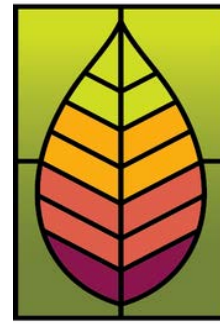


2025

Frank Lloyd Wright Race Recap



FRANK LLOYD WRIGHT RACES

10.19.2025

5K ■ 10K ■ YOUTH MILE ■ LIL RUNNERS
PARK DISTRICT of OAK PARK

OVERVIEW

Total Registrations

2358

Proceeds Raised for Scholarship Fund

\$42,377

Sponsors

35

SPECTATORS

1000+

REPEAT PARTICIPANTS

33% FROM 2024

VOLUNTEERS

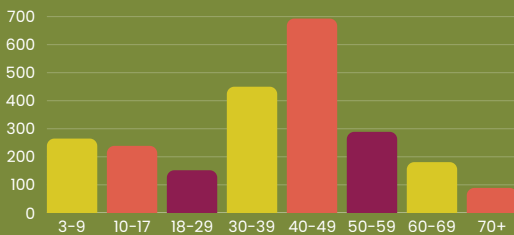
92



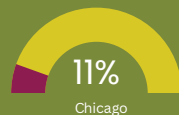
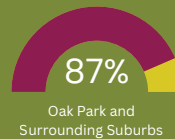
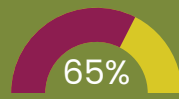
sponsor row 2025

