

Washington, D. C. kicks off Capital Pride weekend on Friday, June 12, 2020 with the eighth 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 seven 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.

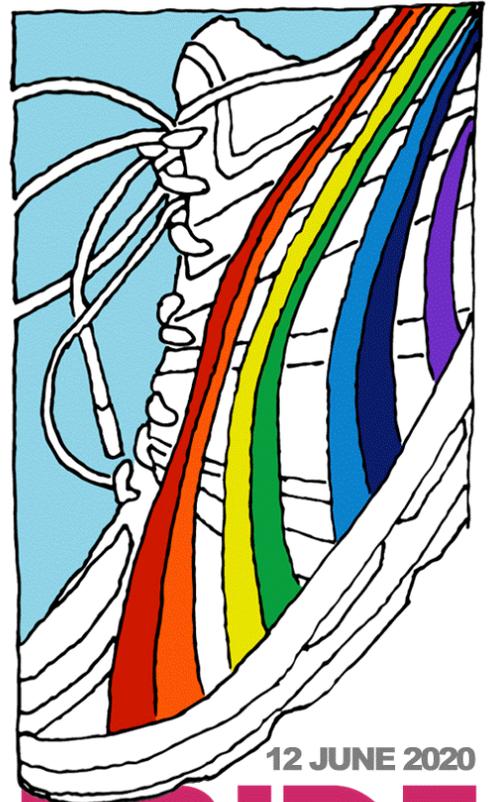
We invite you to consider becoming a sponsor of the DC Front Runners Pride Run 5K. Sponsorship supports our beneficiary charities and helps the Foundation to continue making a healthy impact on our community. Sponsorship benefits your organization through extensive exposure across diverse channels and 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); several charity email blasts to Pride Run supporters contact list (2,000+); race Facebook page (14,000+ views in 2019); race website; 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 September, 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 2019, the focus of our fundraising was to support local LGBTQ youth. We raised over \$40,000 for these six amazing organizations:

- **Casa Ruby** (\$14,500) 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.
- **The Wanda Alston Foundation** (\$12,000) 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.
- **Team DC Student-Athlete Scholarship** (\$6,500) provides self-identifying LGBTQ high school athletes with scholarships as they head down the path of higher education.
- **Teens Run DC** (\$3,000) 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** (\$2,000) 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.
- **Ainsley's Angels** (\$500) aims to build awareness about special needs community through inclusion of all aspects of life.

DC FRONT RUNNERS



12 JUNE 2020

PRIDE RUN 5K

12 JUNE 2020

HISTORICAL CONGRESSIONAL CEMETERY

2020 SPONSORSHIP OPPORTUNITIES

Eighth Annual DC Front Runners Pride Run --- sponsorship@dcfrrunners.org --- www.dcfrrpriderun.com

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

- “Presented by” w/organization name/logo on front and back of race T-shirt in color, logo on race bib, web and print promotions, and Facebook ads
- Plaque presented at Finish Line Celebration
- Logo on online Pride Run registration site
- 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 with 6’ banner
- 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

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

- Logo on race T-shirt (back only B&W)
- 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.dcfrrunners.org
- 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.dcfrrunners.org

2019 DC FRONT RUNNERS PRIDE RUN SPONSORS

PRESENTING SPONSORS



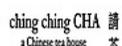
PREMIER SPONSORS



ELITE SPONSORS



SUPPORTING SPONSORS



COMMUNITY SPONSORS



MEDIA SPONSOR