

Student Power:

How Partnering with a University
Marketing Club Sparked Growth,
Innovation & Leadership



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A Little Bit About Me...

**RUN
MADTOWN**
5K - 10K - 13.1



A Little Bit About Run Madtown...



How it Started...

Marathon Club →
Marketing Club

I wanted help with
Tik Tok

Team Lead Only

Club was new still
figuring things out



A Funny Thing Happened...

Weekly Team Meetings

Putting into Words the Mission/ Values of Run Madtown

I Started asking Questions

THEY Started Asking Questions



Who Is Run Madtown?

Run Madtown inspires movement, connection, and joy through events that celebrate every athlete, every pace, and every story. Rooted in the spirit of Madison, we bring people together to move their bodies, lift their communities, and kick off summer with color, energy, and flamingo-bright fun.






And How It's Going...

Interviewing prospective team members

Learn about their interests & goals

Year Round Team Meetings

Mentor, share & teach



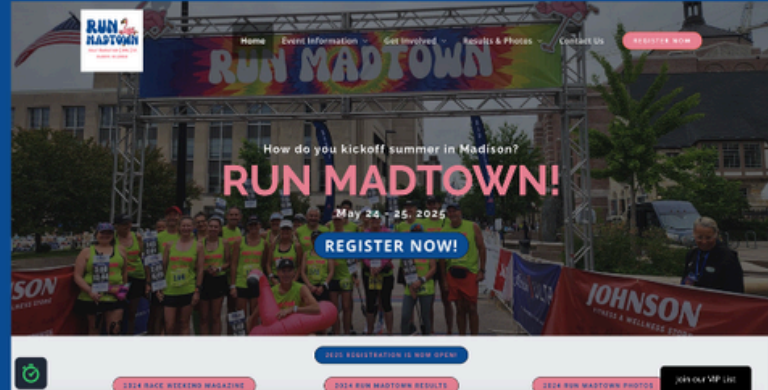



OUR TEAM:

- Claire Brooks (Project Manager)
- Katie Kim
- Tess Roenitz
- Wesley Besikof
- Julia Brunetti
- Emma Borgman

RECENT PROJECTS

- Ambassador Program
- Magazine
- Text & Email marketing
- Insta / FB Marketing
- Run Clubs
- Surveys
- Merchandise
- Website
- Tik Tok Marketing
- Sponsor Activations



SCHEDULE OF EVENTS - PARKING DETAILS - AWARDS & MORE!

RUN MADTOWN

2025 RACE WEEKEND MAGAZINE

IMPORTANT
EVENT
INFORMATION
INSIDE!



WHY WE
STRUT PINK

TOP EATS IN
MADISON



BINGO

FEBRUARY | HEART HEALTH MONTH

Added a fruit or vegetable to your dinner plate that I don't eat often	Moved around during the ad break of a show or movie	Said "yes" to plans with family or friends	Journalled 10 things/people/places I love	Did any form of movement with someone I am grateful for
Tried a new workout	Didn't eat fast food for one week	Switched one refined grain to a whole grain for a meal	Took a dance class / a class that was out of my comfort zone	Started the day with a 5 minute meditation
Did a morning workout to start the day	Complimented someone		Exercised 5 times in one week	Added an Omega-3-rich food to my diet for a week (see info sheet for ideas)
Journalled three things you're good at	Added a fiber rich food to my diet for the month (see info sheet for ideas)	Tried three new fruits/vegetables	Ate a full fruit instead of drinking fruit juice from the store	Did a 5 minute stretch
Learned about how I can eat healthy for my heart with GHC	Drank at least five 8oz glasses of water in one day	Scheduled or attended a Doctor's appointment	Added a food rich in monounsaturated fats to my diet for one day	Went to bed with the intention to get 8+ hours of sleep

Thrive 365

Complete this BINGO card for a chance to win a grand prize at the end of the month



RUN MADTOWN SOCIAL CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	NOTES
	1	2	3	4	5	6	
		Sign up for Dragonfly hot yoga class (Sept 18th 4pm on Johnson - yoga up 45 mins) with discount code MMDFLYRUN -> \$20 off one class pass	First day of school for UW Madison students		Ambassador Interview		
		Emma	Emma		Emma		
7	8	9	10	11	12	13	
	Question of the week	Sign up for Dragonfly hot yoga class (Sept 18th 4pm on Johnson - yoga up 45 mins) with discount code MMDFLYRUN -> \$20 off one class pass			Badger challenge		
Beer lovers Day Wesley \ Beth	Emma/Beth	Emma			Henry	National positive thinking day Claire	
14	15	16	17	18	19	20	
	Start of Hispanic Heritage Month & Question of the Week	Badger Challenge	Registration opens in 2 weeks		Talk like a pirate day		
				National Cheesburger Day - WisconsinBeef			
21	22	23	24	25	26	27	
Gratitude Day \ Registration countdown 10	First day of Fall & question of the week	Registration countdown 8		Registration countdown 6	TGIF \ Registration countdown 5	Registration countdown 4	
	Claire	Julia	Emma	Henry	Lauren		
			Jewish NewYear \ registration				
Claire	Emma	Henry	Wesley	Claire	Wesley	Julia	
28	29	30					
Registration countdown 5	National Coffee Day - Kwik Trip \ registration countdown 2	Registration opens tomorrow					
Yasha	Lauren	Yasha					

