



44th run for women

On behalf of Freihofer's, I am delighted to once again coordinate the 44th annual *Freihofer's Run for Women*. As you likely know women make over 75% of all consumer purchase decisions. Women also control more than 60% of all personal wealth. Our event is an opportunity to have many touch points with thousands of women!

Since its founding in 1979 as the 10K (AAU) National Championship, the *Run for Women* has remained one of the Capital Region's most treasured road races. It is the only sporting event where recreational joggers and elite athletes—mothers, daughters, friends and survivors—come together in a celebration of women's health and sisterhood! **As we like to say #WomenRunAlbany.**

Besides the 5K, our annual celebration also includes the *Freihofer's Junior 3K Run*, a 1.86-mile road race designed to promote an active, healthy lifestyle for youth girls and boys ages 6-14; the *Freihofer's Kids' Run*, a series of free mini road races, ranging in distance from 50 meters to one mile for children ages 3-10; and the *Freihofer's Run for Women's Health & Fitness Expo*, a free event at The Armory at Russell Sage College, featuring family-friendly health and fitness activities fun for the whole family.

I hope you will accept our invitation to join this prestigious event by becoming an event sponsor. In doing so, you will enable us to continue to stage a first-class event in the City of Albany, foster an active, healthy lifestyle for families, and give back to local non-profit groups that enrich the greater Capital Region community.

In 2020 we had to pivot to a virtual run and ended up with over 2,000 participants! In 2021 we moved to September and enjoyed a beautiful day with 1,600 athletes. On June 4, 2022 we expect to be back at full force as we takes to the streets at 9am. Women and kids love this event. The pandemic is leading to the next run boom. When everything shut down people took up walking and running. We want to allow over 3,000 of them to celebrate this passion at the 2022 *Freihofer's Run for Women* on Saturday, June 4, 2022.

For more sponsorship information, please contact Kristen Hislop at (518) 577-5889 or email: khislop@freihoferstrun.com. You can also visit freihoferstrun.com.

Sincerely,

Kristen Hislop
Director, *Freihofer's Run for Women*

Use this QR code to view
registration and learn more
about the event or visit
freihoferstrun.com





SPONSORSHIP LEVELS 2022



PLATINUM LEVEL (\$15,000)

- Specific event presenting sponsor opportunity (5K, Junior 3K, Kids Run, Expo)
- Logo on sleeve of presenting event shirt
- VIP access at event or additional coverage event weekend
- Logo on social media backdrop at event
- Radio ads with sponsor mention
- 5 individual sponsor social media posts
- Social media video introducing partnership
- Media opportunity before event
- Complimentary entries (15)
- Plus all the benefits of the Bronze level

GOLD SPONSOR (\$10,000)

- Presenting sponsor opportunity for *The Training Challenge*
- Logo on sleeve of presenting event shirt
- VIP access at event or additional coverage if fully virtual event weekend
- Radio ads with sponsor mention
- 5 individual sponsor social media posts
- Social media video introducing partnership
- Complimentary entries (10)
- Plus all the benefits of the Bronze level

SILVER SPONSOR (\$7,000)

- Presenting sponsor opportunity for the Virtual 5K and Junior 3K
- Logo on sleeve of virtual run shirts
- 3 individual sponsor social media posts
- Social media video introducing partnership
- Complimentary entries (7)
- Plus all the benefits of the Bronze level

BRONZE LEVEL (\$5,000)

- Event sign at start/finish line, key event location and mention in all event press releases
- Sponsor mentions in race day announcements to more than 12,000 participants/spectators/volunteers
- Logo inclusion in Facebook posts seen by 5,600 Facebook page followers
- Inclusion on dedicated sponsor Facebook thank you video (posted 2x month)
- Logo inclusion in 5 email blasts sent to database of 15,000 running enthusiasts
- Inclusion on FRW's sponsorship page (with link to your website)
- Complimentary entries (5)

SUPPORTING SPONSOR (\$2,500)

