



Runnin' 4 Sweets

Public Relations Media Kit

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Brand Story

At Runnin' 4 Sweets, we believe in the joy of balancing an active lifestyle with indulging in your favorite treats. As avid runners with a love for almost anything sweet, we've always joked that we run to burn off the calories from the candies we adore—hence the name, Runnin' 4 Sweets.

When we first opened our doors in 2011, our shelves were filled with the candies and chocolates we knew and loved. But it didn't take long for our customers to inspire us. With each visit, they shared their "all-time favorite" sweets, sparking our mission to track down these beloved treats. Today, nearly half of our diverse inventory comes directly from the suggestions of our loyal community.

From classic American candies to unique confections from around the world, our shop is a treasure trove of nostalgia and discovery. And if you're a soda lover, you're in for a treat! We boast the largest selection of root beers in Eastern Idaho, offering over 100 varieties alongside 350+ other bottled sodas.

But Runnin' 4 Sweets is more than just a candy shop—it's a community. Whether you're training for a 5K, running after your kids, or simply running errands, we're here to make your day sweeter. We genuinely believe there's something magical about sweets and chocolate that brightens every moment.

From our humble beginnings, we've more than doubled in size, thanks to the incredible support and enthusiasm of our customers. Our passion for running, our love for sweets, and our dedication to this community are what make us unique.

After all, if you are what you eat, then we are certainly the sweetest people in town, and Runnin' 4 Sweets is the sweetest place in Rexburg!

Runnin' 4 Sweets

Situational Analysis

Client Background

Runnin 4 Sweets, founded by two Rexburg locals, Mike and Patti Lehman, has been in business since 2011. The name "Runnin 4 Sweets" comes from their own story of being avid runners who have a sweet tooth. Since their opening in 2011 they have grown double their size and boast about their wide collection of Rootbeer and other bottled sodas (over 350+). Not only do they have a wide variety of sodas, they also are known for their collection of international candy favorites.

External Audit

- Local competition
- Holiday/Seasonal demand
- Supply chain availability
- Local regulations
- Community involvement
- Reviews and ratings/online presence

Internal Audit

- Family employees
- 1.3K followers on Facebook
- 152 followers on Instagram
- 1 Location in Rexburg, Idaho
- 3 separate Instagram accounts

Situational Analysis

Public Perception - Facebook

Based on the Facebook review provided, **Runnin' 4 Sweets**, enjoys a highly favorable public perception, with **92% of customers recommending** the store out of 21 reviews. The positive feedback highlights several key aspects:

- **Quality of Service**
- **Product Selection**
- **Customer Experience & Longevity**

How Reviews Are Calculated

Ratings on Facebook are based on a combination of reviews and recommendations. Customers can influence the shop's rating by leaving their feedback and recommending it to others. The rating scale ranges from **0 to 100**, and Runnin 4 Sweets currently ranks at **92/100**, reflecting the **overwhelmingly positive** experiences shared by its customers. Even if the reviews are far and few between.

Situational Analysis

Facebook Reviews



Faith Ferguson ⭐ doesn't recommend **Runnin 4 Sweets**. ...

August 11, 2023 · 🌐

We have been coming here for years, our visit today the worker was very rude, she was watching us the whole time, it made us extremely uncomfortable, we won't be going back if she's working there.



Like



Comment



Share



Write a comment...



Courtney Mitchell ⭐ recommends **Runnin 4 Sweets**. ...

June 12, 2018 · 🌐

I simply go for my Southern favorite, Cheerwine!! They have so many yummy treats!



Like



Comment



Share

Situational Analysis

Public Perception - Google

On Google, Runnin 4 Sweets enjoys a **strong reputation** with a rating of **4.7 out of 5 stars**. This rating is based on multiple reviews and reflects an overall positive customer experience. These are the key points:

- **Accommodating service & Atmosphere**
- **variety of options**
- **Pricing Concerns**
- **Service & Accessibility Issues**

How Reviews Are Calculated

A **4.7-star rating** reflects Runnin 4 Sweets' strong reputation, with most reviews praising its **unique candy selection and nostalgic shopping experience**. Despite occasional concerns about pricing and customer service, the overwhelmingly positive feedback keeps the shop **highly recommended** and appealing to new customers.

