

25th Annual Kentlands/Lakelands 5K Run/Walk and Kids Fun Runs

September 1, 2018

Sponsor Registration Packet



Hosted by the



KENTLANDS

COMMUNITY FOUNDATION

kentlandsfoundation.org

The Race

For 24 years, the Kentlands Community Foundation has hosted the Kentlands/Lakelands 5K Run, Walk and Kids Fun Runs, an event that has grown to be **the largest 5K event in Montgomery County**. A Labor Day Weekend community tradition, this year's race will be held on Saturday September 1, 2018.

The event has grown consistently over the years with the support of the City of Gaithersburg, local businesses and hundreds of volunteers. Over 1300 registered runners and more than 4000 participants, friends and family members will be in the Kentlands Market Square Plaza area during the event.

As a non-profit Maryland Corporation with 501(c)(3) status, the Kentlands Community Foundation hosts the race not only to raise funds to sustain its programming, but to share a substantial amount of the proceeds with local charities. These donations make a big impact on the lives of area families in need.

The **5K course** winds equally through the Lakelands and Kentlands neighborhoods. Highlighting the commercial area, the runners head down Main Street to the finish line and proceed to Market Square Plaza for the post-race Merchant's Expo.

Live entertainment - local bands are set up along the course to delight participants and spectators alike, making what is already a spirited and fun event even livelier!

The post-race **Merchant's Expo** in Market Square Plaza kicks off with the awards ceremony (monetary awards to the top finishers), team awards and many raffle items donated by local merchants. The Race Committee positions Race sponsors in key Expo locations to maximize their exposure to the many families joining the family friendly festivities.

However, what really makes the Kentlands/Lakelands 5K unique and so beloved is the community spirit and involvement that bring together resident volunteers and local businesses to make the race a success.

The Beneficiaries

Last year, the Foundation **donated \$11,000** to the City of Gaithersburg's *Dolores C. Swoyer* Camp Scholarship Fund, which provides registration fees for underprivileged youth to attend summer camp. Camp scholarship funds provide a summer of learning and activities for children who are unable, without assistance, to meet the financial requirements of summer camp.

The second beneficiary of the race was The Dwelling Place, Inc., a non-profit based in Gaithersburg, which supports homeless families in Montgomery County, MD, in their pursuit of self-sufficiency by providing housing, education, financial and life skills, and career enhancement. The Foundation **donated \$2,500** to The Dwelling Place last year.

Lastly, the Foundation **donated \$1,000** to the Maryland Senior Olympics, a non-profit that helps support the health of Maryland seniors.

This year the Foundation has added the Mercy Health Clinic, a totally free clinic serving the uninsured in Montgomery County, to its list of beneficiaries.

The Kentlands Community Foundation is also a beneficiary. The community-based, not-for-profit and philanthropic organization rooted in Kentlands has a three-fold mission: to serve as an educational resource on the landmark new urbanist community that is Kentlands, to build community by supporting local arts and cultural programs, and to provide opportunities for volunteerism through community outreach. All programs are open to everyone, regardless of residency, and volunteers are always welcome. Visit us at kentlandsfoundation.org

Did You Know?

The course record was broken in 2011 by 26-year-old Abiyat Endmie from Bronx, NY with a time of 14:17!

The Communities of the Kentlands and the Lakelands

Kentlands is an award-winning new urbanist community in Gaithersburg, Maryland. The Kentlands is built on the former Kent estate. Planning of the community began in 1988. With over 1,300 homes on 358 acres, Kentlands remains the oldest and largest year-round neo-traditional New Urbanist project in North America.

Kentland's sister community, the Lakelands with 1157 homes, is a natural extension of Kentlands in both proximity and principle. It is located adjacent to Kentlands on the 343-acre former National Geographic Society property in Gaithersburg, Maryland.

Here is What Past Sponsors Have to Say About Our Race

"The Kentlands 5k is always a perfect event to show what the community is about. From the families running together, to local business working together to raise funds and awareness of their causes. This event is a win for anyone in the local area." – **Andy Meyrowitz, The Wine Harvest**

"We consider this race to be the marquis event in the community. Not only is it a lot of fun, but it's a great way to give back to those in need with a portion of the proceeds always going to local charities". - **Dennis Stiles, DDS, Stiles Dentistry**

Sponsorship Opportunities:

As Montgomery County's largest 5K race the appeal to local runners and walkers who live in the county is great. Check out a few of our statistics based on our online registration, which closes four days before the race:

- In past years approximately 88% of our participants registered online and picked up their race bag at one of three locations in the days before the race.
- Over 50 percent of participants are from the greater Gaithersburg area and more than 90 percent reside in Montgomery County.
- The average age of a runner is 32.
- Male and female participation is about even.

Sponsorship benefits begin long before the starting gun goes off. From recognition in our print and electronic marketing materials and on the Foundation website; to the opportunity to help 'stuff' the runners' swag bags with your promotional items, our sponsors get exposure in the months and weeks leading up to the race.

For those sponsorship levels that earn t-shirt logos, we are providing a **high quality, dri-fit run shirt** again this year, sure to be worn after the race. We will continue to offer the kid's t-shirt design contest for the Kids' Fun Run t-shirts.

