 Silver Lake Park Silver Lake, WI</p> |
|  <p>Saturday, Sept. 9, 2017 Old Settlers Park Paddock Lake, WI</p> |  <p>Saturday, Sept. 30, 2017 Petrifying Springs Park Kenosha, WI</p> |
|  <p>Sunday, Nov. 12, 2017 Bong State Recreation Area Kenosha (Kansasville), WI</p> |  <p>Saturday, Dec. 9, 2017 Petrifying Springs Park Kenosha, WI</p> |