



Kentlands/Lakelands 5k Run/Walk and Kids Fun Runs

August 30, 2008

Sponsor Registration Packet



Presented by



KENTLANDS

COMMUNITY FOUNDATION

www.kentlands.org



The Race

For over a decade, the Kentlands Community Foundation has joined with businesses to bring Montgomery County the Kentlands\Lakelands 5K Race and Kid's Fun Run. This year the race will be held this year on **Saturday, August 30, 2008**.

Each year, the event has grown through participation and sponsorship. Last year, the Race brought over **1,300 registered runners and 3,000 participants**, friends, and family members to the Kentlands Market Square Plaza area. ***This year the race is serving as the opening event for the Maryland Senior Olympics. As a result, the race is expected to attract approximately 1,600 registered runners and walkers with a significant increase in the number of spectators.***

This Race has grown to be the largest 5K race in Montgomery County, attracting runners throughout the Greater Washington Metropolitan area. Not only is it the largest 5K, but the event allows its charitable host, the Kentlands Community Foundation, to make a big impact on the lives of local children 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 the public, and volunteers are always welcome.

As a philanthropic organization, the Foundation donates 50% of the Race net proceeds 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 activity to children who are unable, without assistance, to meet the financial requirements of summer camp. ***Last year, the Race Committee donated \$10,000 to this scholarship fund.*** To date, the Kentlands Community Foundation ***has donated nearly \$60,000*** to the scholarship fund over the last 6 years.

Last year, the Race Committee made two exciting changes to the race that attracted even more people to its community event: a new race course and live entertainment/

The new 5K course changed the start and finish line, relocating them on Main Street and Market Street East, bringing race participants and spectators closer

to the post-race Expo area of Market Square Plaza. This change also gave local Main Street merchants the opportunity to be promoted and showcased, as the participants run right down Main Street to the finish line.

The new race course also incorporated more of the Lakelands in the race, showcasing many of the Lakeland's beautiful civic buildings and parks, as well as many of the Kentlands key civic buildings and spaces. This new course gives participants the chance to experience new urbanism at its best.

The second addition to the event was the incorporation of local bands along the course to entertain the participants and spectators. It made what was an already spirited and fun event even livelier! However, what really makes the Kentlands/Lakelands 5k unique and so successful is the community spirit and involvement that brings together resident volunteers and local businesses to make the race a success. The race has improved each year because of the vision and hard work of its 150 volunteers who come together and organize this family and community-focused event.

The post-race 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 event held in the Kentlands/Lakelands communities.

The Communities

Kentlands is an award-winning neo-traditional 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 most successful and largest year-round neo-traditional New Urbanist project in North America. Kentlands was recently recognized by *Washingtonian Magazine* as one of the "Great Places to Live" in 2005.

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. The commercial sector of Lakelands, Market Square, contains 250,000 square feet of commercial and entertainment uses including retail, restaurants, an 8-screen theater, and a health club. In addition to boasting diverse housing and businesses alike, Lakelands is also the home of the Lakelands Park Middle School and Shaare Torah Synagogue.



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 that if sold through your store would be valued at \$1,000, your in-kind contribution would be valued at \$500). Items that the Foundation would have to purchase for the race, but are donated in-kind are accepted at 100% of the retail value.

Certain sponsorship offerings are 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 6, 2008 for a sponsor to fully participate in all promotional opportunities.

This year the Sponsorship Committee is anticipating 1600 race bags for the packet stuffers, 1800 race shirts, approximately 1,000 "Road Closing" flyers with coupons distributed, over 5,000 "Save the Date" postcards mailed, and over 5,000 Race Brochures distributed and mailed.

Platinum Sponsor Cost: \$5000

Signage: 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.

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 an item for race bags.

Merchant Expo: Up to 3 Premium tables provided in the Merchant Expo for the post-race event.

Limited opportunities: The following opportunities are limited to a few or only one sponsor. Some of the opportunities are available at the Silver, Gold, and/or Platinum sponsor levels. The number allowed is in parentheses. These limited opportunities include: Race bibs (1 sponsor), Packet pick-up (2 sponsors), Lead car (1 sponsor), Race Bags (1 sponsor), VIP Reception (1 sponsor), Volunteer "Thank you" Reception (1 sponsor), and bottled water with sponsor's logo on label (1 sponsor).

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.

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 an item for race bags.

Merchant Expo: Up to 2 Premium tables provided in the Merchant Expo for the post-race event.



Limited opportunities: The following opportunities are limited to a few or only one sponsor. Some of the opportunities are available at the Silver, Gold, and/or Platinum sponsor levels. The number allowed is in parentheses. These limited opportunities include: Race bibs (1 sponsor), Packet pick-up (2 sponsors), Lead car (1 sponsor), Race Bags (1 sponsor), VIP Reception (1 sponsor), Volunteer “Thank you” Reception (1 sponsor), and bottled water with sponsor’s logo on label (1 sponsor).

Silver Sponsor Cost: \$1000

Signage: Small logo on t-shirt, as well as logos on the registration table sign, on each water stop sign, and on the Kids Fun Run banner.

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 an item for race bags.

Merchant Expo: Up to 2 Premium tables provided in the Merchant Expo for the post-race event.

Limited opportunities: The following opportunities are limited to a few or only one sponsor. Some of the opportunities are available at the Silver, Gold, and/or Platinum sponsor levels. The number allowed is in parentheses. These limited opportunities include: Race bibs (1 sponsor), Packet pick-up (2 sponsors), Race Bags (1 sponsor), VIP Reception (1 sponsor), Volunteer “Thank you” Reception (1 sponsor), and bottled water with sponsor’s logo on label (1 sponsor).

Bronze Sponsor Cost: \$500

Communications: Coupon on Road Closing flyer, logo on Sponsor page of race website, and sponsor can provide item for race bags.

Merchant Expo: 1 Premium table provided in the Merchant Expo for the post-race event.

Limited opportunity: Moon Bounce sponsor (1 sponsor) will have a sign at the Moon Bounce listing sponsor’s business name.

Community Sponsor Cost: \$300

Communications: Logo will be listed on Sponsor page of race website and sponsor can provide item for race bags.

Merchant Expo: 1 Standard table provided in the Merchant Expo for the post-race event.



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:**

I understand that I need to provide full payment and a company logo by **June 6 2008** 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 Kelly Sajonia at ksajonia@teamtrsg.com or phone at 301-987-5700 if you have questions.