

# WWR5K

## DEMOGRAPHICS

Attendees	2025	2026 Est.
Participants	300	400
Volunteers	20	30
Onlookers	250 est.	300
Vendors	15	20

Some areas of interest include:

- Hair & Beauty
- Home remodeling
- Real Estate
- Vacation/Travel
- Shipping
- Food

### Gender

Female - 90%  
Male - 10%

### Age range

Primary Age Group:  
Age 40 to 69  
Secondary Age Group:  
Age 30 to 39

### Children under 18 years in household

Yes – 30%  
No – 70%

### Income

50K to 74,999 - 50%  
100K to 124,999 - 20%  
150K to 174,999 - 10%  
200K and up - 10%  
No response - 10%

### Education

Some college - 20%  
Associate degree - 20%  
Bachelor degree - 40%  
Graduate degree - 20%

### Race

Black/African American - 80%  
Latino/Hispanic - 10%  
Other races - 10%

We at the WWR5K pride ourselves in creating a quality event for all featuring health, culture and giving back to the community. Since the inception of this event we've taken time to grow adding more vendors, volunteers, presenters and now the INTERNATIONAL FOOD FESTIVAL which will be a huge community draw.

A few of our satisfied customers <https://www.inclusiffitness.com/5khome/#comp-lcgdxjm8>

# SPONSOR DECK

Sponsorship Levels *Time Sensitive	Walk Like A Champion: \$1,000 or in-kind	One Love, One Heart: \$750 or in-kind	Sun Sea & Sand: \$500 or in-kind	Good Vibes \$250 or in-kind
Invitation to add promotional pieces to swag bag	X	X	X	X
Company name and/or logo displayed on event website	X	X	X	X
Link from event website to sponsor's page	X	X	X	X
Placement of name /logo on official event flyer	X	X	X	
* Company name/ logo on T-shirt.	X	X	X	
Invitation to post company banner at the start/end location	X	X	X	
* Five complimentary runner participant spots	X			
Your message to 5000 emails and 6000 social media accounts	X			
* Three complimentary runner participant spots		X		
* Two complimentary runner participant spots			X	X
Sponsor booth at the start/end location (Tent 10 x 10 or smaller)	X			
Recognition and marketing opportunity at WWR5K and JAG gatherings e.g. – packet pick up, classes, events, workshops	X	X		
Inclusion in social media ads and event interviews	X	X		
Invitation to speak at 5K	X	X		