Let’s go, RVA!

Mission
Inspiring people from all corners of our community to live actively.

History of Sports Backers
• Formed in 1991
• First owned event - Richmond Marathon, 1998
• First created event - Ukrop’s Monument Avenue 10k, 2000
Sports Backers Programs

- Active RVA
- Bike Walk RVA
- Fitness Warriors
- Kids Run RVA
- Scholar-Athlete Awards
Where We Are

- 47 Locations host weekly Fitness Warriors Classes
- 76 Kids Run RVA youth running or fitness clubs
- 176 Active RVA Certified Companies and Schools
- 26 Owned or Supported events
- 29 Training Team locations
- 10 Partner organizations with Sports Backers staff represented on the board
- 49 Partner organizations work with us to advocate for better places to bike and walk
Sports Backers exists to get EVERYONE moving wherever you are!

AT SCHOOL

AT HOME

AT WORK
Sports Backers wants people to be able to walk, bike, rollerblade, run, skip, and jump safely wherever they live, work, and play!

We work to make our streets safer for everyone!
Sports Backers provides training for individuals to become group fitness instructors completely FREE.

We call them the FITNESS WARRIORS!

The Warriors teach a FREE fitness class in their community each week. These classes take places in libraries, churches, community centers, and parks in neighborhoods that don’t always have accessible places for physical activity.

The Warriors not only learn to teach classes, they also gain valuable leadership skills AND get to help improve the health of their neighbors!
Sports Backers created Kids Run RVA to make running and active living just as fun and easy. Kids Run RVA promotes physical activity to youth across the Richmond region.

In January of 2020 there were 83 Kids Run RVA Clubs each led by a volunteer coaches.

We also offer the Kids Challenge, where you can earn prizes for running or walking miles and being physically active.
Started in 1992, Sports Backers awards scholarship funds to local high school student-athletes each year.

In total, we have awarded $1.2 million in college scholarships to 580 individuals.
**Special Announcement**
All three events will be back downtown on the riverfront, in-person and at full capacity, on November 13, 2021
Marathon Training Team
Group runs begin June 12/13
Cost: $180 until June 28th
Location: Sports Backers Stadium
Registration open

Half Marathon Training Team
Group runs begin August 7/8
Cost: $140 until July 20th
Location: Richmond City Stadium
Registration open

8k Training Team
Group runs begin September 18/19
Cost: $55 until September 29th
Registration to open early next week
Other Events

- Event will be back in 2022
- Registration opens June 15th
- Event is Thursday, September 23rd
- Event details TBD
- Registration is open
  Event is August 28th
Virtual Events

- TACO Trot 5K
- Great American 5000
- Great American Ride
- Fingerscrack 4-Miler
- Great European 2500
- 7 M7C - Marathons 7 Continents
- The Warm Up Fitness Challenge
- So Long 2020 - Presented by Capital One
- Solemate Shuffle 5K
- RVA Street Art Run
- RVA Street Run Marathon
- Kids Challenge Virtual Edition
- 24 Hours of Richmond
- Triple Trail Challenge
- Full Line Trailblazer
- All Streets RVA
Sports Backers’ mission is to inspire people from all corners of our community to live actively. Our goal is to transform greater Richmond into the most physically active community in the nation by leading the area in embracing and celebrating an active lifestyle. Our Events and Programs are designed to foster active lifestyles for everyone. Let’s Go RVA!
Contact
Kristen Eichert
Corporate Sales Manager
Kristen@sportsbackers.org
804-536-3548