

### **Runner/Participant Impact**

1411 Registered  
520 5K, 891 Half Marathon

426 5K Finishers  
702 HM Finishers

960 Female  
451 Male

Average Age: 43  
Oldest Participant: 76  
Youngest Participant: 8  
Largest Age Group Represented: 45-49

34 States Represented  
Top 5  
900 Georgia  
78 North Carolina  
50 New York  
48 Texas  
41 Maryland

86% African American Participation

### **Community Impact**

Charitable Impact Fund: \$9355  
\$5 from every participant registration + contributions from sponsor partners

Total Service Projects: 16  
Service Hours: 600+  
Race Day Volunteers: 275  
Community Impact Day Volunteers: 175

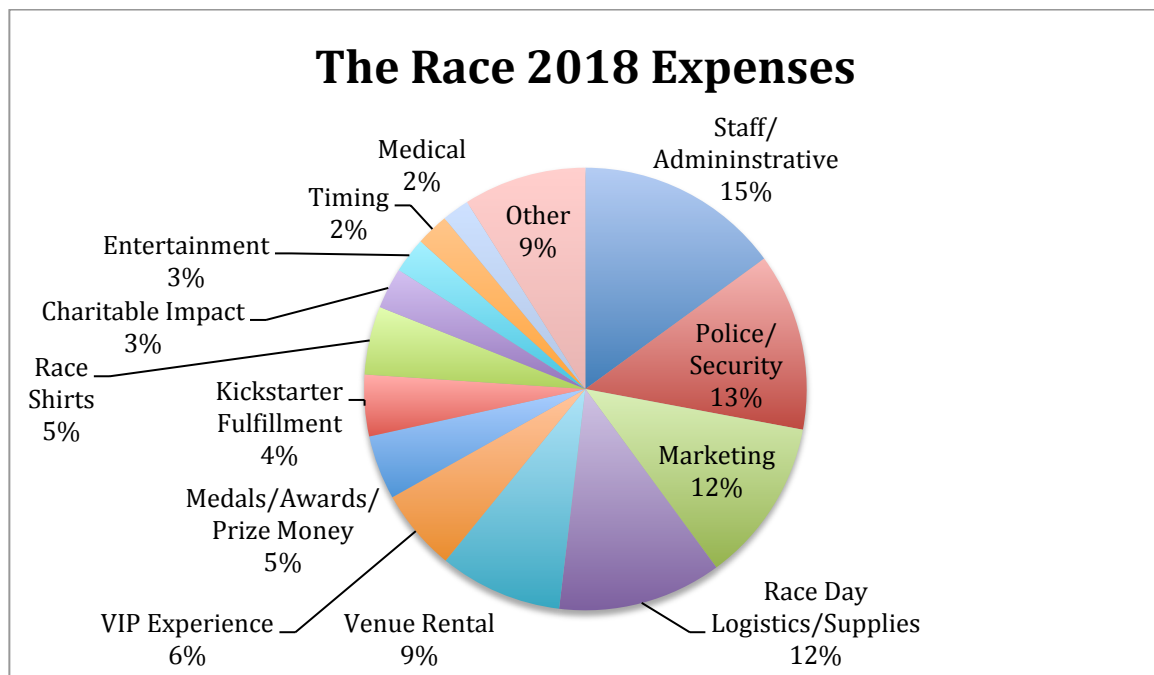
### **Economic Impact**

Small Biz Vendors: 24  
Corporate Sponsors: 10  
Dollars Circulated over The Race Weekend: \$48,000+

The Race Budget  
2018 Expenses: \$144,200  
2018 Income: \$142,050

Pie Chart for Expenses

|                             | The Race 2018 Expenses |
|-----------------------------|------------------------|
| Staff/Administrative        | 15%                    |
| Police/Security             | 13%                    |
| Marketing                   | 12%                    |
| Race Day Logistics/Supplies | 12%                    |
| Venue Rental                | 9%                     |
| VIP Experience              | 6%                     |
| Medals/Awards/Prize Money   | 5%                     |
| Kickstarter Fulfillment     | 5%                     |
| Race Shirts                 | 5%                     |
| Charitable Impact           | 3%                     |
| Entertainment               | 3%                     |
| Timing                      | 2%                     |
| Medical                     | 2%                     |
| Other                       | 9%                     |



## Chart of Income

|                                       | The Race 2018 Income | GOAL  |
|---------------------------------------|----------------------|-------|
| Expo Registration                     | 2560                 | 3000  |
| Sponsorship                           | 18900                | 25000 |
| Online Registration, VIP, & Hype Gear | 51883                | 79000 |
| Kickstarter                           | 66600                | 66600 |

