



WHO WE ARE

Bluegrass Runners Club, Inc is a 501(c)3 non-profit organization in Lexington, KY dedicated to building community through running. Runners of all ages and abilities are invited to connect through club runs, social events, and our local races.

CONTACT US

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[THOROUGHBREDCLASSIC5K.ORG/SPONSOR](https://thoroughbredclassic5k.org/sponsor)

THOROUGHBRED CLASSIC 5K

The Thoroughbred Classic 5K is Bluegrass Runners' flagship event, and the largest 5K road race in Lexington. It takes place on Thanksgiving Day and is our chance to make a positive social and economic impact on the local community. Each year, 5-7 local charities are selected to receive the proceeds of the event.

We strive to produce a top-quality race for the entire community. The Thoroughbred Classic 5K is family-friendly and appropriate for participants of all skill levels.

Schedule of Events

Packet Pickup

- Tues 11/21/23 2-6PM
- Wed 11/22/23 2-6PM

Race

- Thurs 11/23/23 9AM

WHAT WE DO

Our Race Directors

The Thoroughbred Classic 5K is produced by an all-volunteer team. Our race directors come from a variety of professional backgrounds, including scientists, lawyers, healthcare professionals, teachers and marketing strategists.

Our Volunteers

Volunteers from our charity beneficiaries, Bluegrass Runners and the Lexington community are critical to our success every year.

Our Charities

Charity beneficiaries are selected annually on an application basis. Over the past 40 years we have been able to support fantastic organizations providing essential services to the central KY area.

RACE HISTORY

In 1983, the Bluegrass Runners hosted their first edition of their marquee event, the Thoroughbred Classic. Originally run in September as a 10K, the Club changed the distance to a 5K and moved the race to Thanksgiving. Since then, every Thanksgiving morning, runners and walkers from across the country come to Lexington, Kentucky to take part in the Thoroughbred Classic 5K and Kay Collins Memorial Mile. Still organized and presented locally by the Bluegrass Runners, the Thoroughbred Classic is a family-friendly event whose main purpose is to benefit our local community.



QUICK FACTS

Race Numbers - 2022

- 2,535 total participants
- 2,145 adults
- 390 children
- 151 dogs

Donations

- \$37,500 donated in 2022
- \$497,000+ total
- \$36,000/year average since 2015
- 28 charities supported

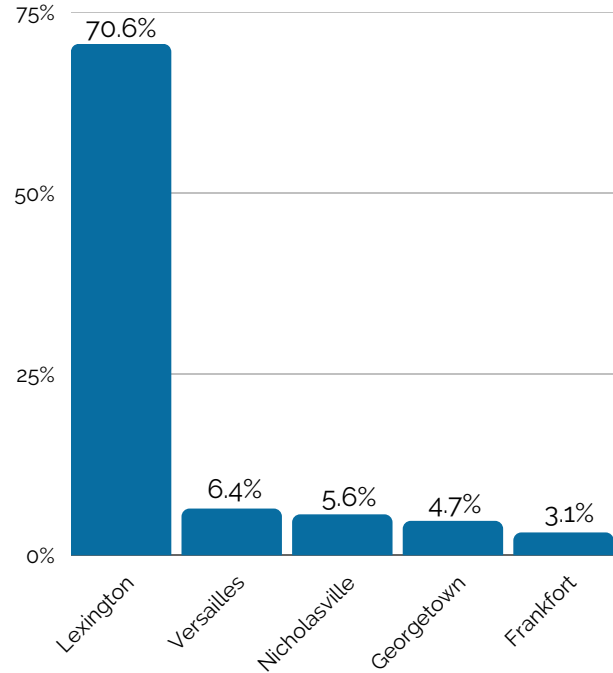
2023 CHARITIES

The beneficiaries of the 2023 Thoroughbred Classic 5K include:

- [Baby Health](#)
- [Bluegrass Parkinsons Alliance](#)
- [CASA of Lexington](#)
- [Kentucky Equal Justice Center](#)
- [Maxwell Street Legal Clinic](#)
- [Radio Eye](#)
- [The Well](#)

