



KENTLANDS
COMMUNITY FOUNDATION

Photo Credit: Josh Wooldridge



Kentlands Community Foundation Sponsorship Opportunities

PERFECTING THE ART OF COMMUNITY

Kentlands Community Foundation
321 Kent Square Road
Gaithersburg, MD 20878

(301) 880-9626
kentlands.org
[@kentlandscommunityfoundation](https://www.instagram.com/kentlandscommunityfoundation)



Photo Credit: Ariel Ferraro



Photo Credit: Silvio Renzi

Established in 1993, the **Kentlands Community Foundation**, a Maryland not-for-profit organization, promotes arts, culture, and volunteerism in the greater Gaithersburg area. Situated in one of the most diverse areas in Maryland, the Foundation can uniquely bring together residents of all ages and backgrounds to share in fun, entertaining events.

Each year, the Foundation produces events that draw thousands of residents from around the region.

Foundation Programs & Events

The Kentlands Community Foundation provides sponsors a wide-range of options from which to choose to show their support. Sponsorship funds may be dedicated to one or multiple programs of the Foundation. You may also choose to give unrestricted general support of our activities; to be applied where the need is the greatest to achieve a successful event outcome.

In return, Kentlands Community Foundation sponsors gain access to a unique cross-promotional platform. Reaching customers through integrated pre & post-event social media content, digital advertising, direct email marketing, in-person branding opportunities, and verbal recognition at events; sponsors gain multiple new touch points to engage with in-demand, local consumers.



The Kentlands/Lakelands 5K Run, Walk, and Kids Fun Run

the largest road race in Montgomery County with 1,200 runners

Sponsorship opportunities for the 5K are discussed on page 6.



Musica Viva Kentlands

free classical music concert with an audience of 800



Kentlands Under the Lights

a community dinner, drawing over 1,000 residents to an evening of food and music



Kentlands Community Players

a community theatre group in the truest sense, presenting old and new favorites to a diverse audience



KidServe

a program that brings families together for volunteer activities serving local and global charities



Gaithersburg Artist Collective | Artists on Market

a group of 30 juried artists bringing the visual arts to the community

Additional Programs Include:

- [Go Green Group](#)
- [Kentlands Music Jams](#)
- [Kentlands Bridge Club](#)
- [Kentlands Film Society](#)
- [Kentlands Photography Association](#)
- [Kentlands Rock & Blues Social Club](#)
- [Kentlands Wine Club](#)
- [New Urbanism](#)
- [Kentlands Writers Club](#)
- [Kentlands Tree & Menorah Lighting](#)

Foundation Program Sponsorship Opportunities

Presenting Sponsor | \$10,000

- Your inclusion as “Presenting” on all advertising, social media, and other promotional materials
- Premium seating (where available)
- Six free tickets/entries
- Opportunity to provide additional signage provided by you
- First opportunity to provide branded special items to the attendees
- Pre & post event exposure on social media and the Foundation website with your company logo and a link to your website
- Verbal recognition at the event
- On-site signage

Platinum Sponsor | \$5,000

- Preferred seating (where available)
- Four free tickets/entries
- Opportunity to provide additional signage provided by you
- Opportunity to provide branded special items to the attendees
- Pre & post event exposure on social media and the Foundation website with your company logo and a link to your website
- Verbal recognition at the event
- On-site signage

Special opportunities may be available. Please call the Kentlands Community Foundation to discuss at (301) 880-9626.

Gold Sponsor | \$2,500

- Reserved seating (where available)
- Two free tickets/entries
- Pre & post event exposure on social media and the Foundation website with your company logo and a link to your website
- Verbal recognition at the event
- On-site signage
- Verbal recognition at event

Silver Sponsor | \$1,000

- Pre & post event exposure on social media and the Foundation website with your company logo and a link to your website
- Verbal recognition at the event
- On-site signage

Bronze Sponsor | \$500

- Pre & post event exposure on social media and the Foundation website with your company logo and a link to your website
- On-site signage

Community Sponsor | \$300

- Your logo on our website



Photo Credit: Silvio Renzi

The Kentlands/Lakelands 5K Run, Walk, and Kids Fun Run

For over 30 years, the Kentlands Community Foundation has hosted the Kentlands/Lakelands 5K, which has grown to be the most significant 5K event in Montgomery County. A Labor Day Weekend community tradition, it is held on the Saturday before the holiday.

