



Hartford Marathon Foundation, Inc.
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Race Background and Expo Opportunity



Hartford, Connecticut
July 10, 2010

The Event:

The Red Dress Run for Women, now in its 13th year, combines some of the top New England women distance runners and over 1,000 women from Connecticut. From Olympian contenders to recreational runners and walkers, it's a wonderful blend of competition, participation and camaraderie.

In 2010, an anticipated field of over 1,000 women of all running abilities will join world-class elite athletes on a 5K scenic course through Hartford and West Hartford including Elizabeth Park with 15,000 roses in full bloom.

Charity

The Red Dress Run for Women designates a local charity as the "official" charity and encourages participants to pledge or raise additional funds for the charity. This year's charity is the American Heart Association. Five dollars (\$5) of every entry fee will be donated to the Go Red for Women campaign. In 2009, over \$3,000 was donated to the American Heart Association.

Pre-Race Events

The Red Dress Run for Women actually begins ten weeks earlier with a series of weekly group walks and runs for women of all ages and fitness levels. The training program has averaged 500 women each year led by volunteer coaches in communities throughout central Connecticut. The program helps new and experienced walkers and runners prepare for the race.

History

The event was previously sponsored by Avon Products, which funded a series of women's running/walking events in major markets across the United States. The Hartford event was the largest race in the series, despite being the smallest market.

Expo

Your company can have a presence at our female-focused expo for only \$100. This price includes a table, chairs, and a tented space adjacent to the race course.

Red Dress Run for Women is produced by the Hartford Marathon Foundation. Celebrating our 17th year of health and fitness, HMF produces over 20 events throughout the year, including the ING Hartford Marathon, which allows over 35,000 people to participate in a health and fitness event.

**Red Dress Run For Women
Hartford, CT July 10, 2010**



**Finish Line Village
Saturday, July 10, 2010
Elizabeth Park, Hartford, CT**

Hours of Sales: 7:30 – 10:30 a.m.
Set-up Hours: 6:30 – 7:30 a.m.
Breakdown Hours: 10:30 – 11:15 a.m.

The **FINISH LINE VILLAGE** is a vibrant festival of tents filled with information, goods and services important to athletic, fit women's lives. 2009 representatives included American Heart Association, St. Francis Hospital, XL Center, CT Coalition Against Domestic Violence, I Run Like A Girl, Whole Foods Market, Lotus Tea, Fleet Feet Sports, and many others. Product displays and sales are welcome at the Finish Line Village. Exhibitors will be housed under tents in Elizabeth Park, location of the Red Dress Run for Women and post-race festivities. Hartford Marathon Foundation will provide: 10'x10' tented space, table and 2 chairs.

REGISTRATION FORM (Please Complete and Return)

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zipcode: _____

Phone: _____ Fax: _____

Email: _____

____ **Finish Line Village Booth**

Saturday, July 10, 2010

\$125 for all vendors

(\$25 discount for non-profit organizations. Please provide 501(c)3 number.)

Complimentary if official HMF Multi-sport sponsor

The above named company requests permission to exhibit described goods/services at the Red Dress Run for Women Finish Line Village on July 10, 2010. We agree to abide by the terms and conditions of the Hartford Marathon Foundation.

Signature

Date

Credit Card Number

Expiration Date

Name as it appears on credit card