



FRANK LLOYD WRIGHT RACES

10.16.2022 ■ PARK DISTRICT of OAK PARK ■ 5K 10K YOUTH MILE



Participants

Total registrations

2,097

Spectators

1,000+

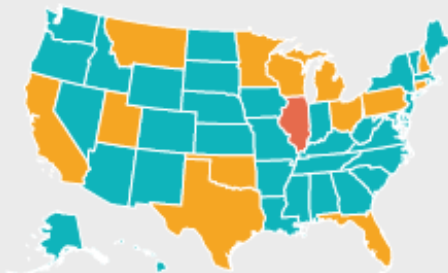
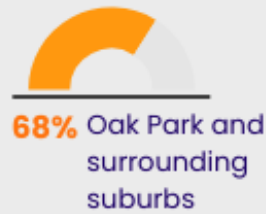
Volunteers

150

Sponsors

17

Participants by location



Participants by race

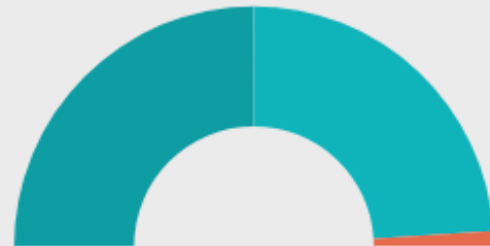
5K RUN **876**

5K WALK **333**

10K RUN **688**

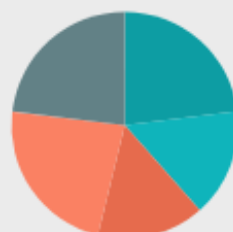
YOUTH MILE **200**

Participants by gender



Female (50%) Male (48%)
Not specified (2%)

Participants by age

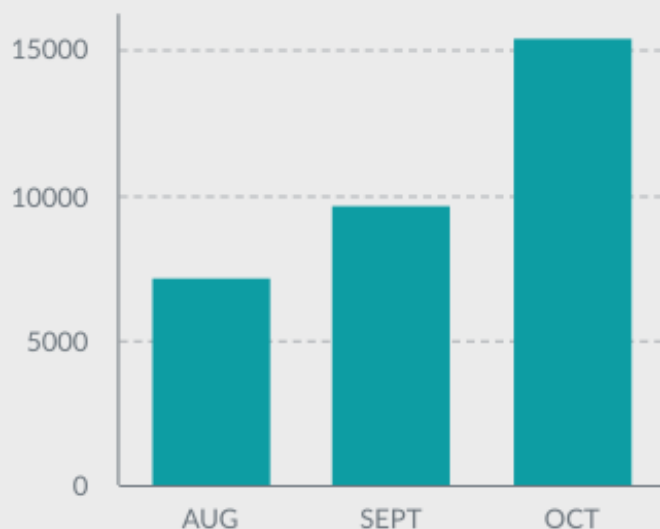


7-14 (23.08%) 14-18 (15.38%)
18-21 (15.38%) 21-24 (23.08%)
25-30 (23.08%)

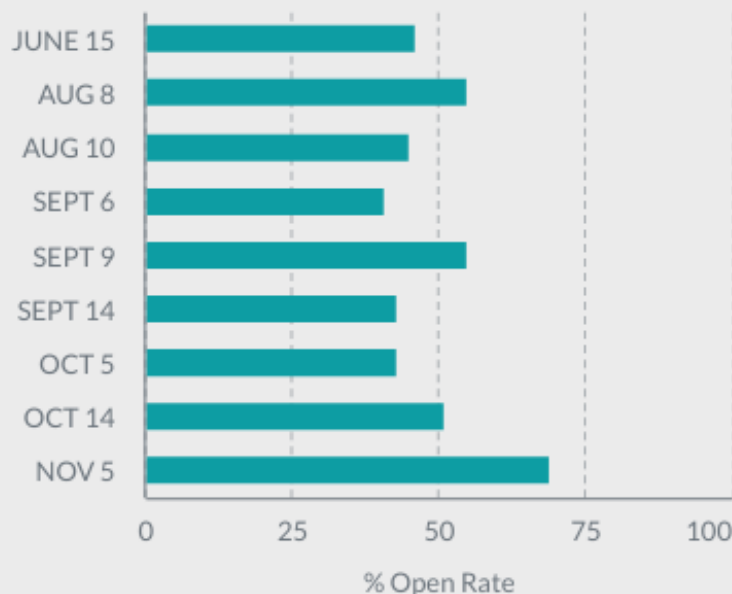
Digital Marketing



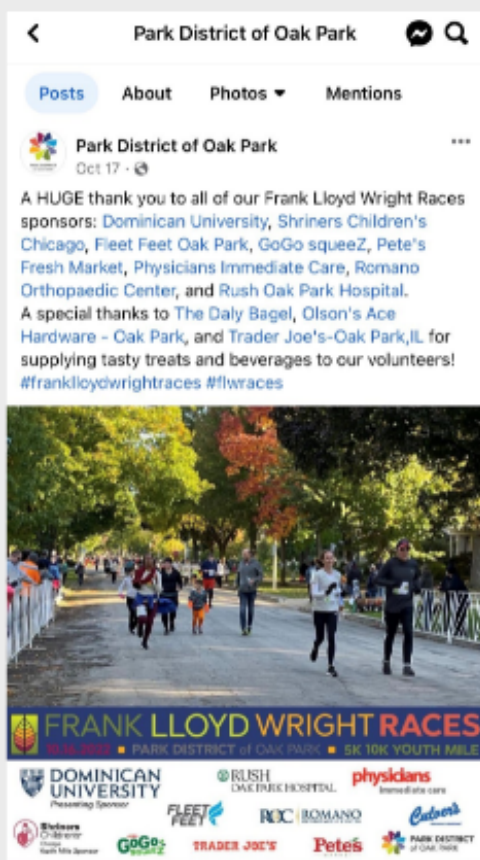
Site Visits to FLW Event Page



Email Blast Open Rate



Social media posts
(10K Facebook, 3K Instagram)



Print Marketing

Postcard mailed to Oak Park households n=25,000



Postcard on display at Chicago area Fleet Feet stores n=7



Flyer distributed to all park district buildings and local businesses



Banner hung at Lake & Ridgeland for 4 weeks



Four banners displayed throughout Oak Park for 8 weeks



2,600 race t-shirts printed

