



2023 RACE SPONSORSHIP PACKET

GO BY FOOT
PORTLAND, OREGON

HOP HOP 4/8/23

ABOUT US



SHOP | TRAIN | RACE

Founded in 2000, Foot Traffic serves the running and walking community in the PNW.

ON A MISSION TO:

- 1.) Increase access to the sport.
- 2.) Be a one-stop hub for all things running, walking and fitness.
- 3.) Inspire our community to move and be better through our simple movement-focused mantra~ "Go By Foot."

ANNUAL RACE EVENTS:

SPRING:

HOP HOP

SUMMER:

FLAT
FUELED

WINTER:

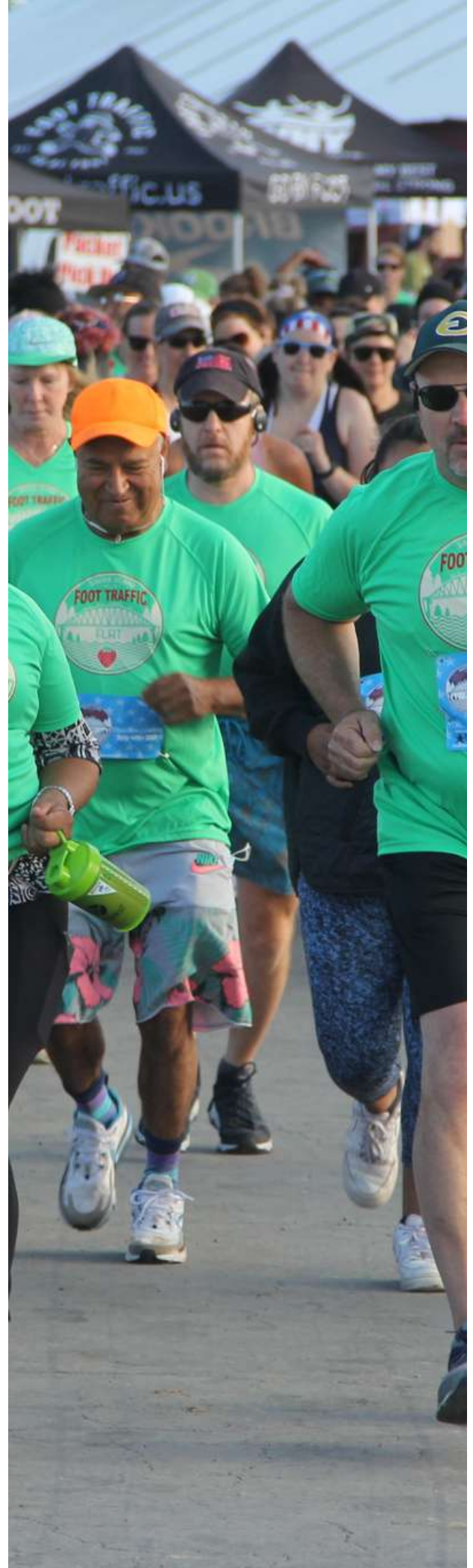
HOLIDAY HALF

ATTENDEES: 1,500-5,000 local and national racers.

BRAND EXPOSURE:

- Event promoted to over 50,000 runners through direct email.
- Average email open rates for registrants is 65%.
- Average open rates for 50K newsletter is 35%.
- Direct sales opportunity on site before and after the race.

GO BY FOOT



HOP HOP HALF



Hop Hop is just around the corner and we want YOU to be involved with this popular Spring tradition! This is a favorite for many Northwest racers in the spring with the event regularly selling out weeks before the event day. Spring is also a GREAT time of the year for kicking off your marketing plans. Our sponsors return year after year because of the robust, authentic, and organic interactions they have with participants.



April 8, 2023



Lacamas Lake, WA



1200-1600 attendees

PARTICIPANTS DEMOGRAPHIC

- Over 65% of participants between 25-55 years old.
- Average 60% female and 40% male.
- WEALTH: On average in this industry, 73% of racers household income of more than \$85K*
- EDUCATED: On average in this industry, 79% of racers are traditionally college educated*

*2016 5Kevents.org runner demographic survey and inflation adjusted.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (1 spot) \$6,000



20+ COMP ENTRIES



10X20

LOGO ON: Website Race Emails Race Shirts Custom message



PLATINUM SPONSOR (2 spots) \$3,400



4 COMP ENTRIES



10X10

LOGO ON:



Website



Race Emails



Race Shirts

PREMIUM SPONSOR (1 per category) \$1,800



4 COMP ENTRIES



10X10

LOGO ON:



Website



Race Emails

3 CATEGORIES:

1. MILE MARKER SPONSOR - Logo on mile markers
2. FINISH LINE VIDEO SPONSOR - Logo on finish line videos
3. PARTY TENT SPONSOR - Banner with Logo at finish tent

PARTNER SPONSOR

COMPANY WELLNESS SPONSORS \$2-\$5K

(Pre-pay employee's 5K entries)



10-50+ COMP ENTRIES



10X10



Logo on Website

BOOTH SPONSOR (10 spots) \$800



1 COMP ENTRY



10X10



Logo on Website

www.foottraffic.us/hop hop

THE TEAM

OWNER + EVENT COORDINATOR

Sean Rivers

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STORE MANAGER + EVENT COORDINATOR

Christian Atz

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STORE MANAGER + EVENT COORDINATOR

Morgan Saltenberger

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MARKETING + EVENT COORDINATOR

Karina Rivas

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