

DC FRONT RUNNERS PRIDE RUN



5K Run & Walk on June 7, 2019 in Washington, D.C. * 2019 Sponsorship Opportunities

Washington, D. C. kicks off Capital Pride weekend on Friday, June 7, 2019 with the seventh annual DC Front Runners Pride Run 5K. Being unapologetic about who we are by adding some friendly sass to this competitive event, we will celebrate the unique and diverse Washington Metro area LGBTQ+ community with pride.

This chip-timed, USATF-certified race will be open to 1,600 runners and walkers from small towns to big cities around the world. The Pride Run has sold out the last six years thanks to the amazing support we receive from our organizing committee, community allies, and partners.

This event is organized by the DC Front Runners Pride Run Foundation, a designated 501(c)(3) charity responsible for overseeing event operations, managing finances, and working with race sponsors and charities. The Foundation is a part of the DC Front Runners, the running, walking, and social club serving the Washington area LGBTQ+ community and friends since 1981.

Our host venue is Historic Congressional Cemetery, a short walk from Stadium-Armory Metro Station in southeast Washington D.C. Steeped in LGBTQ history, in the 1980s and 1990s as the AIDS crisis gripped the gay community, the Cemetery was one of the few in the nation that would inter AIDS victims. The race starts and ends at the Cemetery's so-called 'gay corner' where several pioneering gay rights leaders including Leonard Matlovich and Frank Kameny are buried or memorialized. The course will follow the Anacostia River Trail toward RFK Stadium and back. Our race logistics partner is Pacers Events. A post-race Finish Line Celebration will feature beer, water, food, entertainment, awards, and raffle prizes.

We invite you to consider becoming a sponsor of the DC Front Runners Pride Run 5K. Sponsorship supports our beneficiary charities and helps the Foundation to continue making a healthy impact on our community. Sponsorship benefits your organization through extensive exposure across diverse channels and platforms. You will have 1,600 runners and 100+ volunteers wearing the race shirt featuring your logo not just on race day but through the coming months (and years). Pre-Pride Run promotional efforts, in which our sponsors feature prominently, include: Pride Run ad in the *Washington Blade* newspaper (28,000 readers); appearances on local TV news shows (ABC-affiliate WJLA's Good Morning Washington in 2018); several charity email blasts to Pride Run supporters contact list (2,000+); Pride Run [website](#) (14,000+ views in 2018); Facebook (4,000 impressions); a glossy Race Program (1,600 participants); and a presence at our Finish Line Celebration (pop-up tents and tables, photo backdrop).

Our goal is to steward continuing partners and to foster new partnerships so we can continue to raise money for our beneficiaries. Whether you are a returning sponsor or a new sponsor, we thank you for considering supporting us. With our promotional campaign kicking off in December, the earlier you sign up to a sponsorship package, the more visibility and outreach you will have. In-kind donations for door prizes at our pre-race fundraisers are welcome too and serve as an additional channel for exposure and outreach.

Each year, the DC Front Runners and Pride Run Foundation vets and selects a diverse slate of local, LGBTQ-supporting beneficiary charities. In 2018, the focus of our fundraising was to support local LGBTQ youth. We raised over \$28,000 for these six amazing organizations:



SMYAL (\$15,000 donation) empowers LGBTQ youth through building critical life skills and helping them to engage their peers and community through service and advocacy.

Team DC Student-Athlete Scholarship (\$5,000) provides self-identifying LGBTQ high school athletes with scholarships as they head down the path of higher education.

The Wanda Alston Foundation (\$2,500) runs the first and only housing program in the Washington, D.C. area dedicated to providing pre-independent living and support services in all eight wards to homeless or at-risk LGBTQ youth aged 16 to 24.

Casa Ruby (\$2,500) is a bilingual, multicultural LGBTQ drop-in center that provides life-saving services to the most vulnerable, including hot meals, clothing exchanges, emergency housing referrals, and legal services.

Teens Run DC (\$2,500) is a mentoring and distance running program that provides running training each week to underserved youth to help them develop greater responsibility, discipline, perseverance, and goal-setting skills.

The Blade Foundation (\$500) is a fund created by the *Washington Blade*, the nation's first gay newspaper founded in 1969, which provides scholarships to LGBTQ journalists that power enterprise journalism projects in areas where LGBTQ advocacy and visibility remain limited.

**The 2019 DC Front Runner Pride Run 5K beneficiary charities will be announced soon—stay tuned for updates.*

With your support we help our beneficiaries to run vital programs that help their clients succeed. Details of our menu of sponsorship levels follows.

2019 SPONSORSHIP OPPORTUNITIES

Seventh Annual DC Front Runners Pride Run * sponsorship@dcfrrunners.org * www.dcfrriderun.com

Presenting Sponsor \$5,000 - all benefits of Premier Sponsor – PLUS

- “Presented by” w/organization name/logo on front of T-shirt (in color) and back (black & white), logo on race bib, web and print promotions, and Facebook ads
- Logo on top of Sponsor Banner (used as photo opportunity backdrop at race event)
- Speaker Opportunity: Finish Line Celebration
- 10' x 10' pop-up tent and table at Finish Line Party
- 10 race registrations (\$450 value)

Premier Sponsor \$2,500 - all benefits of Elite Sponsor – PLUS

- One dedicated promotion (w/URL) on race Facebook and Twitter channels
- Five complimentary race registrations (\$225 value)
- Featured in promotions for charities' email list
- Certification of recognition
- Highlighted individually in promotion to DC Front Runners e-mail list



Elite Sponsor \$1,000 - all benefits of Supporting Sponsor – PLUS

- Logo on race T-shirt (back only)
- Recognition by DJ throughout race night
- 8-foot table at Finish Line Celebration
- Two complimentary race registrations (\$90 value)

Supporting Sponsor \$500

- Logo on Finish Line Celebration banner
- Logo on race website www.dcfrriderun.com
- Insertion (card/coupon/sample) in race packet

Community Sponsor \$250 - Small businesses and Friends of the Run

- Logo on Finish Line Celebration banner
- Logo or name on race website www.dcfrriderun.com

2018 DC FRONT RUNNERS PRIDE RUN SPONSORS

PRESENTING SPONSORS



ELITE SPONSORS

SUPPORTING SPONSORS



COMMUNITY SPONSORS



MEDIA SPONSOR



SPECIAL PARTNERS



OFFICIAL CHARITIES