Situational Analysis

Google Reviews



Evan Holt

7 reviews



★★★★★ a month ago

Other | \$1–10

They have Cheerwine! Having grown up in North Carolina, it's like being able to have a taste of home while in Idaho. ... [More](#)

Like



Eli Heindel

Local Guide · 99 reviews · 2 photos



★★★★★ 5 months ago

Very fun place to go they ave tons of fun candy and even more glass sodas. Great place but is very spendy. ... [More](#)

Like



Arlyn Collett

Local Guide · 20 reviews · 45 photos



★★★★★ a year ago

A fun shop for uncommon sweets including candies from other countries and a wall of sodas. The staff is very welcoming and ready to offer their suggestions if asked. It's lucky for my dentist that my budget restricts my purchases! ... [More](#)



Situational Analysis

Google Reviews



Chris Snow

7 reviews



★☆☆☆☆ 10 months ago

\$100+

I walked in training my service dog with his vest on and I couldn't even get to the counter and was told to leave and animals aren't allowed in the building. I get it it's a place for food and you need sanitation. But there's a limit when you have children of various ages with unwashed hands reaching into the serving bowls but yet my service dog is not allowed in the building. This disgusts me as I have my senses what if someone who is blind walks in. Your staff is horrible and has no humanity about them and just wants to kick people out for being different and having special needs. I thought in this time and age this would be gone and people would know to at the least ask what he is rather than kicking me and my dog out without a second thought. I have spent over 100\$ in one transaction here and the fact that your staff can even think of treating differently abled people this way makes me spend all of my money elsewhere. You disgust me and you should be ashamed of yourselves.

Food: 1/5 | **Service:** 1/5 | **Atmosphere:** 1/5



Like



Rachel Novak

11 reviews



★☆☆☆☆ 2 years ago

We bought around 2 dollars worth of small candies according to their marked prices and the lady at the front desk charged us 5.95. We even did the math after to be sure. Either their prices are marked wrong, they have a 4 dollar tax, or they are scammers. In general the place was over priced. We only got 5 pieces of very very small candies. We did not go back in to complain because it felt weird to argue over 4 dollars, but definitely still annoying.



Like

Situational Analysis

S.W.O.T.

Strengths:

- Unique Name & Local Support
- Long Standing Business (open since 2011)
- Large Selection of Unique Soda (350+)
- Interactive Interior

Weaknesses:

- Limited Advertising & Awareness
- Underdeveloped Brand & Outdated Logo
- Lack of Exterior Appeal
- Weak Online Presence
- Limited Merchandising

Opportunities:

- Merch Expansion
- Community Events (5K/Pop-Up Booths)
- Social Media Revamp (Candy Highlights, Soda Features, Interactive Content)
- Website Redesign
- Improved Exterior Design

Threats:

- Competition (Grocery Stores/Gas Stations)
- Economic Downturns
- Lack of Physical & Digital Visibility

Situational Analysis

Client Objectives

Rebranding (Visual Identity & Brand Guide)

- 🍬 Refresh branding with playful, welcoming, and nostalgic look
- 🍬 Ensure a cohesive, recognizable identity across all platforms

Storefront Refresh

- 🍬 Make the space inviting, colorful, and fun for all ages
- 🍬 Create an Instagrammable, candy-lover's paradise
- 🍬 Improve layout and signage for a better in-store experience

Merchandise Catalog

- 🍬 Offer cute, branded merch (tees, stickers, drinkware) for all ages
- 🍬 Create limited-edition race-day items to boost excitement

Social Media Rebrand

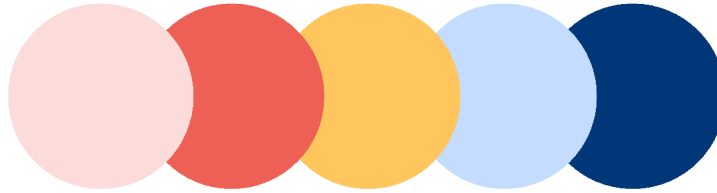
- 🍬 Share bright, fun, and family-friendly content featuring sweets
- 🍬 Highlight community events, treats, and special promotions
- 🍬 Maintain a consistent, engaging posting schedule

5K Event Plan

- 🍬 Create a fun, family-friendly event that blends sweets and movement
- 🍬 Bring the community together with treats, activities, and giveaways
- 🍬 Encourage store visits with race-day specials and exclusive sweets

Brand Guide

PRIMARY BRAND COLOURS



#FBDCDA #EE6056 #FEC65C #C4DDFE #013679

BRAND TYPOGRAPHY



Rasperie Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

MAIN FONT
FOR HEADERS

Bricolage Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

ALTERNATIVE FONT
FOR SUBHEADERS

BRAND VISUALS





Logos

Runnin'4 Sweets

Runnin'4 Sweets

Runnin'4 Sweets

Runnin'4 Sweets

Runnin'4 Sweets

Business Card

Front



Back



Packaging & Stickers

Packaging (vintage stripes used for boxes, bags, tissue paper, etc.)

