



R2R Media Kit / 2020

ROCKSTEADY RUNNING Zumbro | Superior "Spring" | Afton | ESTRS | Superior "Fall"
RUN WILD | BE FREE

Media Kit / 2020

"The passion, level of commitment, loyalty & dedication of those that engage in our sport and attend our events is unparalleled, we want to partner with companies and organizations who want to be a part of that in a meaningful way."
- John Storkamp | Rocksteady Running.

TRAIL & ULTRA BY THE NUMBERS

Average Age: 43
Males: 68%
Females: 32%
Median Household Income: \$135,000
Level of Education: 92% college graduates,
Advanced degrees: 46%
Running: 78% run four or more times per week
Average Weekly Mileage: 52 miles
Budget: Spend \$1,100 annually on running gear

THE REASON "I want to thank you from the bottom of my heart for the passion and hard work that have made such an amazing race possible. And believe me the race itself seemed impossible! But I persevered and you helped me make my dream of my first ultra and trail run a reality!" - Maureen

ITS INFECTIONS

Each RSR event website receives between 12 thousand and 25 thousand unique visits per month.



ROCKSTEADY - Definition /: consistent in performance or behavior

Rocksteady Running LLC is a Minnesota based organization that produces trail and ultra-distance running races. Our races are put on by runners for runners and would not be possible without a dedicated group of friends, volunteers and sponsors. Our goal is to host fun, challenging and safe races. The same commitment and dedication that we put into our own training, running, racing and athletic pursuits are put back ten-fold into the events that we host. This is our community, we all share it, together we make it what it is and we strive to make it better every single day – our events are intended to be a vehicle for and a reflection of that.



SPONSORSHIP & ADVERTISING

Benefits:

- Sponsor logo on the event website
- Write-up on the sponsors section of the website
- Promotional materials inserted into race bags
- Banner(s) hung at event
- Blog write-ups and Facebook Posts
- Portion of all event proceeds go to charitable organizations
- Working with a progressive, forward-thinking organization

Rates (per each event sponsored per year):

- National Level & Large Local Companies: \$1000.00
• Exclusive Rights To Category: \$2000.00
Local Level & Small Businesses : \$ 500.00
• Exclusive Rights To Category: \$1000.00

The Endless Summer Trail Run Series cannot be split up, the 2020 series consists of five races at the amounts published above totaling \$2,500 for small & \$5,000 for large businesses.

CONTACT

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We look forward to hearing from you!

J. STORKAMP



EVENTS Zumbro Endurance Run 100MI, 50MI & 17MI
Superior 'Spring' Trail Race 12.5KM, 25KM & 50KM
Afton Trail Run 25KM & 50KM
Endless Summer Trail Run Series - 5 Ea@5KM-7M
Superior 'Fall' Trail Races 100MI, 50MI & 26.2MI