



# 17<sup>th</sup> Annual Kentlands/Lakelands 5K Run/Walk and Kids Fun Runs

September 4, 2010

## SPONSOR REGISTRATION PACKET



Presented by the



**KENTLANDS**

COMMUNITY FOUNDATION

[www.kentlands.org](http://www.kentlands.org)



## The Race

For sixteen 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, 2010.

The event has grown each year with the support of the City of Gaithersburg, local merchants and hundreds of volunteers. Last year, the Race brought over 1,900 registered runners and over 3,500 participants, friends, and family members to the Kentlands Market Square Plaza area. As in 2009, the Race will also serve as the opening event for the Maryland Senior Olympics

As a non-profit and philanthropic organization, the Kentlands Community Foundation hosts the Race to not only raise funds to sustain its programming, but to share some of the proceeds with other local charities, making a big impact on the lives of area families in need.

## The Foundation

The Kentlands Community Foundation is a community-based, not-for-profit and philanthropic organization rooted in Kentlands. The Foundation's mission has three branches: 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 and community outreach. All programs are open to everyone, regardless of residency, and volunteers are always welcome.

**Last year, the Foundation's 5K Race donated \$12,000 to other local charitable efforts.** The Foundation donated **\$10,500 to the City of Gaithersburg's Dolores C. Swoyer Camp Scholarship Fund** which provides camp scholarship funds that go towards a summer of learning and activities for children who are unable, without assistance, to meet the financial requirements of summer camp. The Race Committee also granted **\$1,500 to the Dwelling Place, Inc.**, a non-profit based in Gaithersburg dedicated to providing transitional housing for those in need throughout Montgomery County. And lastly, the Foundation also **donated \$500** to the Maryland Senior Olympics, a non-profit that gives athletes age 50 and over the opportunity to compete in 32 different sports on a state and national level. To date, the Kentlands Community Foundation **has donated over \$100,000** to other local charities through its philanthropic giving, with the largest portion of the donations coming from the 5K Race.

The **5K course**, which winds equally through the Lakelands and Kentlands neighborhoods, gives local Main Street merchants the opportunity to be promoted and showcased, as the participants run straight down Main Street to the finish line and head to Market Square Plaza for the post-race Expo.

**Live entertainment** - local bands and cheerleaders - along the course delight participants and spectators alike, making what was already a spirited and fun event even livelier!

The **post-race Merchant's Expo** in Market Square Plaza is the highlight of the day with local restaurants, shops, and businesses being showcased as sponsors of the race. The Expo, along with a multitude of promotional activities for the race, offers a unique opportunity to gain exposure for businesses at the largest 5K event of Montgomery County.

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

## The Communities

Kentlands is an award-winning new urbanist community in Gaithersburg, Maryland. Though founded in an area steeped in history, the modern Kentlands was originally conceived on 358 acres in 1988. With approximately 2,300 residents, Kentlands remains the oldest and largest year-round neo-traditional New Urbanist project in North America.

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

## What Past Sponsors Say About the 5K

*"Our restaurant has been a part of this Race for over a decade. It's a terrific way to invite folks into the neighborhood, and showcase our special community. We wouldn't miss it!" -Bill Edelblut, Owner O'Donnell's Sea Grill*

*"Our Team loves supporting this event, from packet pick-up to the finish line where we serve fresh fruit after the Race. We enjoy the Expo as much as the participants!" - Chryssanthe Poulidakis, Whole Foods Market-Kentlands*

*"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

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.

In-kind contributions will be calculated at 50% of the retail value of the goods or services. For example, if you contributed food to the Expo that if sold through your store would be valued at \$1,000, your in-kind contribution would be calculated at \$500. Items that the Foundation would have to purchase for the race, but are donated as in-kind, are accepted at 100% of the retail value.

This year, the Sponsorship Committee is anticipating 1,800<sup>\*</sup> race bags for the race packet goody bags, up to 2,000 race shirts, over 1,000 "Road Closing" flyers with coupons distributed, and approximately 5,000 "Save the Date" postcards mailed, and 5,000 Race Brochures distributed.

***Please note: Certain additional "Limited Sponsorship Opportunities" are generally limited to one sponsor and will be made available to the first sponsor to request and pay the sponsorship fee associated with the sponsorship level. The completed sponsorship form and sponsorship payment must be received by June 15, 2010 for a sponsor to fully participate in all promotional opportunities, though we accept sponsorship applications up to (2) weeks before Race Day.***

### **PLATINUM SPONSOR** Cost: \$5000

**Signage:** Pass-through link to 5K ON-LINE REGISTRATION on website, large logo on t-shirt as well as logos on the start/finish line banner, the registration table sign, and on each water stop sign; also receives "Proud Sponsor" window cling for store-front and up to (8) complimentary tickets to Race VIP Dinner at O'Donnell's Sea Grill.

