



28th Annual Kentlands/Lakelands 5K Run/Walk and Kids Fun Runs

September 4, 2021

Sponsor Registration Packet



Hosted by the



K E N T L A N D S

COMMUNITY FOUNDATION

kentlands.org

The Race

For 27 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 4, 2021.

The event has grown consistently over the years with the support of the City of Gaithersburg, local businesses and hundreds of volunteers. Over 1200 registered runners and more than 4000 participants, friends and family members will be in the Kentlands Market Square Plaza area during the event. Last year, due to the pandemic and area closures, the race went virtual. More than 200 runners socially distanced and ran a 5K where they found themselves—at home, in the Kentlands and Lakelands, or across the country. Such an outpouring of support in such uncertain times proves the race has become a mainstay in the community.

The *Merchant's Expo* is a popular with sponsors and participants and includes the awards ceremony (monetary awards to the top finishers), team awards, and many raffle items donated by local merchants. The Race Committee places Race sponsors in key Expo locations to maximize their exposure to the many families joining the family friendly festivities.

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

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.

Last year during the pandemic, the Foundation was able to keep its promises to the beneficiary organizations and **donated a total of \$11,500**. With a smaller race, the Foundation **donated \$5,000** to the City of Gaithersburg's *Dolores C. Swoyer* Camp Scholarship Fund, which provides registration fees for underprivileged youth to attend summer camp. An additional, **\$500 was donated** to the City's non-profit organization, G-PARC, for scholarships to City art camps.

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 \$4,000** to The Dwelling Place last year.

Mercy Health Clinic, a free clinic serving the uninsured and under insured in Montgomery County, received a **\$2,000 donation**.

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

Sponsorship Opportunities:

From recognition in our print and electronic marketing materials and on the Foundation race 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.

- In past years approximately 88% of our participants registered online and picked up their race bags in the days before the race. Last year 100% of our participants registered online.
- 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.

We are providing a **high quality, dri-fit run shirt** sure to be worn after the race and 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.

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 1,000 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 16, 2021, for inclusion on the race shirts and pre-race promotions. We will accept sponsorship applications and Expo table requests up to August 13, 2021.

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 **prominently on the back** of the run shirts.

Special Thanks before the race and during the Expo award ceremony

Special recognition on Foundation website

Must be committed and paid by June 30, 2021, for inclusion in all marketing promotions to begin in July.

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, 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

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

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, and water stops.

Kids Fun Run Sponsor **Cost: \$1500**

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.

Your **Individual Banners** (provided by you) will be hung at the start line of the Kids Fun Run.

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

Invitation to Post-Race 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 **Cost: \$300**

Communications: Logo to be included in a "Thank You" ad run in the local paper and on the Sponsor page on 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)* _____

| | | |
|---------------------------------|------------------------------------|--------------------------------|
| <i>Platinum (\$5,000)</i> _____ | <i>Gold (\$2,500)</i> _____ | <i>Silver (\$1,000)</i> _____ |
| <i>Bronze (\$500)</i> _____ | <i>Kids Fun Run (\$1500)</i> _____ | <i>Community (\$300)</i> _____ |

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 (1,200 bags will be stuffed)

I understand that I need to provide full payment and a company logo by *July 16, 2021* 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!