Half Marathon Persona #1: Weekend Warrior 44%

Demo: Millennial

Age: 30-42

Gender: Male or Female (leans female)

Occupation: Mid Career professions, typical work hours (9-5)

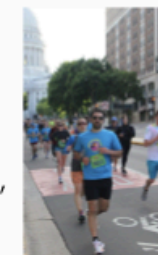
Motivation for running: provides clear, achievable, and measurable goals, provides an escape: mental reset

- Provides structure back into their life

Background: College educated professional, family, and care about fitness, travels with friends or partners for race weekends

How they train: local run club/ with friends, or online training plan

How to capture more leads/Next Steps: Targeted Meta ads, marketing the views and landmarks, lean into the mental reset and achieving goals, partnering with fleet feet, local gyms, expanding post race party with local businesses, website addition with "RMT guide to Madison"



And then the Flamingo Magic Happened...



Wisconsin Marketing Organization



The Daily Cardinal

Est. 1892



Photo by [Courtesy of Wisconsin Marketing Organization](#) | The Daily Cardinal

CAMPUS NEWS

Wisconsin Marketing Organization partners UW students with local businesses to boost profit, real-world experiences

The Wisconsin Marketing Organization held a banquet Dec. 3 with presentations on semester-long collaborative projects and initiatives with local businesses.

They currently partner with [15 local businesses](#), collaborating with them to effectively market to their customers.

Twice per month, the project managers of the 15 businesses [update](#) the club on their progress, goals and strategies, ensuring all club members are able to learn and participate in the initiatives.

Each project manager spoke at the banquet to share their progress. Claire Brooks, the project manager of WMO's Run Madtown marketing project, explained her team's communication approach via social media.

"As a team of eight, we each own an individual project to assist Run Madtown in marketing their 5k, 10k and Half-Marathon. Projects have ranged from designing merchandise, magazines and social media posts to partnering with sponsors and performing data analysis," Brooks told the Cardinal in a statement.

The WMO, formerly known as Madison Marketing UW, was [founded](#) in 2021 by two business students, Elia Saltzman and Riley Shapiro. They wanted to give students a way to apply their marketing skills to real-life businesses in the Madison area.

The idea [bloomed](#) from their desire to support the community following COVID-19, aiming to help struggling businesses return to stability while also helping students build their resumes and experiences.

"Our goal in starting WMO was to create a community where students could grow their marketing skills through real collaboration while making a positive contribution to our community through local Madison businesses," Saltzman and Shapiro told the Cardinal in a statement. "The relationships we built with these businesses and with each other have grown beyond the club itself and still shape the way we navigate and share our experiences in the professional world."

The club has expanded significantly since its creation, going from four members to over 100 in the past four years.

In fall 2025, students in WMO received 240 membership applications and administered 90 interviews. They only had 42 spots to give to students.

Moss believes strongly in the importance of staying connected to club members, even after graduation.

"With an organization this large, I want every member to feel supported and connected. I love getting to know each member, celebrating their wins, and helping our business teams bring their campaigns to life," Moss said. "Our executive board is my dream team, and nothing we achieved this year would have been possible without them."

WMO members often return to the club as advisors or resources for club members. These lasting connections are exemplified by the close friendships between members of the Executive Board and each project group.

Team Flamingo



Hey! I just wanted to thank you so so much for trusting me and letting be part of this amazing team. I had THE BEST weekend ever. It was so much fun!!

I'm going to upload all the content I have tonight and start a vertical and horizontal race recap tonight before I head to Florida!!!

You are Flamazing and I am so glad you were here! You were a HUGE help with merchandis

Henry

Emma

Julia

Yasha

Coopah lead

Noah

Current Team

Data

Working with

studying abroad Data analytics

President

Lead

Claire

analytics/survey

Lauren

Wesley

sponsors

WMO

Merchandise

Past Team Lead

studying abroad

Working with

Ambassadors

Treasurer

WMO

Magazine

sponsors

studying abroad


WMO

studying abroad

Where Are they Now?



Katie was team lead for 1.5 years,
handled social media calendar,
videos, posting & website updates
Graduated May 2025 working at

←  Glanbia

Tess set up the store in 2024 and
helped with design and ordering in
2025 and bought into all of my
wacky ideas

Graduated May 2025 working at
Kohl's







Thank You

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