**Communications:** Logo to be included in the race brochure, the "Save the Date" postcard, in blast emails, in a "Thank You" ad run in the Gazette, and on the Sponsor page on the race website. The sponsor can also provide (1) promotional item for race bags.

**VIP Reception & Merchant Expo:** Invitation for up to (8) to join us at the 5K VIP Reception (first 50 RSVPs), Up to 3 Premium tables or Premium location provided in the Merchant Expo for the post-race event.

**\*Please see below for additional "Limited Sponsorship Opportunities"**

### **GOLD SPONSOR** Cost: \$2500

**Signage:** Medium logo on t-shirt, as well as logos on the registration table sign, and on each water stop sign, and "Proud Sponsor" window cling for store-front.

**Communications:** Logo to be included in the race brochure, the "Save the Date" postcard, in blast emails, in a "Thank You" ad run in the Gazette, and on the Sponsor page on the race website. The sponsor can also provide (1) item for race bags.

---

\*It is the sponsor's decision to determine, and responsibility to supply, the Race Committee with the desired number of items intended to be stuffed in race packet bags not later than Friday, August 27, 2010. Items received after this date are not guaranteed to be included in race packet bags.



**VIP Reception & Merchant Expo:** Invitation for up to (6) to join us at the 5K VIP Reception (first 50 RSVPs); Up to 2 Premium tables provided in the Merchant Expo for the post-race event.

**\*Please see below for additional “Limited Sponsorship Opportunities”**

### **SILVER SPONSOR** Cost: \$1000

**Signage:** Small logo on t-shirt, logo on the registration table sign, and a “Proud Sponsor” window cling for store-front.

**Communications:** Logo to be included in the race brochure, the “Save the Date” postcard, in a “Thank You” ad run in the Gazette, and on the Sponsor page on the race website. The sponsor can also provide (1) item for race bags.

**VIP Reception & Merchant Expo:** Invitation for up to (4) to join us at the 5K VIP Reception (first 50 RSVPs); Up to 2 Premium tables provided in the Merchant Expo for the post-race event.

**\*Please see below for additional “Limited Sponsorship Opportunities”**

### **BRONZE SPONSOR** Cost: \$500

**Communications:** Coupon on Road Closing flyer delivered to over 1,500 homes and businesses (limited to first (6) Bronze Sponsors), logo on Sponsor page of race website, and sponsor can provide (1) item for race bags; and “Proud Sponsor” window cling for store-front.

**VIP Reception & Merchant Expo:** Invitation for (2) to join us at the 5K VIP Reception (first 50 RSVPs); 1 standard table provided in the Merchant Expo for the post-race event.

**\*Please see below for additional “Limited Sponsorship Opportunities”**

### **COMMUNITY SPONSOR** Cost: \$300

**Communications:** Business name will be listed on Sponsor page of race website and sponsor can provide (1) item for race bags; will also receive “Proud Sponsor” window cling for store-front.

**VIP Reception & Merchant Expo:** Invitation for (2) to join us at the 5K VIP Reception (first 50 RSVPs); 1 Standard table provided in the Merchant Expo for the post-race event.

## **Limited Sponsorship Opportunities**

The following opportunities are limited to a few or only one sponsor. Some of the opportunities are available at the Bronze, Silver, Gold, and/or Platinum sponsor levels. The number of sponsors allowed to participate is in parentheses.

These limited opportunities include:

Lead car (1 Silver or Higher sponsor), Race Bags (1 Bronze or Higher sponsor), Moon Bounce Sponsor, Volunteer “Thank you” Reception Refreshments for 80+ people (up to (3) Bronze or Higher sponsors), and bottled water with sponsor’s logo on label (1 Silver or Higher sponsor).



## 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)**

**Date Rec'd in KCF office:** \_\_\_\_\_

*Platinum (\$5,000)* \_\_\_\_\_

*Gold (\$2,500)* \_\_\_\_\_

*Silver (\$1,000)* \_\_\_\_\_

*Bronze (\$500)* \_\_\_\_\_

*Community (\$300)* \_\_\_\_\_

*Cash Value* \$ \_\_\_\_\_

*In-Kind Value\** \$ \_\_\_\_\_

*Total Value* \$ \_\_\_\_\_

*Limited Opportunity Requested:* \_\_\_\_\_

**Company Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**\*Description of In Kind donation:**

**We will provide \_\_\_\_\_ (# of items) for the race packet goody bags (1,800 bags will be stuffed)**

I understand that I need to provide full payment and a company logo by **June 15, 2010** in order to participate fully in all promotional opportunities described above and that limited 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 Bridget Ryder at 301.580.8114 or email to [Kentlands@kentlands.org](mailto:Kentlands@kentlands.org) if you have questions. Thank you!