OUR PARTICIPANTS

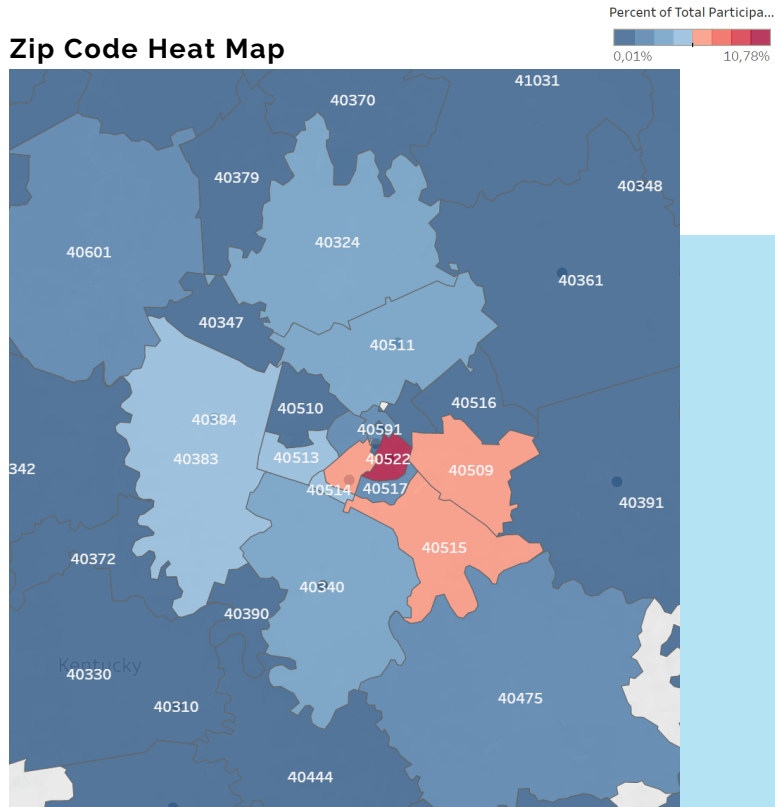
Top 5 Cities



Where are they from?

We have participants from all over the country, but the vast majority (85%) live in Kentucky, with 70% from Lexington.

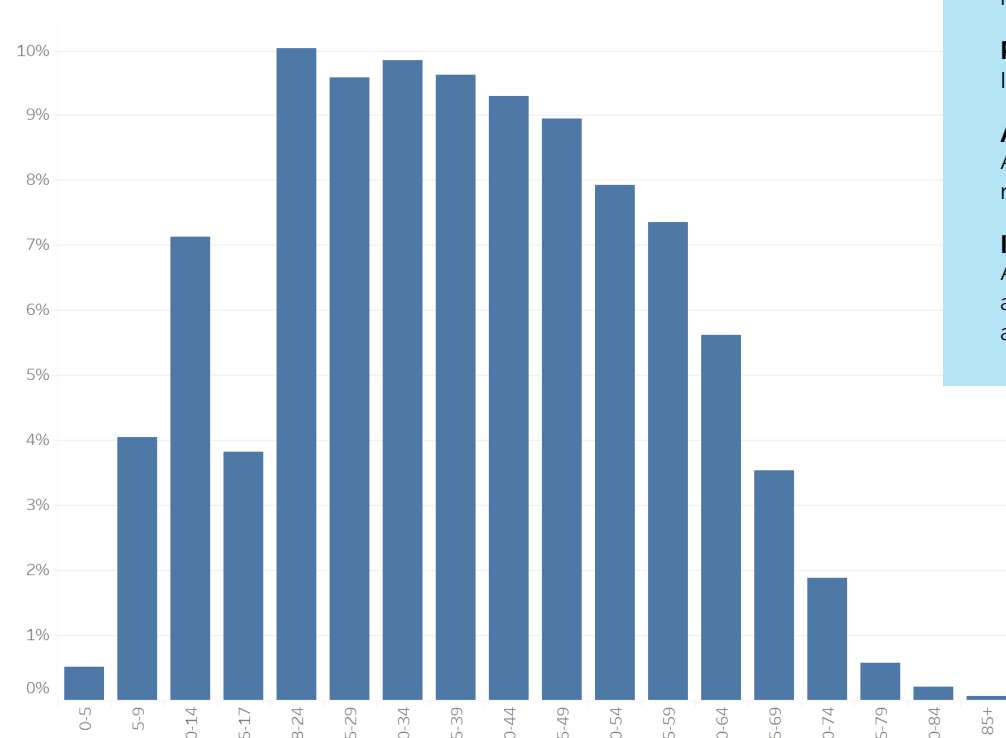
Zip Code Heat Map



Who are they?

On average, our participant base is about 54% female and 46% male. They range in age from a year old to 99, but most are between 18-50 years old.

Age Groups



AUDIENCE INSIGHTS

Here are a few other things we've learned about Thoroughbred Classic 5K participants

Loyal

Each year, more than half of our runners are repeat participants.

Pet Lovers

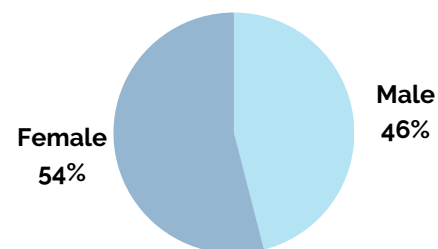
In 2022, a record 151 dog bibs were ordered!

All Fitness Levels

Approximately 18% of finishers complete the race at a walking pace

It's About Family

About 15% of finishers are under the age of 18, and in 2022, over 20% of participants joined as a team.



SPONSORSHIP OPPORTUNITIES

We invite local businesses to sponsor the Thoroughbred Classic 5K. By providing support for the race, you will help us maximize our charitable donations while receiving substantial promotion for your business, along with the opportunity to engage directly with the community.

	EXHIBITOR \$250	GOLD \$1000	PLATINUM \$3000	PRESENTING \$8000
Opportunity to include materials in physical & virtual race packets	✓	✓	✓	✓
Tabling opportunities in pre/post-race area	✓	✓	✓	✓
Logo and link in all race email communications		✓	✓	✓
Link on Thoroughbred Classic 5K sponsor page		✓	✓	✓
Recognition in pre-race program & media releases			✓	✓
Logo on signage			1 on course	1 on course + start/finish banner
Social media posts			1 dedicated	5 per year
Logo on race shirt artwork			✓	✓
Logo/QR on race bib			✓	✓
Dedicated sponsor page on websites				✓
Custom thank you email to all contacts (7000+)				✓
Custom message in all email communications				✓
Included registrations		2	5	10