



# SPONSOR RECAP

May 16th, 2015

# Event Facts

- 198 Teams vs 180 previous year = 10% increase
- 1200 runners vs 1000 previous year = 20% increase
- 100+ Volunteers
- \$250,000 raised vs \$227,000 previous year = 10% increase
- 96% of survey respondents were satisfied or extremely satisfied with their overall race experience
  - 94% plan on participating in RWE next year
  - 95% would recommend to their friends and family
- 67% of participants from Park City
  - 8.6% Summit/Wasatch/Morgan County
  - 24% Wasatch Front
  - .4% Outside of Utah







# Media Coverage 2015

## PCTV (Local TV Station)

- 10 Guest Appearances on the “Mountain Morning Show” from March through May each running twice per day, as well as at least twice per day on world-wide livestream.
- 5/20, 5/21, 5/22: 5-minute package from day-of-event ran twice per day on broadcast and at least twice per day on world-wide livestream.

## Radio:

### KPCW (Park City NPR Affiliate)

10 Appearances

- “The Local View with Randy Barton”: 8/22/14, 12/10/14, 1/14/15, 2/13/15, 3/11/15, 4/14/15, 5/13/15
- “The Morning News Hour with Leslie Thatcher:” 3/25/14, 4/13/15
- “The Morning Mix with Peggy Ijams and John Wells:” 4/17/15

### FM100 (Top Performing Adult Contemporary Radio Station in Salt Lake Market)

- Mentions by mid-day DJ Rebecca Cressman
- Placement on their website “Cross the Finish Line with FM100” with link to RWE website
- 1/2 hour interview with host Rebecca Cressman and Ragnar Relay for her show “Utah Weekly Forum.”

## Print:

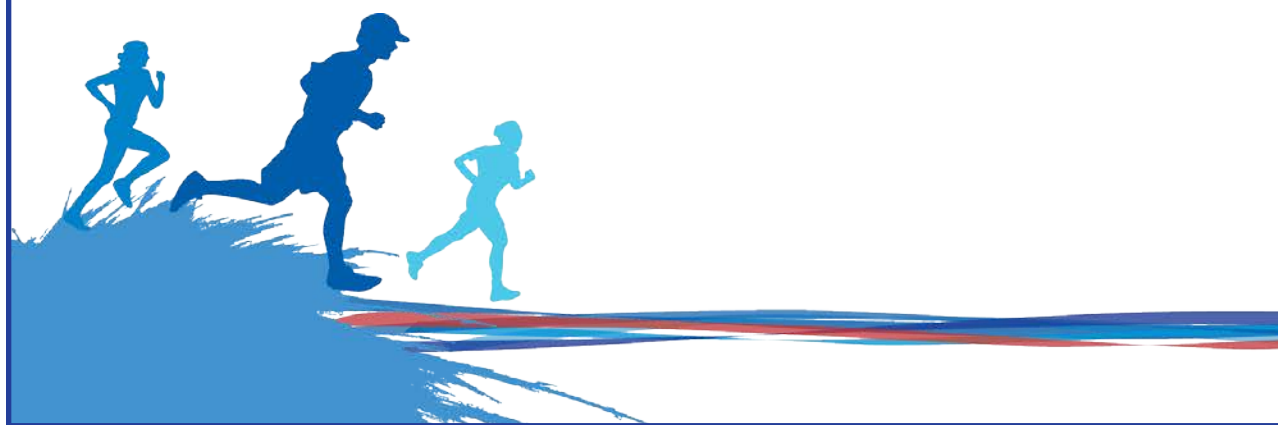
### *Park Record* Newspaper Articles

- 2/27 “Parkites Encouraged to Lace Up and Run with Ed”
- 3/27 “Local Running Company Takes First Strides to Success”
- 4/14 “PCHS Students Strap on Their Shoes for Running with Ed Relay”
- 5/20 Front page photo
- 5/20 Subject of “Scene and Heard” full page photo montage and story
- 5/23 Letter to the Editor praising the race
- 5/27 Letter to the Editor thanking participants

## Social Media

- Blog/Newsletter posts:  
Inside Park City Real Estate/Nancy Tallman 4/9/15  
Canyons Resort/Carolyn Wawra 5/20/15  
Legacy Financial Planning/Jeff Elliott 5/22/15  
BHHS Utah Newsletter 6/2/15
- Website mentions: Ragnar Relay, PCTV, Run for the Love of It, Visit Park City, KPCW
- Multiple Facebook and Twitter posts including but not limited to: Ragnar Relay Series, PCTV, KPCW, Visit Park City, Athletic Republic Park City, lululemon Park City, Youth Sports Alliance, The UPS store Park City, Miller Orthodontics, Park City Children’s Dental Specialist, Newpark Town Center, Basin Recreation, Silver Mountain Sports Club and countless personal Facebook and Twitter posts.





