

# Chile Pepper Festival, Fayetteville Arkansas

Race Date: October 1st, 2016



One day in 1988, Joe Fennel, Randy Rhine and Kelly O'Meara, the Fayetteville High School cross-country coach, were out running. Kelly mentioned that his cross-country budget was \$100.00.

In the days before development programs, there wasn't money for sports other than football and basketball. Joe and Randy were shocked and decided to do something about it. They created the Chile Pepper Running Club and from there, the Chile Pepper Run. It was originally held in May and consisted of the 10K open run only.

The Chile Pepper Cross Country Festival was created in 1992 to bring together three northwest Arkansas cross-country races under a single event - the Chile Pepper Cross Country Festival, which is now one of the premier running events in America. The Festival united the Chile Pepper Run; the Arkansas Invitational, the annual Lady'Back and Razorback home meet; and the Fayetteville High School's Purple Dog Invitational.

The Chile Pepper celebrates its 27th year and hosts approximately 5,400 runners and over 5,000 spectators each year and is one of the largest cross country festivals in the nation. More than \$447,000 has been given to Northwest Arkansas cross-country programs. \$47,000 was donated in 2015.



John McDonnell, retired University of Arkansas Coach, 42 National Championships: "This is one of the country's best events for young people to experience national caliber competition on a great course and see the best of the best. Northwest Arkansas has worked hard to develop and host one of our nation's finest running festivals. It gives Chile Pepper Open runners the chance to race on one of the best courses, and it is a great day for spectators of all ages."

Reuben Reina, All-American and 1992 Olympian: "As a participant, there is no greater thrill than to compete in such a vibrant atmosphere. The Chile Pepper is an event college and high school teams circle on their calendar and travel hundreds of miles to participate in."



It takes a lot of commitment on the part of volunteers, participants and the Chile Pepper Board who organizes this Festival. It also takes money and resources to create a festival which gives back the proceeds to area high school running programs. Running is a sport that can last a lifetime, and an organized start can help kids learn to train right and stick with it. Sadly, without the proceeds from the Chile Pepper, some area high schools would have no budget for their running athletes.

[WWW.CHILEPEPPERFESTIVAL.ORG](http://WWW.CHILEPEPPERFESTIVAL.ORG)

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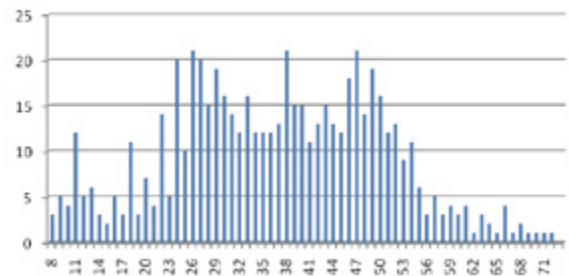
We realize one size doesn't fit all, and will work with you to have the perfect fit, for publicity and participation. 100% of your donation is allocated to the programs. We ask for your commitment as soon as possible for the maximum publicity and to guarantee your package. Donations need to be received by September 23rd.

Our Publicity Plan utilizes radio, television, print advertising, our custom website, poster distribution, race flyers, email blasts, press conference and race day mention of your commitment. Top 3 Cash donors on 5000+ Race Bibs!

## “Chile Pepper Demographics”

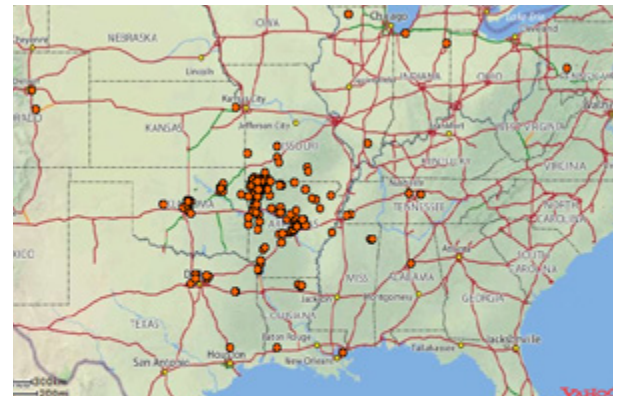
27th Year is scheduled for Saturday, October 3, 2015.  
Over \$400,000 donated to area Running Programs to date, \$45,000 in 2014!

Chile Pepper Open Age Distribution



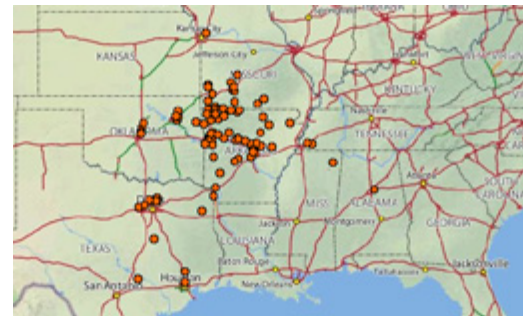
## Chile Pepper Open 2015

Ages 5-81  
29% of Open Participants are from Fayetteville  
17% Bentonville/Rogers/Bella Vista  
17 States represented  
85% from AR, 7% OK, 3% TX, 2% MO  
33% bought merchandise online at registration  
64% Male, Avg. age 40  
36% Female, Avg. age 35



## High School/Jr. High Races

2600 participants from 123 Schools  
Avg. School brought 23.6 students  
60% Boys, 40% Girls  
7 States represented: AL, AR, MO, MS, OK, TN, TX  
Arkansas Cities Largest turnout: Bentonville, Springdale, Rogers, Fayetteville



## College Races

44 Schools brought a total of 649 Athletes  
52% Female/48% Male  
17 States represented: AL, AR, CA, IL, IN, KS, LA, MA, MO, NE, OK, SD, TN, TX, UT, VA, WY  
Texas had 36% of Athletes, LA 10%, OK 10%, AR 9%, KS 7% and the remaining states total 27%.

