



St Luke's



D&L RaceFest



2024

Race Day is Sunday, November 10, 2024

Race Expo on Saturday, November 9, 2024

Four fantastic races

Three cities

One incredibly inspirational day



Be onboard for the second annual St. Luke's D&L RaceFest on **November 10, 2024!**

As the region's most prolific day of racing, St. Luke's D&L RaceFest expects over 2,250 participants in 2024 with continued growth projected in future years.

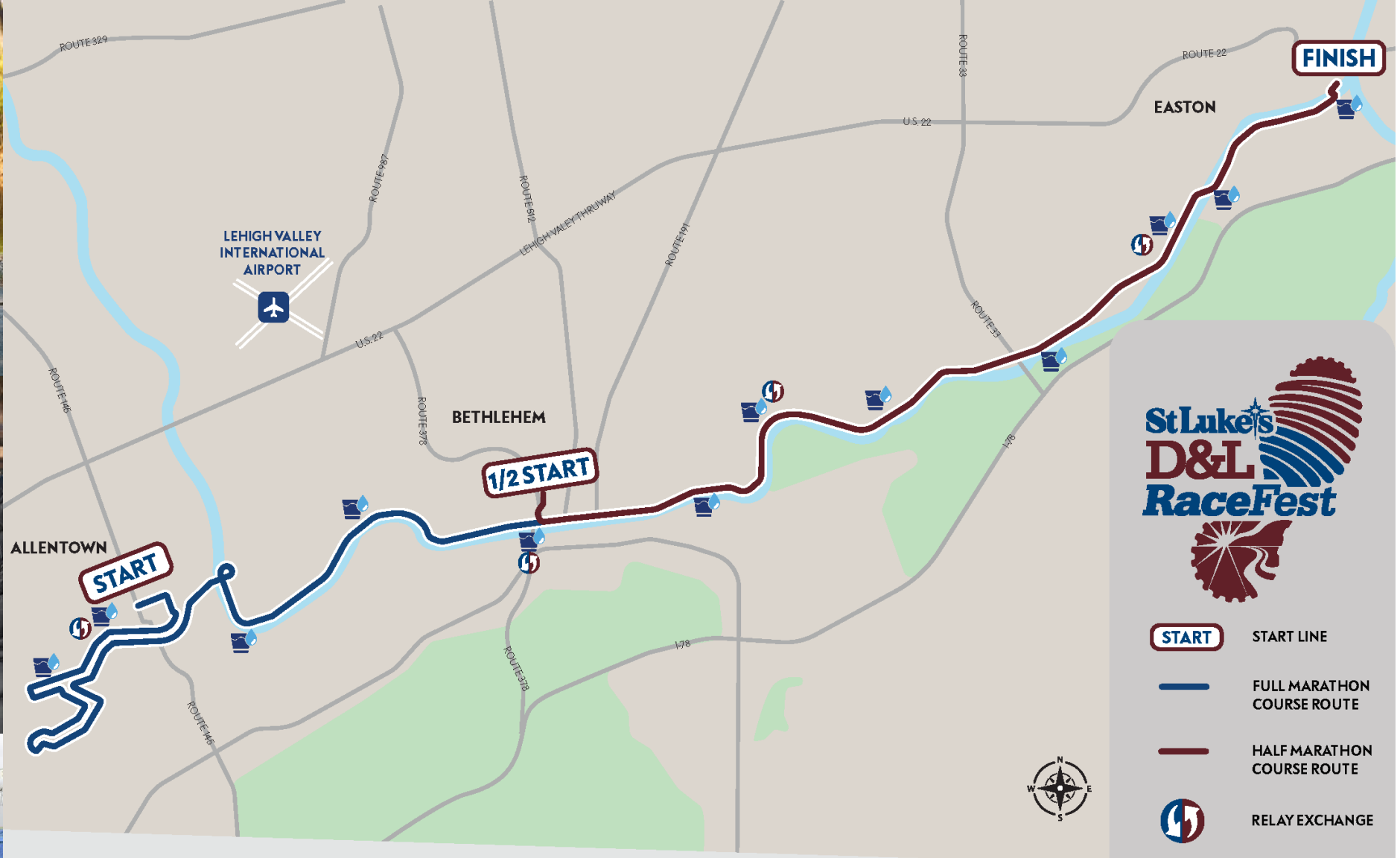
Produced by Delaware & Lehigh National Heritage Corridor Inc (DLNHC), the event adds to the rich legacy of distance running in the Lehigh Valley.

The St. Luke's D&L RaceFest includes four races all supported by Title Sponsor, St. Luke's University Health Network:

- St. Luke's D&L Marathon, "The Lehigh Valley's Marathon," which will cover a USTAF-certified, Boston-qualifying 26.2-mile course from downtown Allentown to downtown Easton, a majority of which follows the mostly flat and net downhill D&L Trail along the Lehigh River and Canal.
- St. Luke's D&L Marathon Relay, the region's *only* marathon relay, which will cover the same course as the full marathon as a five-person team with legs ranging about 3.5 miles to 7 miles.
- D&L Heritage Half Marathon Run, presented by St. Luke's, a 13.1-mile race starting in historic downtown Bethlehem and following the D&L Trail to Easton. This is a continuation of DLNHC's previous event and will be its 13th annual half marathon run.
- D&L Heritage Half Marathon Walk, presented by St. Luke's the only half marathon in the region with a dedicated awards categories for walkers. This is a continuation of DLNHC's previous event and will be its 10th annual half marathon walk.

All races will end with a post-race party in downtown Easton!





