

Who's Who at the Whine Walk Run 5K

Gender

Female - 90%
Male - 10%

Age range

Primary age group
Age 40 to 69
Secondary age group
Age 30 to 39

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%



Kids under 18 years in household

Yes – 30%
No – 70%

Race

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

Some areas of interest include:

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

Attendees	2024	2025 Est.
Participants	300	400
Volunteers	20	30
Onlookers	*250	300
Vendors	15	20

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

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.

*Estimate

Sponsorship Levels

Sponsorship Levels	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 (Submit before print deadline)	X	X	X	
Company name/ logo on T-shirt. (Submit before print deadline)	X	X	X	
Invitation to post company banner at the start/end location	X	X	X	
Five complimentary runner participant spots (Submit names before deadline)	X			
Three complimentary runner participant spots (Submit names before deadline)		X		
Two complimentary runner participant spots (Submit names before deadline – wristband included)			X	X
Complimentary 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			