

# Who's Who at the Whine Walk Run 5K

**Gender**

Female - 90%  
Male - 10%

**Age range**

Primary age group  
Age 40 to 49  
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**

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



Attendees	2022	2023 Est.
Participants	250	475
Volunteers	15	30
Onlookers	*400	600
Vendors	20	35

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 ensure proper execution of our first event, the 2022 5K was intentionally restricted to 250 participants. We now look forward to increasing this number with another safe and successful event.

\* Est

<b>Sponsorship Levels</b>	<b>Walk Like A Champion: \$1,000 or in-kind</b>	<b>One Love, One Heart: \$750 or in-kind</b>	<b>Sun Sea &amp; Sand: \$500 or in-kind</b>	<b>Good Vibes \$250 or in-kind</b>
Invitation to add promotional pieces to swag bag	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Company name and/or logo displayed on event website	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Link from event website to sponsor's page	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Placement of name /logo on official event flyer (Submit before print deadline)	<b>X</b>	<b>X</b>	<b>X</b>	
Company name/ logo on T-shirt. (Submit before print deadline)	<b>X</b>	<b>X</b>	<b>X</b>	
Invitation to post company banner at the start/end location	<b>X</b>	<b>X</b>	<b>X</b>	
Five complimentary runner participant spots (Submit names before deadline – wristband included)	<b>X</b>			
Three complimentary runner participant spots (Submit names before deadline – wristband included)		<b>X</b>		
One complimentary runner participant spot (Submit names before deadline – wristband included)			<b>X</b>	
Complimentary Sponsor booth at the start/end location (Tent 10 x 10 or smaller)	<b>X</b>			
Recognition and marketing opportunity at 5K gatherings e.g. – packet pick up, party	<b>X</b>	<b>X</b>		
Inclusion in social media ads and event interviews	<b>X</b>	<b>X</b>		
Invitation to speak at 5K	<b>X</b>			