

FOR GREEN

20 YEARS RUNNING

SEPTEMBER 26TH, 2026

DAVIDSON, NORTH CAROLINA

The 21st annual Run for Green features our 5K, 10K, and brings back the popular half marathon. We have 700+ participants with an additional 1000+ spectators and supporters. The run serves as DLC's only fundraiser each year and is critical to fulfilling our mission of conservation.

MARKETING HIGHLIGHTS:

- Print advertising in high profile outlets
- Press release and social media campaign
- Direct marketing via newsletters which reach thousands of local residents
- Promotional materials distributed at retail stores and sporting events across the Carolinas
- Banners, signs, shirts, save-the-date cards
- Yard sign for each Silver-level sponsor or above on highly-visible road
- Davidson Town Green sponsor booth at the event
- Promotional materials at packet pick-up

PARTICIPANT PROFILE:

- Family-focused, goal oriented "influencers"
- Median income of \$105K
- Highly-educated
- Primarily from Charlotte/Lake Norman area

