

# 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	2023	2024 Est.
Participants	300	400
Volunteers	30	30
Onlookers	*400	600
Vendors	25	35

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

## 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	<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>		
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>			