

Runners' Retreat Race Sponsorship Criteria

Effective January 1, 2018

At Runners' Retreat we believe that part of our mission is to support and promote local races in order to grow our sport in a way that is beneficial to all. As a major race sponsor, Runners' Retreat could provide bib numbers, free shoes or other merchandise for give-away or awards, cash donations, and/or other accommodations.

With that in mind, races in which Runners' Retreat is a primary sponsor along with a major shoe brand provided through Runners' Retreat must meet the following criteria:

1. Runners' Retreat must be the sole specialty run shop sponsor of the race.
2. Shoe sponsorships provided through Runners' Retreat must be the sole shoe sponsorship of the race, i.e. other brands are not to be promoted or used in giveaways.
3. The race must demonstrate it had at least 100 participants in the previous year. Race director(s) must demonstrate that similar participation levels will be likely in the upcoming race. New races will be considered on a case-by-case basis.

Certain exceptions to the above criteria may apply, and we look forward to getting new races "up and running." To discuss a race sponsorship from Runners' Retreat, please contact the owner, Mark Stickley, at 540-665-8394 or mark@runnersretreat.com.