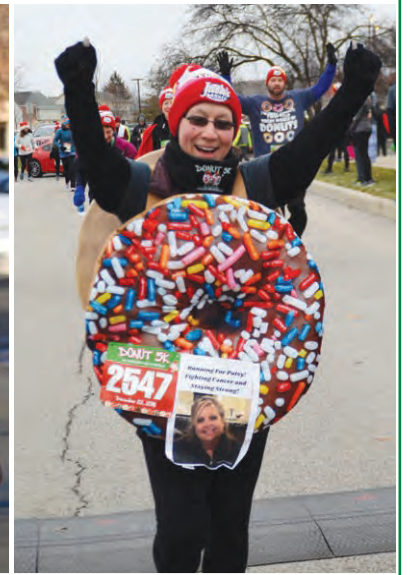




# 2022 DONUT 5K

## Sponsorship Opportunities and Expo Information



[www.Donut5KRun.com](http://www.Donut5KRun.com)





# DONUT 5K

**SATURDAY, DECEMBER 24, 2022**

**Carmel Racquet Club, located on Carmel Drive just west of Jack's Donuts!**

## About the Donut 5K

The Donut 5K moved to Carmel in 2011 with the partnership of Jack's Donut and included a name change making it the first donut 5K race in the Indianapolis area. It quickly grew to become Carmel's fourth largest running event of the year!

Donuts and dogs may seem like a crazy combination, but our relaxed holiday event has opened the door for many new runners. Fast Forward to today and what you will find is over 100 dogs in costume, families running and walking together, elite runners competing all out for the cash purse and friends enjoying a holiday morning together catching up while being active. The event has also raised over **\$65,000** of cash and in-kind donations **for** local rescues.

## Schedule of Events

**Saturday, Dec. 24, 2022**

7:00 AM.....Vendor Move-In  
7:30-11:30 AM .....Expo  
9:00 AM ..... 5K Run/Walk  
10:00 AM..... Awards  
10:15 AM..... Silent Auction Closes  
11:30 AM.....Event Ends

### Exhibitor Options

One 10 x 10 Booth.....\$250

**One 10 x 20 Booth .....\$400**

### Exhibitor Benefits:

- One complimentary race entry
- Returning vendors will receive priority choice of booth location(s)



## CONTACT

**Todd Oliver**

*President & Race Director*  
Carmel Road Racing Group, LLC  
4000 W. 106th St.  
Suite 125, Box 408  
Carmel, IN 46032  
317.407.8489  
todd@carmelmarathon.com

## WHO WE ARE

Carmel Road Racing Group (CRRG) is a running event management company with over 20 years of producing successful events spanning 11 states. Based in Carmel, Indiana, CRRG has managed events ranging from a 1-mile football halftime race to 5K's, half marathons and marathons. The Indiana running event calendar is full of options for runners; therefore, providing a memorable running experience is our priority and focus. Our event team are runners so they understand the sport from both sides allowing them to make the best decisions. We have successfully developed a reputation of delivering a positive experience regardless the event distance, location or cause. Join us in providing that experience.

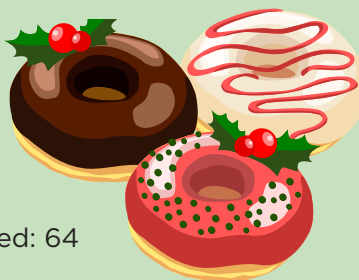
[www.CarmelRoadRacinGroup.com](http://www.CarmelRoadRacinGroup.com)





## 2019 EVENT DEMOGRAPHICS:

- Total Participants: **2,500 = SELLOUT!**
- Number of States Represented: 18
- Average Age: 35
- Female/Male Participant Ratio: 64%/36%
- Number of Zip Codes Represented: 131
- Total number of Indiana Cities Represented: 64
- 46032 = largest zip code of participants
- Total email database: 26,000 x 30 eblasts = 780K annual impressions
- Total impressions for sponsors: Estimated 300-500k
- Regional Marketing Area: Indianapolis, Cincinnati, Columbus, Fort Wayne, Springfield, Louisville and Geist: 120K participants



## 131 zip codes in 18 states were represented!



## EVENT HIGHLIGHTS:

- Third largest 5K in Carmel with a **sellout of 2,500 expected!**
- With our unique partnership with Jack's Donuts of Carmel, the Donut 5K has become a local favorite. Last year **9,000** donut holes were distributed before, during and after the event making it a 'sweet' holiday tradition.
- The event offers a surprise each year from stocking hats to beards to medals. What will it be this year?
- The Donut 5K benefits our furry friends to help them find a good home via our charitable partners.
- Our always popular indoor post-race party includes vendors, dogs, adoptions, adult beverages, music, pictures and more."
- Proceeds benefit local animal rescues.