- Event sign at a key event location
- Sponsor mentions in race day announcements to more than 12,000 participants/spectators/vols
- Logo inclusion in Facebook posts seen by 5,600 Facebook page followers
- Inclusion on dedicated sponsor Facebook thank you video (posted 2x)
- Logo inclusion in 5 email blasts sent to database of 15,000 running enthusiasts
- Inclusion on FRW's sponsorship page (with link to your website)
- Complimentary entries (3)

CONTRIBUTING SPONSOR (\$1,000)

- Sponsor mentions in race day announcements to more than 12,000 participants/spectators/vols
- Logo inclusion in Facebook posts seen by 4,400 Facebook page followers
- Inclusion on dedicated sponsor Facebook thank you video (posted 2x)
- Inclusion on FRW's sponsorship page (with link to your website)
- Complimentary entries (2)

DONATING SPONSOR (\$500)

- Logo inclusion in Facebook posts seen by 5,600 Facebook page followers
- Inclusion on dedicated sponsor Facebook thank you video (posted 2x)



We can tailor sponsorship packages to meet your needs in support of any of these programs.



SPONSOR COMMITMENT 2022

44th run for women

Date:

Sponsor:

Representative:

Position:

Address:

Website:

Email:

Telephone:

Fax:

SUPPORT LEVEL:

☐ \$15,000 Platinum

☐ \$10,000 Gold

☐ \$7,000 Silver

☐ \$5,000 Bronze

☐ \$2,500 Supporting

☐ \$1,000 Contributing

☐ \$500 Donating

Custom Amount

Contract should be emailed to:

Name:

Email:

Make check payable to: **Run For Women, LLC**

Thank you for your support of the event.

Questions can be directed to: Kristen Hislop: 518-577-5889 | khislop@freihoferstrun.com





FREIHOFFER'S RUN FOR WOMEN PLAN FOR 2022

Founded in 1979, the *Freihofer's Run for Women* is one of only a handful of women-only road races in the world. After a successful transition to a virtual event in 2020 and an empowering hybrid event in 2021 we are excited for 2022. Once again we will move forward with a hybrid concept. As such we will offer a virtual opportunity along with an in person opportunity. The in person event will follow strict COVID guidelines and follow directives from NY State Department of Health along with the CDC. Our expectation is that we can return to normal numbers with the added bonus of virtual participants around the country and beyond!

You have the opportunity to get your brand in front of over 15,000 women in the Northeast and beyond. Our virtual events allow women who now live all over the US and abroad to participate. Once again we expect an exciting race at the front. Our new prize purse offers more money to more athletes with an extremely generous prize purse.

Three years ago the event introduced our Ambassador program. This program allows women with incredible stories to share their love of the event and our brand/sponsor partners. These women use their voices via social media to broaden the reach of the race. They are a fantastic opportunity for you, our partner, to also expand reach via a trusted voice.

In 2021 we created a new Diversity, Inclusion, Equity and Accessibility (DEIA) committee. The *Freihofer's Run for Women* has always been at the front of the fight for equity for women. The prize purse is among the best in the industry. A few years back our Training Challenge mentor and Ambassador Olivia Frempong brought *Black Girls Run* to Albany. She caught the run bug after taking part in the *Training Challenge*. In 2019 she brought over 60 Black Girls Run athletes to the starting line. Our goal in 2022 is to continue to bring more groups to the starting line. In 2017 Kathleen Rogan ran the *Freihofer's* as a legally blind athlete and has continued to participate since. Marla Runyan, who is legally blind due to Stargardt disease, won three consecutive national titles at the *Freihofer's Run for Women* from 2002–2004, so again *Freihofer's* has been at the forefront for a long time. In 2018 Amber Morgan rolled her way along the course as the first transgender wheelchair athlete. For a couple of years the *Freihofer's Run for Women* was a national level wheelchair event. As we move forward Olivia, Kathleen, Amber and others will help us stay at the forefront of offering opportunity to many.