Stickers



Storefront Refresh



Merchandise Catalog

Champion Unisex Hoodie



Colors:



Sizes Available in: Navy

S | M | L | XL | 2XL | 3XL | 4XL

Merchandise Catalog

Comfort Colors Unisex Hoodie



Colors:



Sizes Available in:  Crimson

S | M | L | XL | 2XL

Merchandise Catalog

Comfort Colors Unisex T-Shirt



Colors:

Ordering fewer than 6?



Sizes Available in: Blossom

S | M | L | XL | 2XL | 3XL

Merchandise Catalog

Drawstring Bag



Colors:



Sizes Available in: Light Blue

One Size

Merchandise Catalog

Camelpak Water Bottle



Merchandise Catalog

Stanley Water Bottle



Social Media Guide



@runnin4sweetsrexburg
If you are what you eat, let it be SWEET!

FONTS

**Poster
Strong**

GOALS

- Content Pillars:
 - Product Spotlights
 - Family Friendly
 - Nostalgic & Fun
- When creating reels/stories use the "poster" or "strong" font

COLOR PALETTE



#FBDCDA



#EE6057



#FEC65C



#C5DDFE



#013679

PHOTO INSPIRATION



Social Media Advertising



5K Run & Walk

Saturday May 24th, 2025
 Porter Park to Eagle Park Loop

Start Point: 8:00 A.M., Porter Park Pavilion, S 2nd W & 3rd W, Rexburg, ID 83440

Prizes: 1st place - \$50 candy gift basket + hoodie
 2nd place - \$25 candy gift basket + T-shirt
 3rd place - \$15 candy gift basket + bag

FREE
 Registration



Social Media Calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
11:30am		12:00pm		11:30am		
1 Photo: Soda inventory highlight (unique flavors)	2	3 Reel: ASMR candy scooping video	4	5 Photo: Drink inventory (energy drinks, specialty drinks)	6	7
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
11:30am		12:00pm		11:30am		
8 Photo: Candy selection (gummy selection)	9	10 Reel: Behind-the-scenes candy selection process	11	12 Photo: Valentine's candy special (if applicable)	13	14
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
11:30am		12:00pm		11:30am		
15 Photo: Featured drink (something fun for Valentine's leftovers)	16	17 Photo: 5K Event teaser (Save the Date)	18	19 Photo: Soda inventory (rotating seasonal flavors)	20	21
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
11:30am		12:00pm		11:30am		7:00pm
22 Photo: Candy inventory (chocolate treats)	23	24 Reel: ASMR satisfying drink mixing	25	26 Photo: 5K Event reminder + registration details	27	28 Photo: Customer favorite candy highlight

5K Event Plan - Research

Target Audience

Hi, I'm Olivia!

BYUI Graduate & an Active Young Mom



Age & Gender:

- 18-24 years old
- Female



Event Interest:

- Pop-Up Market
- 5K Run



Preferred Workout Location:

- Gym
- Fitness Center
- Local Parks & Trails



Preferred Incentive:

- Raffle Prizes
- Free Candy
- Discounts at Local Businesses



Fitness Level:

- Workout 3-5x a Week



Preferred Season:

- Spring
- Summer



5K Event Plan - Research

Competing Events & Scheduling

Currently, there are no races that run through Rexburg, with competing events taking place in Idaho Falls, Blackfoot, and Pocatello. The Runnin' 4 Sweets 5K aims to be an early-season "warm-up" for these races, offering a more relaxed and family-friendly atmosphere for locals to participate in.

