




R2R Media Kit / 2022
ROCKSTEADY RUNNING Zumbro | Superior "Spring" | Afton | ESTRS | Superior "Fall" [Photo Credit: Scott Rokis]
RUN WILD | BE FREE

Media Kit / 2022

The passion, level of commitment, loyalty and dedication of those that engage in our sport and attend our events is unparalleled. We partner with companies and organizations that want to be a part of that in a meaningful way.

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

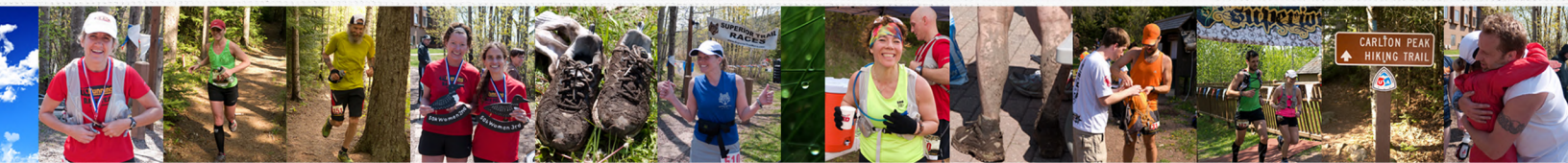
Budget: Spend \$1,100 annually on running gear

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 INFECTIOUS

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



ROCKSTEADY - Definition /: consistent in performance or behavior

Rocksteady Running is a Minnesota based organization that produces trail and ultrarunning races. Our mission is to create experiences that facilitate connection. We produce eight races between April and September each year. Our oldest events have been around since the early 1990's. Each year we host over 5000 registered runners, nearly a 1000 volunteers and thousands of crew, pacers, family members and spectators. Our participants come from over 350 Minnesota cities, all 50 states and many countries around the world. We donate to over a dozen organizations per year and volunteer 100's of hours maintaining trails in the state.



SPONSORSHIP & ADVERTISING

Benefits:

- Sponsor logo on the sponsors page of the event website
- Write-up on the sponsors page of the event website
- Inclusion on a Sponsors poster at the event
- A portion of 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 2022 series consists of four races at the amounts published above totaling \$2,000 for small & \$4,000 for large businesses.

CONTACT

Rocksteady Running LLC

www.rocksteadyrunning.com

John Storkamp

Founder / Owner / Race Director

john@rocksteadyrunning.com



EVENTS

Zumbro Endurance Run 100MI, 50MI, 34MI & 17MI
Superior 'Spring' Trail Race 12.5KM, 25KM & 50KM
Afton Trail Run 25KM & 50KM
Endless Summer Trail Run Series - 4 Ea@5KM-7M
Superior 'Fall' Trail Races 100MI, 50MI & 26.2MI