



BELLEAIR

Sunset 5K & Fun Run



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Financial Report



Here's what people are saying...

- My husband and I were in Florida from Michigan on vacation. We decided to try this run. What an amazing event! You guys did it up top notch! Glad we were able to participate. J.L.
- What an amazing run, route, post party with amazing people. Thank you to all the sponsors and staff YOU ROCK! A.R.
- Thank you for a great race! M.V.
- GREAT RACE AS ALWAYS. P.G.
- Thanks for a great run! G.K.
- So proud of myself this was my 1st 5K and I was the very last one to come in but I did it ! It took a lot for me to get going on this and it was an amazing feeling to actually achieve crossing that finish line. I can't wait till next year! P.G.
- I ran the 5K yesterday and had such a great time! It's a beautiful course as you know and the after party was fun, but COLD!!! Next time I'll bring more layers and gloves to put on if it's chilly. :) E.S.

This year's race:

- Top rated 5K in area on that day
- 996 Runners (largest race yet)
- Over 100 AMAZING Volunteers
- Best Staff Ever
- Sweet Post Race Party
- Beautiful Race Course
- Awesome Live Band

Revenue

Sponsorship \$16,200.00

Registration & Post Party

In Person Rec Center (early) \$ 1,130.00
 In Person Rec Center (late) \$ 5,280.00
 Youth In Person Rec Center \$ 435.00
 IMATHLETE Online \$13,427.01
 Post Party \$ 1,510.00

Total Revenue **\$37,982.01**

Expenses

Marketing \$2,566.37
 Race Course Coordination \$5,685.00
 Post Party & Event Details \$6,016.75
 Runner Expenses \$6,461.82

Total Expenses **\$20,729.94**

Net Profit **\$17,252.07**

A GLIMPSE AT 2013'S RACE

920 Runners

TOTAL REVENUE: \$40,002
 TOTAL EXPENSES: \$22,807
 TOTAL NET: \$17,195