You will have the opportunity to greet thousands of potential clients face to face on race day as part of our Race Day Expo. In addition, you will be recognized in the race 'Thank You' ad in the *Kentlands Town Crier* and *Lakelands Leader* newspapers.

How Do You Become a Sponsor?

There are several sponsorship levels from which to choose to fit any marketing objective and budget. The information provided below shows the cost for each sponsorship level and the types of offerings for each level. Please also note that sponsorship levels can be attained by combining cash and in-kind contributions.

This year, the Sponsorship Committee is anticipating up to 1,700* race bags for the race packet goody bags, and a similar number of race shirts.

The completed sponsorship form and sponsorship payment must be received by July 20, 2018 for inclusion on the race shirts and pre-race promotions, although we will accept sponsorship applications and Expo table requests up to August 15, 2018

Presenting Event Sponsor Cost: \$10,000

All Platinum Sponsor benefits plus:

All promotion material and signage will lead with **“Presented By: Your Name Here.”**

Your **Individual Banners** (provided by you) will be hung on the Expo Stage.

Your **name and logo** will be featured on both the **front and back** of the run shirts as **part of the race logo**.

Special Thanks before the race and during the Expo award ceremony

Your **Representative** participates in **Expo Award Ceremony**

Special recognition on Foundation website

Must be committed and paid by April 30, 2018 for inclusion in all marketing promotions to begin in May.

Platinum Sponsor Cost: \$5000

Signage: Large logo on t-shirt as well as logos on the registration banners.

Communications: Logo to be included in blast emails, on a “Save the Date” postcard, in a “Thank You” ad run in the local papers, and on the Sponsor page on the Foundation website. The sponsor can also provide one or two (one or 2) items for race bags, and only one (1) flyer.

Merchant Expo: Premium location provided in the Merchant Expo for the post-race event with two (2) tables.

Invitation to Post-Race Volunteer Dinner

One Complimentary Corporate Team Tent (Team participants must pay for registration)

Customized Benefit: to include limited opportunity as available such as packet pickup, race bibs, lead car, labeled water bottles, fruit table, water stops, and volunteer dinner

Gold Sponsor Cost: \$2500

Signage: Medium logo on t-shirt as well as logos on the registration banners.

Communications: Logo to be included in blast emails, in a “Thank You” ad run in the local papers, and on the Sponsor page on the Foundation website. The sponsor can also provide one or two (1 or 2) items for race bags, only one (1) flyer.

Merchant Expo: Premium location provided in the Merchant Expo for the post-race event with two tables.

Invitation to Post-Race Volunteer Dinner

Customized Benefit: to include limited opportunity as available such as packet pickup, race bibs, lead car, labeled water bottles, fruit table, water stops, and volunteer dinner

Silver Sponsor Cost: \$1000

Signage: Small logo on t-shirt as well as logos on the registration banners.

Communications: Logo to be included in a “Thank You” ad run in the local papers and on the Sponsor page on the Foundation website. The sponsor can also provide one (1) item for race bags.

Merchant Expo: Premium location provided in the Merchant Expo for the post-race event with one (1) table

Invitation to Post-Race Volunteer Dinner

Customized Benefit: to include limited opportunity as available such as labeled water bottles, water stops. Platinum & Gold sponsors will have first preference.

Bronze Sponsor Cost: \$500

Communications: Logo to be included in a "Thank You" ad run in the local paper and on the Sponsor page on the Foundation website. The sponsor can also provide one (1) item for race bags.

Merchant Expo: One (1) table provided in the Merchant Expo for the post-race event.

Invitation to Post-Race Volunteer Dinner

Community Sponsor/Corporate Team Sponsor Cost: \$300

Communications: Business name will be listed on Sponsor page of the Foundation website.

Merchant Expo: One (1) table provided in the Merchant Expo for the post-race event.

Invitation to Post-Race Volunteer Dinner

Registration Form

Please complete the information below and return with your check for the sponsorship level you desire. Please list the name of your company as you would like it to appear in the promotional materials for the race.

Sponsor Level (Select one)

Presenting Sponsor (\$10,000) _____

Platinum (\$5,000) _____	Gold (\$2,500) _____	Silver (\$1,000) _____
Bronze(\$500) _____	Community (\$300) _____	Corporate Teams (\$300) _____

Cash Value \$ _____

In-Kind Value* \$ _____

Total Value \$ _____

Limited Custom Opportunity Requested:** _____

Company Name _____

Contact Name _____

Address _____

Phone _____ **Fax** _____

Email _____

***Description of In-Kind donation (To be approved by Race Committee):**

**** Presenting, Platinum, Gold & Silver levels only**

We will provide _____ (# of items) for the race packet goody bags (1,700 bags will be stuffed)

I understand that I need to provide full payment and a company logo by **July 20, 2018** in order to participate fully in all promotional opportunities described above and that limited customized sponsorship opportunities will be made available to the first sponsor to request and pay the sponsorship fee associated with the sponsorship level.

Signature _____ **Date:** _____

Please make checks payable to the "**Kentland Community Foundation**" and return to:

**Kentlands Community Foundation 5K
267 Kentlands Blvd. PMB 200
Gaithersburg, MD 20878**

Please contact Elisabeth Monaco at Kentlands@kentlands.org or 301-880-9626 if you have questions.

Thank you!