Runnin' 4 Sweets 5K

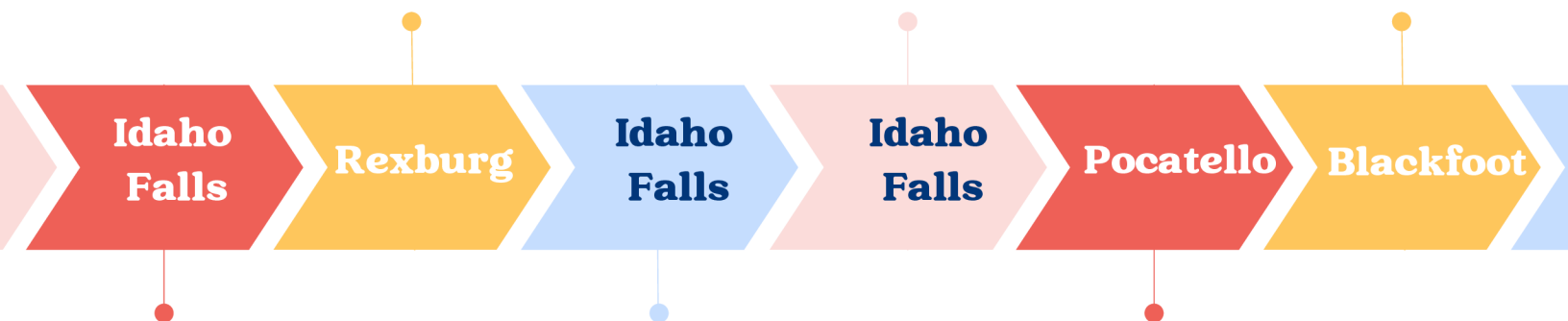
May 24th
FREE

Farm Life 5K Trail Run

August 2nd
FREE - \$11.60

Blackfoot Tater Trot

October 11th
\$27.50 - \$43.40



Idaho Falls

Rexburg

Idaho Falls

Idaho Falls

Pocatello

Blackfoot

Color Vibe 5K

April 29th
No Price Found

Idaho Falls Firecracker 5K

July 4th
\$15.84 - \$94.28

25th Annual Pocatello Marathon

August 30th
FREE - \$64.60

5K Event Plan - Research

Permits & Regulations

Securing a public gathering permit for the event can take up to **10 business days**, processed on a **first-come, first-served basis**. It's essential to apply early and contact the appropriate city office to confirm the permit fee.

For the **5K route**, safety and minimal traffic disruption are top priorities. Coordination with local authorities will help determine the best course. Key arrangements include **medical assistance, water stations, and volunteers to guide participants**. Additionally, informing local businesses and residents about potential traffic impacts will ensure community cooperation.



5K Event Plan – Research

Sponsors & Staffing

What Sponsors Do:

- Provide financial support, prizes, in-kind donations (snacks, water, swag, etc.), or promotional assistance
- Set up a booth at the event to promote their business
- Engage with attendees through giveaways, contests, and special offers

What Sponsors Receive:

- Booth Space at the Event to showcase their products/services
- Complimentary Race Entries for team participation
- Direct Engagement with event attendees, increasing brand visibility in the local community
- Logo Placement on event shirts, banners, social media, and promotional materials
- Shoutouts on Social Media to local audiences before and after the event

Additional Staffing:

Beyond volunteers, some specialized staffing may be needed to ensure smooth operations:

- **EMS/Medical Team on Standby** – In case of injuries or medical emergencies
- **Professional Timing Team (if budget allows)** – To ensure accurate race results
- **Security or Traffic Control (if required by the city permit)** – To assist with road crossings and crowd control
- **Event Photographer/Videographer** – To capture the race, winners, and sponsor branding for promotional purposes

5K Event Plan - Research

Sample Sponsor Email

Subject: Sponsorship Opportunity: Runnin' 4 Sweets 5K

Hi **[Business Name/Owner]**,

I hope you're doing well! My name is **[Your Name]**, and I'm organizing the Runnin' 4 Sweets 5K, a fun, community-driven event happening in Rexburg. This race brings together families, students, and fitness enthusiasts to promote health, fun, and local business engagement.

We're looking for sponsors who want to connect with the community while gaining great exposure. As a local [gym/small business/health-focused brand], we'd love to partner with you!

Sponsorship Benefits:

- ✓ Your logo on event shirts, banners & promo materials
- ✓ Social media shoutouts to engaged local audiences
- ✓ Booth space at the event to showcase your business
- ✓ Complimentary race entries for your team

We have sponsorship tiers starting as low as \$100, making it easy to get involved! I'd love to chat and see how we can work together. Can we set up a quick call or meeting this week? Looking forward to hearing your thoughts!

Best,

[Your Name]

[Your Contact Info]

[Your Organization Name]

5K Event Plan - Research

Volunteer Needs (25-50)

Role	Number of Volunteers	Responsibilities
Race Setup & Cleanup	5-10	Set up/take down start/finish line, tables, banners, signage, sponsor booths, and trash collection
Registration & Check-in	3-6	Distribute race bibs and shirts, manage last-minute sign-ups, answer participant questions
Water Stations	4-10	Fill and distribute water cups, clean up discarded cups, ensure hydration for participants
Course Marshals	5-20	Direct runners at turns/intersections, ensure safety at road crossings, provide encouragement
Timing & Results	3-5	Track finishing times, assist with manual timing, organize rankings
Cheer Squad & Finish Line Support	5-10	Hand out medals, water, and snacks; cheer for runners to boost morale
First Aid & Emergency Support	1-3 (+EMS standby)	Assist with minor injuries, direct runners to medical personnel if needed
Sponsorship & Vendor Booth Support	3-6	Help vendors set up, manage giveaways, oversee raffles, answer questions about sponsorships
Post-Race Activities & Engagement	5-8	Facilitate giveaways, prize distribution, and photo-ops

