



SUPERIOR  
EMILY CARLSON  
28  
100 MILE - 2024



# R2R SPONSORSHIP

**ROCKSTEADY RUNNING**  
RUN WILD | BE FREE

Zumbro | Superior "Spring" | Afton | ESTRS | Superior "Fall"

# Sponsorship / 2023

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: 54%  
Females: 46%  
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

## THANK YOU SPONSORS!

Sponsorship is an important revenue source for Rocksteady Running. Sponsor support helps us advance our mission.



## 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 have nearly 5000 registered runners, 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. Each year we donate to many grass-roots organizations and volunteer 100's of hours maintaining trails.



## SPONSORSHIP & ADVERTISING

### Benefits:

- Sponsor logo and link on the sponsors page of the event website
- Write-up on the sponsors page of the event website
- Mention in both our pre and post race 'runner emails'
- Inclusion on our 'sponsors poster(s)' at the event
- Ability for you to promote your sponsorship / affiliation with the event in your own marketing.

### 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 2023 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