# Promotion

## E-Blasts and Newsletters

- Ragnar Relay Series Wasatch Back participants (25,000)
- PCEF School Families & Supporters (9,000 x 7)
- RWE Participants and Supporters (3,300 x 12)
- Park City School District Employees (400 x 2)
- PTO/PTA weekly eblasts at all 7 PCSD schools

## Television

- 750 30-second spots between January and April 2015 on Park City Television

## Radio

- Nationwide NPR radio spot run in conjunction with sponsor BoardDocs weeks of 4/13, 4/20, and 5/4
- 200 30-second spots on KPCW (local NPR affiliate) from January through April

## Print with Sponsor Logos

### All sponsors:

- 7 1/2-page color ads in *Park Record*
- 1 Full-page thank you ad in *Park Record*
- Fliers/posters throughout Park City and targeted Wasatch Front January-April
- Volunteer T-shirts

### Above & Beyond, Senior and Presenting Sponsors:

- 1/8 page B & W ad in Park Record thanking individual sponsor
- Runner t-shirts (1200)

### Senior and Presenting Sponsors:

- Banners at each PCSD School
- Placement on Event Photo Opportunity Step & Repeat

### Websites

- Running with Ed
- *Park Record* February (28,000 impressions)
- *Park Record* March (28,000 impressions)
- All Utah Race Calendars
- Event listing on numerous websites including Visit Park City, Canyons, PCMR, Ragnar Wasatch Back, FM100

### Social Media

- RWE Facebook and Twitter
- PCEF Facebook and Twitter







# Reviews and Comments

Once again you all created an incredibly inspiring community-centric event that truly embodied why we all LOVE Park City! Thank you for the encouragement, collaboration & welcoming vibe that allowed us to embrace the beautiful community we live in!

—Michelle Hathaway,  
lululemon Area Community Strategist

One of the most positive experiences and days that I get to enjoy as a participant and an educator every year. Somehow every year the “race day” activities get even more organized and stress free. A wonderful day of energy, people, and fun to support our schools and celebrate as a community. I look forward to Running with Ed with a servant’s heart, weary legs, and a huge smile.

—Bob Edmiston, McPolin Principal

Park City schools are an important part of what makes our town so great and Berkshire Hathaway–UT Properties is passionate about supporting our schools. Running with Ed has been a great way for BHHS employees to give back and get involved in a super fun community event. Next year we hope to have five teams running around beautiful Park City!

—Jenny Roberts, Realtor,  
Berkshire Hathaway HomeServices Utah

“I had so much fun! I can’t wait to participate next year!”

GBS Benefits was thrilled to have 5 teams and so many employees participate in RWE. It is an awesome event—well organized, with great support, and a fun, family-friendly atmosphere. The relay style and leg distances make it a perfect race for runners beginner through to experienced. GBS Benefits and our employees are champions of health and wellness, and aim to help improve the lives of our clients and their families, by providing the best benefits with tools and education to live the healthiest lives possible. RWE was a great team-building event for us, and brought not only our team, but the whole community together. Thank you RWE!

—Lydia Kluge, GBS Benefits

Thanks for putting on such a great event! Me and my team have loved running this race because it is just so fun!

This is my second year running this race and from how much we’ve enjoyed it, it will become a tradition.

Fabulous!



# Thank You, Sponsors!

## FOUNDING PARTNER



## PRESENTING SPONSOR



OUR COMMUNITY. OUR MOUNTAINS. OUR FUTURE.

## SENIOR SPONSORS



## ABOVE AND BEYOND SPONSORS



## OFFICIAL SPONSORS



For more information on sponsorship opportunities contact  
Jennifer Billow at **435-615-0235 ext 2** or email **[jbillow@pcschoools.us](mailto:jbillow@pcschoools.us)**



Be sure to visit our website **[www.runningwithed.com](http://www.runningwithed.com)**



facebook





# See you May 21, 2016!

