



www.RunfortheRivers.com

2011 Race Report

Run for the Rivers | PO Box 170570 | Bozeman, MT 59717



ABOUT

- 5K, 10K and 1 mile kids trail run in Downtown Bozeman
- Entry fees range from \$20 to \$30 depending on registration date
- Increases knowledge of local watershed issues including agriculture, development, education, habitat, recreation and policy
- Empowers citizens to critically think about our natural resources

NEW! in 2011

- #1 "Most Popular" Ranking by Active.com
- Public Service Announcements running on KISN and sister stations
- Promotional interview on Channel 7 stations
- Race Day coverage through Channel 6 stations
- Print coverage in seven distinct publications
- New course record in the Womens 5K (23:19)
- Local artist Loretta Domaszewski designs award tiles titled "Spring Fog"
- Two promotional/awareness events: "Pint Glass Give Away Day," and "Pay What You Can Day"

2012 GOALS & EXPANSION

- Recruit and register 700+ runners.
- Enroll runners from two additional states.
- Raise \$9,300 from registrations and sponsors.
- Involve two additional Platinum or Gold level sponsors.
- Provide advanced timing options for 5K, 10K and kids mile runs.
- Establish water quality markers at course crossings.

2011 Race Stats

Registered Runners	223
States Represented	5
Growth (runners) 2010-2011	293%
Funds Raised*	\$5,341*
Growth (funds) 2010-2011	175%
Temperature	40°
Expected Runners 2012	654*

* less race costs



2011 SPONSORS & PARTNERS

Platinum

- Montana Aleworks
- Northern Lights Trading Company

Silver

- Bozeman Running Company
- Lotic Water Marketing

Friend

- Bequet Confections
- First Security Bank
- KBOZ
- KISN
- Oboz Footwear
- Outside Bozeman

Run for the Rivers would like to extend a very special "thank you" to the City of Bozeman and the surrounding community for being so welcoming of our race. We would also like to thank all of our runners, sponsors and volunteers for making the 2011 race a huge success. We couldn't do this race without you!