



Best Running Stores Criteria

**BEST
RUNNING
STORES
2020**

1. Store Name:
2. Number of Locations:
3. What year did your flagship store open?
4. What are your top 5 best-selling footwear brands?
5. What are your top 5 best-selling apparel brands?
6. What are your top 5 best-selling accessory brands?
7. How many employees do you have?
Full time? (30+ hours per week)
Part time?
8. What employee benefits do you offer? For example: product perks, continuing education, staff appreciation parties, vacation, etc.
9. Tell us about your most outstanding employee.
10. What is the most exceptional activity you offer to better your community? For example: clinics, runs, coaching etc.
11. Tell us about one of the races in which your store is involved. For example: the most popular, unique, or charitable impact
12. Tell us about your most important charitable initiative.
13. What is the single most important aspect of how your store makes a difference in its community?
14. Tell us about your most essential and/or successful social media outreach.
15. Facebook URL
16. Twitter URL
Number of tweets
17. Instagram URL
Number of posts
18. Yelp URL
Number of stars in overall rating
Number of reviews
19. Store Website URL
20. There are many incredible run specialty stores around the country. What makes yours one of the best?

Please return completed form by February 1, 2020 to Bethany Gilpatrick at bgilpatrick@divcom.com

Produced by **diversified**