This annual 5K race serves not only as a program-sustaining fundraiser for the KCF, but also as a vehicle through which it is able to share a substantial amount of the proceeds to local charities. Last year, the Foundation donated a combined total of \$20,000.

Beneficiaries have included:

- [City of Gaithersburg's Dolores C. Swoyer Camp Scholarship Fund](#), provides registration fees for underprivileged youth to attend summer camp
- [G-PARC](#), the City of Gaithersburg's non-profit organization, provides scholarships to City art camps
- [The Dwelling Place, Inc.](#), a Gaithersburg-based non-profit, supports homeless families in Montgomery County, Maryland in their pursuit of self-sufficiency by providing housing, education, financial and life skills, and career enhancement
- [Mercy Health Clinic](#), a free clinic serving the uninsured and under insured in Montgomery County
- [Maryland Senior Olympics](#), a non-profit that helps support the health of Maryland seniors



The Kentlands/Lakelands 5K Run, Walk, and Kids Fun Run Sponsorship Opportunities

In addition to the general sponsorship benefits, all **Presenting, Platinum, and Gold** sponsors of the 5K race will receive the following:

- Logo on premium race shirt
- Preferred exhibit space at the post-race festival with two tables and option of providing own tent
- Two sponsor-provided promo pieces in the racer's bag
- Inclusion in Thank You ad in the local newspaper

Presenting Sponsor | \$10,000

- Your inclusion as "Presenting" on all advertising, social media, and other promotional materials
- Exclusive opportunities to be featured at The Kentlands/Lakelands 5K Run, Walk, and Kids Fun Run
- Opportunity to provide additional signage provided by you
- First opportunity to provide branded special items to the attendees
- Six free tickets/entries

Platinum Sponsor | \$5,000

- Exclusive opportunities to be featured at The Kentlands/Lakelands 5K Run, Walk, and Kids Fun Run
- Opportunity to provide additional signage provided by you
- Opportunity to provide branded special items to the attendees
- Four free tickets/entries

Gold Sponsor | \$2,500

- Opportunities to be featured at The Kentlands/Lakelands 5K Run, Walk, and Kids Fun Run such as:
 - Water Sponsor at Finish Line
 - On Course Water Stop Sponsor
 - Food Sponsor at Finish Line
 - Custom Opportunities (call the Foundation to discuss)
- Two free tickets/entries

Kids Fun Run | Silver Sponsors | \$1,000

- Logo on premium race shirt
- Exhibit space at the post-race festival (one table)
- Opportunity to provide one sponsor-provided promo piece in the racer's bag
- Inclusion in Thank You ad in the local newspaper

Bronze Sponsor | \$500

- Exhibit space at the post-race festival (one table)
- Opportunity to provide one sponsor-provided promo piece in the racer's bag
- Inclusion in Thank You ad in the local newspaper

Community Sponsor | \$300

- Exhibit space at the post-race festival (one table)
- Inclusion in Thank You ad in the local newspaper

Sponsorship Agreement

Thank you for supporting the Kentlands Community Foundation. Please complete and submit the form below. Be sure to list the name of your company exactly as you would like it to appear in promotional materials, if applicable.

Company

Name

Address

Phone

Email

Foundation Program Sponsorship

Presenting Sponsorship..... \$10,000
Platinum Sponsorship \$5,000
Gold Sponsorship \$2,500
Silver Sponsorship..... \$1,000
Bronze Sponsorship \$500
Community Sponsorship \$300
General Donation \$

**Please make checks payable to the
"Kentlands Community Foundation"
and return to:**

Kentlands Community Foundation
267 Kentlands Blvd. PMB 200
Gaithersburg, MD 20878

An invoice can be provided on request.

I understand that I need to provide full payment and a company logo in order to participate fully in all promotional opportunities described above.

Signature

Date

I'd like my donation allocated to the following Foundation Program(s):

Kentlands/Lakelands 5K Race
\$
Musica Viva Kentlands Classical Concert Series
\$
Kentlands Under The Lights
\$
Kentlands Community Players
\$
Gaithersburg Artist Collective
\$
Other
\$
Unrestricted Support
\$