16th Annual

# DONUT 5K FITNESS EXPO REGISTRATION FORM

Carmel Racquet Club, Carmel, Indiana

**Saturday, December 24, 2022 • 7:30 - 11:30 AM**



**Register online or mail this completed form with booth rental fee to the address below.**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone # \_\_\_\_\_ Add'l Phone # \_\_\_\_\_

Contact Email \_\_\_\_\_

Description of product/services being exhibited \_\_\_\_\_

Does your company plan on selling items? ☐ Yes ☐ No

If yes, please describe \_\_\_\_\_

Are you sampling food or beverages? ☐ Yes ☐ No

If yes, please describe \_\_\_\_\_

## Payment Information

☐ Check or Money Order (Make payable to Carmel Road Racing Group)

☐ Visa ☐ MC ☐ AMEX Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ 3 or 4-Digit Security Code

Billing Address \_\_\_\_\_ Billing Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Exhibitor Benefits:

- One complimentary race entry
- Returning vendors will receive priority choice of booth location(s)

## Booth Selection

- ☐ **A.** One 10 x 10 Booth Space \$250
- ☐ **B.** One 10 x 20 Booth Space \$400

**Amount Enclosed:** \$ \_\_\_\_\_

**Email Todd Oliver at [todd@carmelmarathon.com](mailto:todd@carmelmarathon.com) to reserve your booth space today!**

**Then register online or mail this completed and signed form with booth rental fee to:**

## Carmel Road Racing Group

c/o Donut 5K Fitness Expo  
4000 W. 106th St., Suite 125, Box 408, Carmel, IN  
46032

**For more information or to secure your booth online, go to [Donut5KRun.com](http://Donut5KRun.com)**



## 16th Annual Donut 5K Fitness Expo

# TERMS AND CONDITIONS

**Carmel Racquet Club, Carmel, Indiana • Saturday, December 24, 2022**

The Donut 5K Fitness Expo is intended to be a rewarding experience for exhibitors, sponsors, runners and attendees. We want to give you the best chance possible to promote your business and products. In order to assure fairness and priority, all exhibitors are bound by the following Terms and Conditions and any additional Terms and Conditions that the event determines are necessary.

1. All booths must be prepaid before the booth set-up.
2. Booth/display shall be set up by 7:00 am on Saturday, December 24, 2022.
3. Display shall not extend beyond the assigned space; disturb the aisles or other exhibits.
4. Booth shall remain open and be staffed during Expo hours as stated on registration form.
5. Booths are to remain open until the close of the Expo and not dismantled before that time.
6. Donut 5K will assign booths at its discretion. Space assignments are subject to reasonable changes by the Donut 5K staff.
7. No refunds shall be paid to any exhibitor who fails to occupy its assigned space for any reason other than a failure of the event to provide exhibition space. In the event that the event is unable to provide exhibition space for a reason other than those events and reasons set forth in Paragraph 13, the exhibitor agrees that its damages are limited to the refund of any deposit or payment made by the exhibitor.
8. Donut 5K has the right to reject exhibits.
9. Exhibitor will not exhibit any merchandise or promotional material other than specified in the reservation form. Donut 5K has the right to reject the display of any merchandise or promotional material.
10. Donut 5K will hire security to secure materials stored in the exhibition hall during the times the show is not open to the public. Donut 5K shall not be liable for the acts or omissions of the security guards. exhibitor assumes all responsibility for loss, theft or destruction of goods, or personal injuries to itself, its employees, agents, representatives or visitors and will indemnify and hold harmless Donut 5K, its officers, employees, agents, volunteers, contractors, sponsors, runners, patrons and Expo attendees from all claims arising from any act, omission or negligence of the Expo exhibitor.
11. Exhibitor agrees to maintain in effect and, upon request, shall supply the Donut 5K with certificate of insurance for general liability insurance with combined bodily injury and property damage limits of \$500,000 each occurrence with \$1,000,000 aggregate. The Donut 5K and the Carmel Racquet Club shall not be responsible for loss or damage occurring to exhibitor's property for any cause.
12. Exhibitor agrees not to deface property and agrees to accept liability for any damage to the property of others or the Carmel Racquet Club. Any damage shall be remedied at exhibitor's expense and to the satisfaction of the property owner.
13. In the event of war, fire, terrorist attack, public catastrophe, strike, act of God, civil unrest or other uncontrollable cause, the Expo or any part thereof is prevented from being held, or cancelled, Donut 5K, shall in its sole discretion, determine a refund, if any, to be paid to exhibitors.
14. Exhibitor agrees to the event's promotional, noncommercial use of its images, and the images of its workers, agents and staff, in photographs, video, film or other media depictions of the Expo. Exhibitor agrees to and shall disclose to its workers, agents and staff performing sale or services at the Expo that the event may photograph, film video or otherwise make and use image of such persons for promotional, non-commercial purposes.
15. Each exhibitor is bound in all respects by these Terms and Conditions. Violations of these Terms and Conditions may result in the forfeiture of the exhibiting space, without refund.



**For more information or to secure your booth online, go to [Donut5KRun.com](http://Donut5KRun.com)**