PARTICIPANT BREAKDOWN

Participant by Age



Participant by Location



Gender

Men

1132

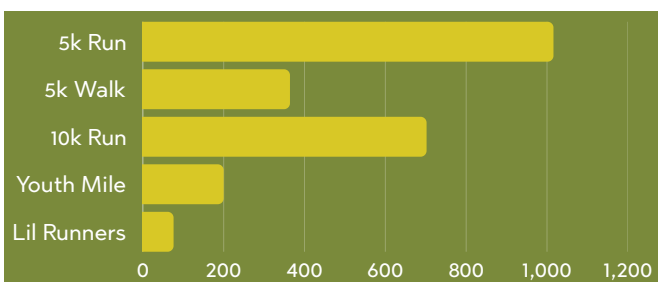
Non-Identifying

17

Women

1209

PARTICIPANTS BY RACE



youth mile



<https://pdop.org/flwsponsor/>

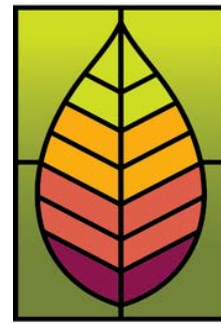


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jillian.sims@pdop.org

SPONSOR MARKETING SUPPORT*

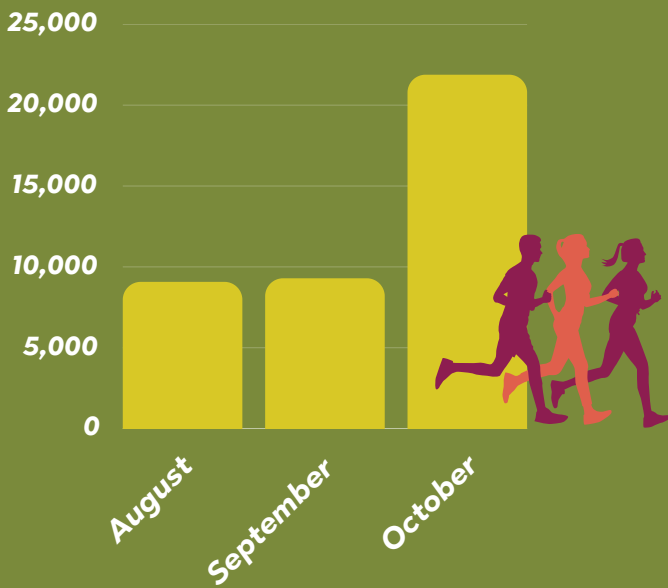


FRANK LLOYD WRIGHT RACES
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DIGITAL MARKETING

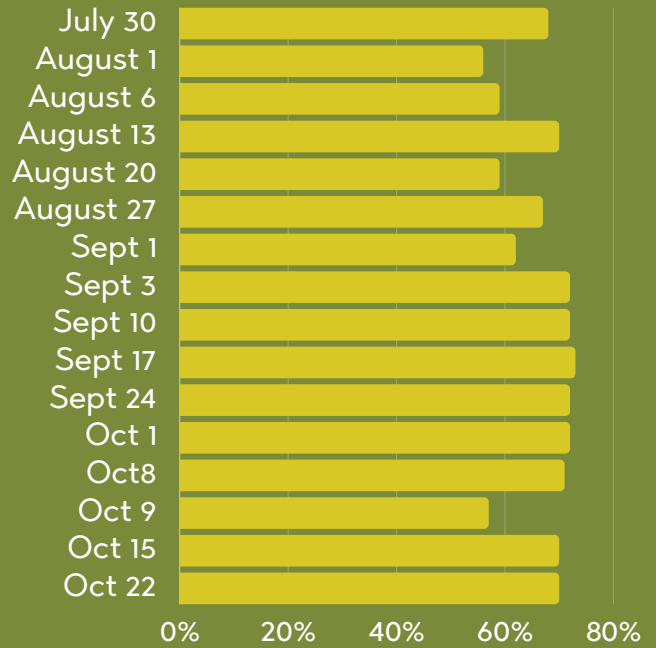
FLW EVENT PAGE SITE VISITS



EMAIL BLAST OPEN RATE



Average: 67%



SOCIAL MEDIA

AVERAGE REACH PER POST: 1,739



1000 FOLLOWERS



5500 FOLLOWERS



13000 FOLLOWERS

* Sponsor Marketing support varies according to sponsorship level

<https://pdop.org/flwsponsor/>

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PRINT MARKETING



**FRANK
LLOYD
WRIGHT
RACES**
10.19.2025

5K ■ 10K ■ YOUTH MILE ■ LIL RUNNERS
PARK DISTRICT of OAK PARK

**FLEET FEET
STORE(S) POSTCARD**

JOIN THE 49TH ANNUAL FRANK LLOYD WRIGHT RACES IN OAK PARK, IL!

10K RUN \$55
Course passes 8 homes designed by Frank Lloyd Wright and his Home & Studio.

5K RUN \$55
5K WALK \$50
Perfect for running or walking with friends and family. Strollers welcome!

YOUTH MILE \$50
Perfect intro to racing for youth ages 7-14.

Lil Runners 50-Yard Dash \$25
Lilts cube on the run, ages 3-5.

Did you know?
All proceeds from the FLW Races fund our Scholarship Program.

flwraces.com

FRANK LLOYD WRIGHT RACES 10.19.2025

Runners Swag Includes:

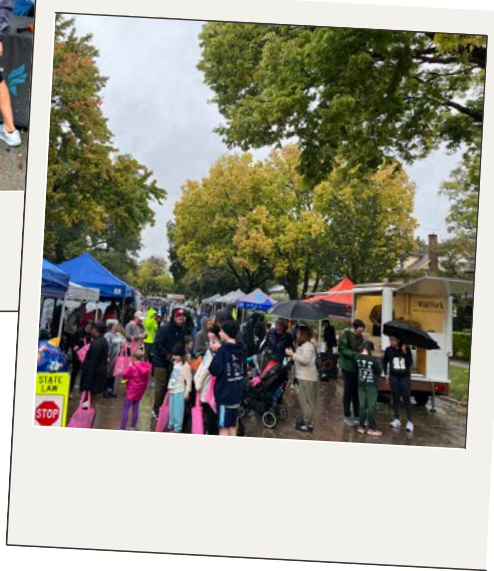
- Frank Lloyd Wright long sleeve t-shirt
- Winter beanie
- Top Finisher medals in each race/age category.

Wild Fork MEAT & SEAFOOD MARKET
Official Dining Retail Partner

FLEET FEET Official Athlete Retail Partner

CLUB CURE
Lifeway KETIA
Petes
NICHE

SCAN ME To Register!



FRANK LLOYD WRIGHT RACES OCT 19 2025

Registration Opens August 1st!

Enjoy fast, fast, and scenic routes through historic Oak Park!

Register by September 2 and get \$10 off the registration fee!

10K	\$55 (\$45 by 9/2)
5K	\$50 (\$40 by 9/2)
5K WALK	\$45 (\$35 by 9/2)
NEW 50-yard dash for ages 3-5	\$25 (\$15 by 9/2)

Register at flwraces.com or scan the code.

Thank You to Our Sponsors

Presenting Sponsor: Wild Fork MEAT & SEAFOOD MARKET

Official Athlete Apparel Partner: FLEET FEET

Community Sponsors: CLUB CURE, Lifeway KETIA, Petes, NICHE

All race proceeds fund the Park District of Oak Park's Scholarship Program.



**COMMUNITY
POSTCARD**
Mailed to 25,000+ Oak Park Households

Unwind Connect Explore
Something New

Enjoy our Adult Leisure & Lifestyle activities and events at Cheney Mansion and Pleasant Home. New programs drop every month, so sign up for our e-newsletter using the QR code and be the first to know!

- Dining & Dancing
- Music & Cocktails
- Culinary Adventures
- Sip & Create
- Live Entertainment
- And more each month!

FALL FEST
Two Times the Fun!
Join us for this FREE family-friendly event full of fall fun activities! Enjoy carnival rides, music, games, food vendors, and more at Cheney Park. And the Oak Park Conservatory will entertain you with a pumpkin carving demonstration, scavenger hunt, and live animal encounters! Presented by the Friends of the Oak Park Conservatory.

SEPTEMBER 21 11:00A - 2:00P

PARK DISTRICT of OAK PARK
218 Madison Street, Oak Park, IL 60452

Residential Customer Local Oak Park, Illinois

PRINT MARKETING CONTINUED



**FRANK
LLOYD
WRIGHT
RACES
10.19.2025**

5K ■ 10K ■ YOUTH MILE ■ LIL RUNNERS
PARK DISTRICT of OAK PARK



COMMUNITY FLYER

Distributed to Park Buildings and offered to Sponsors and Local Businesses



COMMUNITY BANNER



COMMUNITY/SPONSOR 'THANK YOU' BANNER

Banner Hung at Lake and Ridgeland for 4+ Weeks (Estimated xyz impressions)



<https://pdop.org/flwsponsor/>



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BRANDED ITEMS

T-SHIRT

2,300+ Race T-shirts produced for racers, volunteers, sponsors and staff



FRANK LLOYD WRIGHT RACES

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PARK DISTRICT of OAK PARK



LIL RUNNERS' DRAWSTRING BAG/CAPE

Produced for Lil Runners



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