

ALLEGHENY TRAILRUNNERS SPONSOR GUIDE 2021



Sponsor Guide 2021



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The Dirty Kiln

Canoe Creek State Park, Hollidaysburg, PA
Saturday, April 10, 2021 : 9am



The “Dirty Kiln Trail Races at Canoe Creek State Park” offers two races. All Runners run around the park, first going over Moore’s Hill and then down the other side to Canoe Creek before running along the lake and across the breast of the dam to the finish. Though an entry-level race, it still offers runners a lot in 10K including two stream crossings and lots of mud on either singletrack or horse trails.

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Half-marathoners will first do the easier 10K course. After passing the field they started on, we turn up the heat by giving the runners more hills to climb and descend. While 10K participants have just one significant hill, those who opt for the longer course are treated to six climbs and drops to conquer as well as a total of four stream crossings.

The Dirty Kilm is billed as a perfect race for introductory trail runners as well as an early season “shakeout race” for those who are veterans to trail running. With the race being in early April each year and its wide variety of terrain, it is Allegheny Trailrunners most popular race.

Trail Fest

Camp Anderson, Tyrone, PA
Weekend of July 10, 2021

The Allegheny Trailrunners Trail Fest will return to Camp Anderson near Bald Eagle, PA between State College and Altoona, PA and minutes from I-99 — in the heart of The Alleghenies. The Trail Fest will begin Friday evening at 6pm when we open Camp Anderson for anyone who wants to pitch his or her tent at the camp. That evening hang out at the main bonfire or walk throughout the 80-acres of Camp Anderson.



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The main event is Saturday with **THREE** endurance runs of 3, 6 and 12 hours beginning at 6am on our 2-mile course. All runners will get a finishers award and acknowledgement for those who complete various milestone distances.

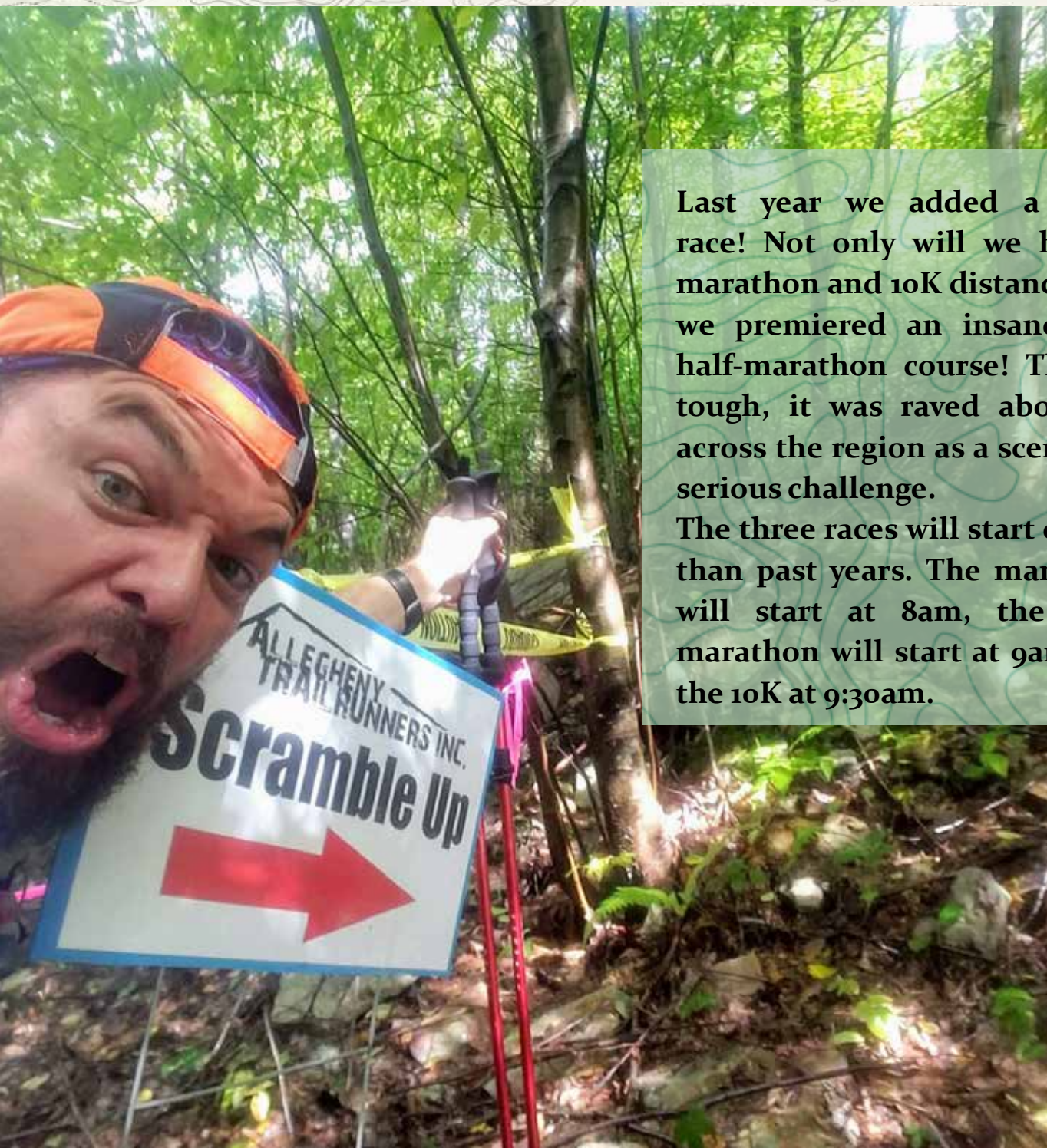
Rock N' The Knob

Blue Knob State Park, Claysburg PA
Saturday, September 18, 2021: 8am

Our early-fall challenge starts at Blue Knob All-Seasons Resort, the 10K course runs high atop the Alleghenies in PA's second highest mountain. For the more experienced, Marathoners and half-marathoners are given a true challenge by climbing up and down the mountain several times on a course known for its elevation changes and breathtaking scenery. After the race and throughout the afternoon, we host a full-catered party with free food and beer that celebrates our participant's achievement.



