



St Luke's

**D&L RaceFest**



**2025**

**Race Day is Sunday, November 9, 2025**

**Race Expo is Saturday, November 8, 2025**

*Four fantastic races*

*Three cities*

*One incredibly inspirational day*



Join us for the third annual St. Luke's D&L RaceFest on **November 9, 2025!**

As the Lehigh Valley's most prolific day of racing, St. Luke's D&L RaceFest expects over 2,250 participants in 2025, 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 covers a USTAF-certified and 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 covers the same course as the full marathon as a five-person team with legs ranging from 3.5 miles to 7 miles.
- **D&L Heritage Half Marathon Run**, presented by St. Luke's University Health Network, 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 the 15th annual half marathon run.
- **D&L Heritage Half Marathon Walk**, presented by St. Luke's University Health Network, is the only half marathon in the Lehigh Valley with a dedicated awards category for walkers. This is a continuation of DLNHC's previous event and will be the 11th annual half marathon walk.





# St. Luke's D & L RaceFest

## 2023 OFFICIAL COURSE MAP

**Marathon Start**  
**Allentown**

**Half Marathon Start**  
**Bethlehem**

**Finish Line**  
**Easton**



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



# SPONSORSHIP

## Join St. Luke's University Health Network in sponsorship.

Proceeds from your sponsorship will support Delaware & Lehigh National Heritage Corridor Inc., a 501(c)(3) non-profit organization whose mission supports industrial heritage, nature and the environment, health and wellness, and economic development.

Your sponsorship also advances the development and promotion of the D&L Trail, Pennsylvania's longest multi-use trail, spanning 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**



## SPONSORSHIP AND BENEFITS

We invite your company to become a Premier, Platinum, Gold, Silver or Water Stop sponsor and align your brand with the Lehigh Valley's most prolific day of racing. By joining us as a sponsor of the 2025 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)	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

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

- **Age:** 18-70+, with the majority of participants being 30-59
  - (although St. Luke's D&L Marathon Relay participants can be as young as 10 years old)
- **Gender Identification:** 44% male, 56% female (as well 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:** St. Luke's D&L RaceFest 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.; 20 states and five countries represented in 2024.



*Data based on 2024 St. Luke's D&L RaceFest*

# 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:

**Kacey Lloyd, Race Director**

Long Tail Productions

[kacey@longtailcreative.com](mailto:kacey@longtailcreative.com)

248-770-9945

**Andrew Mai Osborne, Fundraising Specialist**

Delaware & Lehigh National Heritage Corridor, Inc.

[andrew@delawareandlehigh.org](mailto:andrew@delawareandlehigh.org)

610-483-0282

To register for St. Luke's D&L RaceFest or to follow on social media: [race.delawareandlehigh.org](http://race.delawareandlehigh.org)

**Facebook:** [dlraces](#)

**Instagram:** [dlraces](#)

Delaware & Lehigh National Heritage Corridor Inc. (EIN 23-2977618) is an approved 501(c)(3) non-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**