5K Event Plan - Research

Marketing & Promotions

Social Media Strategies

- Countdown Posts: Daily or weekly reminders leading up to the event (e.g., "10 days until race day!").
- Giveaway Contests: Engage the audience by offering a free candy basket or merchandise for tagging friends and sharing.
- Runner Spotlights: Feature participants, volunteers, or sponsors to build community interest.
- Behind-the-Scenes Reels: Show race preparations, course previews, or sneak peeks of prizes.
- Live Q&A Sessions: Address FAQs about the race, training tips, or sponsor highlights.

Flyers, Posters & Placement Plan

- Flyers & Posters Locations: Coffee shops, gyms, local businesses, and the BYU-Idaho campus bulletin boards
- Community centers, grocery stores, and running gear shops
- Partner businesses offering in-store displays

Flyers, Posters & Banner Print Size

- **Small Handouts/Flyers:**
 - **8.5" x 11" (Letter size)** – Good for individual runners, and registration packets
- **Medium Posters:**
 - **18" x 24"** - Ideal for placement at registration tables or race checkpoints
- **Large Signs and Banners:**
 - **24" x 36"** - Great for start/finish lines and sponsor displays
 - **36" x 48"** - Best for outdoor visibility, course maps at check-in

5K Event Plan - Research

Marketing & Promotions

5K Run & Walk

Saturday May 24th, 2025
Porter Park to Eagle Park Loop

Start Point: 8:00 A.M., Porter Park Pavilion, S 2nd W & 3rd W, Rexburg, ID 83440

Prizes: 1st place - \$50 candy gift basket + hoodie
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3rd place - \$15 candy gift basket + bag

FREE
Registration

5K Event Plan - Research

Budget

The Runnin' 4 Sweets 5K is expected to cost between **\$700-\$1,200**. This is in consideration of outlined costs, sponsorship potential, and ways to cut expenses.

Essential Expenses

- Permit Fees \$50-\$150
- Race Bibs & Pins \$50-\$100
- Water & Snacks \$100-\$200
- Prizes \$200-\$400
- Marketing (Flyers, Posters, Media Ads) \$100-\$200
- Miscellaneous \$200-\$300
- Supplies

Optional Cost





- Chip Timing \$350-\$500
- T-shirts (If not fully covered by sponsors) \$500-\$700

Potential \$ Savings






- Pre-registration to gauge supply needs
- Seek donations for water/snacks
- Volunteers instead of paid staff
- Simple manual timing instead of chip timing

5K Event Plan - Timeline

2 months before






-  Begin reaching out to sponsors & local businesses for partnerships
-  Start promoting the event on social media (teasers, countdowns)
-  Submit public gathering permit application for the 5K
-  Map out the final race route and coordinate with city officials

1 month before





-  Confirm sponsors & finalize logos for shirts & promo materials
-  Order race bibs, T-shirts, medals, and banners
-  Finalize volunteer recruitment & assignments
-  Launch official registration with early sign-up perks (e.g., free T-shirt for first 50)
-  Print and distribute flyers/posters around town & in fitness centers

5K Event Plan - Timeline

2-3 weeks before






-  Conduct final permit check with the city
-  Post event reminders & countdowns on social media
-  Host a social media giveaway to boost engagement
-  Schedule a volunteer training session
-  Plan a backup date or rain policy

Week of event





-  Final route check & safety review
-  Assign volunteer roles & shift schedules
-  Post last-minute social media push
-  Send confirmation emails to participants

5K Event Plan - Timeline

Day of event

-  **6:30 AM - 7:30 AM:** Volunteers arrive, setup begins (start/finish line, sponsor booths, water stations)
-  **7:30 AM - 8:00 AM:** Runner check-in, bib & shirt pickup
-  **8:00 AM:** Race begins!
-  **9:30 AM:** Winners announced, post-race social & vendor engagement
-  **10:00 AM:** Event ends, cleanup begins

Post event (late May, early June)

-  Post event highlights & thank-you posts on social media
-  Send follow-up emails to sponsors, volunteers & participants
-  Review feedback & participation data for future improvements
-  Closeout any remaining budget items