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Last year we added a third race! Not only will we have a marathon and 10K distance, but we premiered an insane new half-marathon course! Though tough, it was raved about all across the region as a scenic yet serious challenge.

The three races will start earlier than past years. The marathon will start at 8am, the half-marathon will start at 9am and the 10K at 9:30am.



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About Us

Allegheny Trailrunners is a running club open to all those who love the adventurous outdoors. Based in South Central PA, we organize a series of trail races and group runs for all abilities, and advocate for trail development throughout the Alleghenies. The club is open to all levels of athletes who share a common love for being in the outdoors while promoting and preserving our region's rich beauty and heritage. Allegheny Trailrunners is a 501c3 not-for-profit organization.

OUR MISSION

We set out to create an environment to introduce runners to the sport that we love. We have seen so many who started the sport at our races and are now doing 50 and 100 miles races! We feel a lot of satisfaction and pride in knowing that we, in part, were part of that journey for so many.

2019 was a special year for Allegheny Trailrunners. Not only did we continue to do races like Dirty Kiln and Rock N' The Knob, but we added some new and fresh features to these races. In addition, we premiered our new trail festival... we "went back to our roots" and ensuring we do fun yet challenging races while giving you a no pressure environment to enjoy what the Alleghenies have to offer.



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ABOUT OUR TRAIL RACE SERIES

Prior to 2010, every region in PA had a series of trail races except here in the Alleghenies Mountains. Now in our eighth year, Allegheny Trailrunners has a reputation of organizing some of the best trail races in the region, drawing runners from every corner of the state and across the nation.

WE AIM TO DO GOOD IN OUR COMMUNITY

Allegheny Trailrunners is a 501(c)(3) not-for-profit organization and its officers are not compensated for their work. All net proceeds from our events are proudly contributed to carefully predetermined charities and other non-profit organizations. In the past four years, we have donated almost \$90,000 to dozens of local organizations like Mending Hearts Animal Rescue, Blair Hope for Families (adoption support services), Patched Together (support to grieving children and their families), local high school track and field teams and other community and charity organizations.



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SPONSORSHIP LEVELS

Allegheny Trailrunners are interested in finding partners for this event. We are looking for sponsors and in-kind contributors to assist with overhead costs and other fees. Here are just a few sponsorship opportunities available: (Sponsorships listed are for the Dirty Kiln Trail Race effective 11/1/19. We offer 10% discount on multiple race sponsorships.)

- Your organization's logo on the official race T-shirt/Tech Shirt.
- Insertion of a flyer, brochure, fact sheet or promotional item in participant goodie bag.
 - Logo or sponsor mention on our official race website and Facebook page
 - Your logo or text mention of your organization on race brochures, flyers, posters and other printed literature
 - Magazine, newspaper, press release and other media mentions
 - Banner, company display, company table, giveaway or other race day promotion
 - Exclusivity designated market for added fee ("The official hotel, restaurant, athletic store, etc.").

TRAIL RUNNING BY THE NUMBERS

Trail running offers a uniquely rewarding outdoor experience that gives participants an opportunity to stay fit and escape the environment of the city and suburbs for wilderness trails.

Trail running attracted 24 million participants in 2017. Unlike many outdoor activities, which decrease in participation adolescence, trail running increases in participation in the late to mid-30's and declines only 0.8% as participants age through the forties. 75% of all trailrunners are over 25 years of age.

- Our trail race participants are split 50/50, between male/female runners.
- 50% of our racers are from the Altoona/Johnstown/State College area. The next majority of our runners are from the Pittsburgh metro with very strong attendance from Maryland/Washington DC. and Northern Virginia.
- Last year runners from 28 states participated in our races.
- 69% of trail runners have household incomes of \$50,000 or more
- 51% of trail runners have at least a college degree or higher
- 17% of trail runners tried the sport for the first time last year
- The average trail runner averages 31.8 outings per year, totaling 253 million runs last year
- 37% of trail runners traveled more than one hour from home on their last trail run.



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	Pre-Event Advertising		Race Day Advertising						Other
	Poster/ Print	Website/ Online	Banner At Race	Event Program	Tech-Shirts	On-Site Race Day	Race Day Mentions	Goodie Bags	Free Entries
5000	<i>Contact Allegheny Trailrunners on how we can ensure that this investment fits with your brand.</i>								
2500	<i>Contact Allegheny Trailrunners on how we can ensure that this investment fits with your brand.</i>								
1500	Promoted as a presenting sponsor on materials	Promoted as a presenting sponsor with large logo. 6 Facebook mentions	Large banner permitted	Full-page in race program sent to all participants	Promoted as a presenting sponsor	Yes	Yes	Yes	10 Entries
1000	Medium-sized logo on materials	Large logo on website. 4 Facebook mentions.	Large banner permitted	1/2 Page ad in race program sent to all participants	Medium-logo on shirts	Yes	Yes	Yes	5 Entries
500	None	Medium logo on website. 2 Facebook mentions.	Small banner permitted	1/4 Page ad in race program sent to all participants	Small logo on shirts	Yes	Yes	Yes	3 Entries
250	None	Small logo on website. 1 Facebook mention.	No	1/8 Full-page logo and contact in race program sent to all participants	Line text on shirts	Yes	Yes	Yes	1 Entry
100	None	Line text on website	No	Line text in program	No	No	No	No	No

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