St. Luke's D & L RaceFest

2023 OFFICIAL COURSE MAP

Marathon Start
Allentown

2024

Half Marathon Start
Bethlehem

Finish Line
Easton



- START** START LINE
- FULL MARATHON COURSE ROUTE
- HALF MARATHON COURSE ROUTE
- RELAY EXCHANGE
- MILE MARKER
- WATER STATION
- FINISH LINE

SPONSOR

Join St. Luke's University Health Network in sponsorship

Proceeds from your sponsorship will benefit Delaware & Lehigh National Heritage Corridor Inc., a 501(c)3 EIN 23-2977618, for heritage and environmental programming.

Sponsorship also helps the ongoing development and promotion of the D&L Trail, the longest multi-use trail in Pennsylvania, stretching over 165 miles from Wilkes-Barre to Bristol.



"Our marathon spans the Pennsylvania cities of Allentown, Bethlehem, and Easton on one of the most beautiful trails in the country. Our St. Luke's nationally recognized sports medicine, EMS, and physical therapy teams will be on hand to ensure a safe and healthy race."

**Ken Szydlow,
SLUHN Vice President & Chief Marketing Officer**



Sponsor Levels and Benefits

We invite your company to become a Premier, Platinum, Gold, Silver or Water Stop sponsor and align your brand with this highly-anticipated event. By joining us as a sponsor of the 2024 St. Luke's D&L RaceFest, you have the unique opportunity to make a significant and meaningful contribution to your community while also increasing your brand exposure alongside other prominent Lehigh Valley leaders. **Employee volunteer opportunities, community goodwill, and supporting this national heritage area & PA's longest multi-use trail is GUARANTEED for EVERY sponsor!**

Benefits	Premier \$25,000+ (1 Available, 1 Filled)	Platinum \$15,000 (1 available)	Gold \$10,000 (3 available)	Silver \$5,000 (3 available, 2 filled)	Water Stop \$1,000 (12 available)
Event Signage	Prominently featured at both Start locations and the Finish location Recognized along race route	Displayed at both Start locations and Finish location Recognized along race route	Displayed at Half Marathon Start only and Finish Location Recognized along race route	Displayed at Finish location and Recognized along race route	Logo on sign at Water Stop
Promotional Materials & Website	Prominent logo display as Premium Sponsor	Prominent logo display as Platinum Sponsor	Logo display as Gold Sponsor	Logo display as Silver Sponsor	Text Listing
Race Shirts	Prominent logo	Logo	Logo	Text listing	Text listing
Event Presence Recognition	Verbal Recognition; Onsite booth at Finish line and Expo	Onsite Booth at Finish line and expo	Booth at Expo		You are welcome to have your team volunteer at the Water Stop
Event Presence for Employees	Designated Tent for Post-Race Celebration for Employee Participants				
Media Exposure	Across Lehigh Valley; Across mid-Atlantic	Across Lehigh Valley; Across mid-Atlantic	Across Lehigh Valley	Across Lehigh Valley	Across Lehigh Valley
Social Media	Promoted by DLNHC, SLUHN, and DLV	Promoted by DLNHC, SLUHN, and DLV	Promoted by DLNHC and DLV	Promoted by DLNHC	Promoted by DLNHC
Complimentary Participant Entries	Based on Support	15 Marathon or Half Marathon entries (or 6 Marathon Relay Teams)	10 Marathon or Half Marathon entries (or 4 Marathon Relay Teams)	5 Marathon or Half Marathon entries (or 2 Marathon Relay Teams)	1 Marathon or Half Marathon entries

**** Contact us for tailored opportunities and in-kind sponsorships ****

DEMOGRAPHICS

The St. Luke's D&L RaceFest attracts participants from a wide range of demographics, including:

- Age: 18-70+ with a majority being 30-59 (although Marathon Relay participants can be as young as 10 years old)
- Gender identification: 44% male, 56% female as well as non-binary participants
- Household Income: \$75,000-\$150,000+
- Education: Majority college-educated or higher
- Interests: Fitness, outdoor recreation, health and wellness, philanthropy, community engagement
- Geography: Our marathon attracts a diverse audience from the Lehigh Valley and beyond
 - About 50% of registrants live in the Lehigh Valley
 - 25% come from outside of PA.; 27 states represented in 2023



ACCOLADES

"I had a fantastic experience, and I'm so grateful this race has returned. I hope it will continue for many, many years to come!"

"Absolutely incredible atmosphere, and amazing experience for a first-timer!"

"A beautiful course and extremely well managed race! Loved it! Great t-shirt and medal too!"

"I've been to many races and this by far was one of the best."

"Amazing and enjoyable. Very well coordinated. I love the D&L mission. Keep it up!"

"10/10 would highly recommend - best time ever!"



THANK YOU!

For more information, **tailored sponsorship packages** or questions, contact:

Michael Drabenstott, Race Director

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610-417-0503

Claire Sadler, Executive Director

claire@delawareandlehigh.org

610-923-3548 ext 226

To register for RaceFest or to follow on social media:

race.delawareandlehigh.org

Facebook: [dlraces](#)

Instagram: [dlraces](#)

Delaware & Lehigh National Heritage Corridor Inc. (EIN 23-2977618) is an approved 501(c)(3) organization and gifts are tax-deductible. The official registration and financial information of Delaware & Lehigh National Heritage Corridor Inc. may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.



Delaware & Lehigh National Heritage Corridor Inc.
2750 Hugh Moore Park Road, Easton, PA 18042



"St. Luke's is excited to sponsor the St. Luke's D&L RaceFest this coming Fall. Together with the Delaware & Lehigh National Heritage Corridor, we are bringing back Lehigh Valley's most significant running event."

Ken Szydlow,

SLUHN Vice President & Chief Marketing Officer

