

PARKS FOUNDATION OF OAK PARK PRESENTS:



**FRANK LLOYD
WRIGHT RACES**
10.20.2024
5K ■ 10K ■ YOUTH MILE



Participants

Total registrations

2,005

Repeat Participants

68%

Spectators

1,000+

Volunteers

75

Sponsors

26

Proceeds Raised for Scholarship Fund:

\$33,365

Participants by location



61% Oak Park



68% Oak Park and
surrounding
suburbs



14% Chicago



98% Illinois

Participants by race

5K RUN

893

5K WALK

300

10K RUN

639

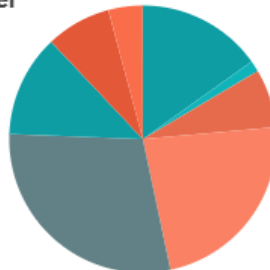
YOUTH
MILE

173

Participants by Age & Gender



Male (45.29%) Female (54.71%)

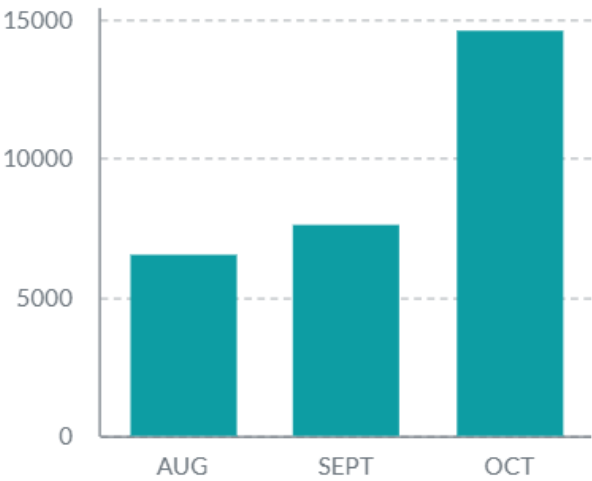


7-14 (15.16%) 15-17 (1.35%) 18-29 (7.08%)
30-39 (23.09%) 40-49 (28.93%) 50-59 (12.37%)
60-69 (7.88%) 70+ (4.14%)

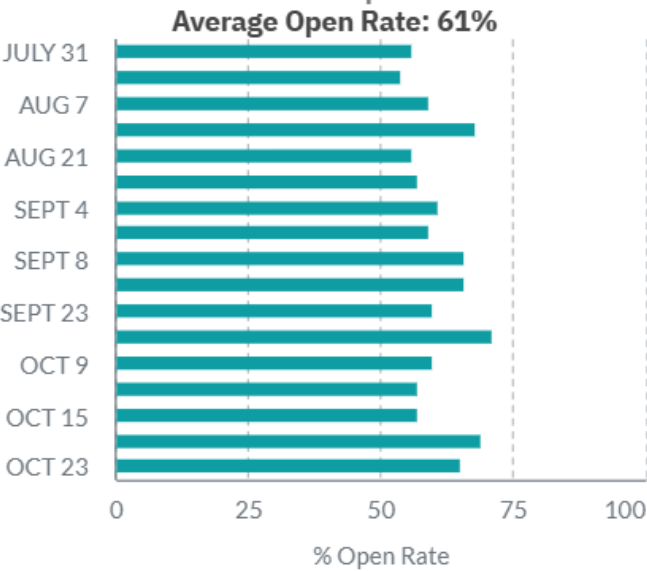
Digital Marketing



Site Visits to FLW Event Page

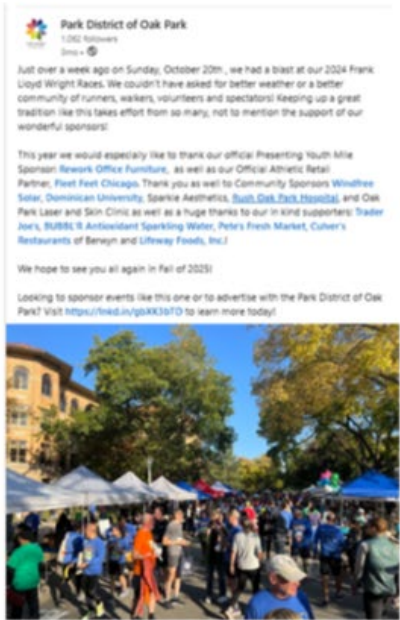


Email Blast Open Rate



Social media posts
(12K Facebook, 4K Instagram, 1k Instagram)

Average Reach per Post: 2,795 (FB/IG)



PARKS FOUNDATION OF OAK PARK PRESENTS:



FRANK LLOYD WRIGHT RACES
10.20.2024
 5K ■ 10K ■ YOUTH MILE

Print Marketing

Postcard mailed to 25,000 Oak Park households



Banner hung at Lake & Ridgeland for 4+ weeks



Flyer on display at 7 Chicago area Fleet Feet stores



Flyer distributed to all park district buildings and local businesses



Four banners displayed throughout Oak Park for 8 weeks



2000+ race t-shirts printed & distributed to racers, volunteers, sponsors, and staff

