



KENTLANDS

COMMUNITY FOUNDATION

Perfecting The Art Of Community

Kentlands | Lakelands 5K Race

For over 30 years, the Kentlands Community Foundation (KCF) has hosted the **Kentlands|Lakelands 5K Run, Walk, and Kids Fun Run**.

The race has become the most significant 5K event in Montgomery County and a beloved community tradition that brings together residents, families, athletes, and volunteers to celebrate community, wellness, and philanthropy.

In 2024, the Foundation donated a combined total of \$30,000.

2025 beneficiaries include:

City of Gaithersburg's Dolores C. Swoyer Camp Scholarship Fund: Provides registration fees for low-income youth to attend the City's summer camps. These programs offer enriching experiences in arts, sports, and leadership, ensuring all children have access to safe and supportive summer learning.

G-PARC (Gaithersburg Parks, Arts & Recreation Corporation): Expands access to creative and active opportunities for youth, strengthening Gaithersburg's cultural and recreational landscape.



+1,500 Attendees in 2024

In addition to supporting the Foundation's arts and culture programming, the 5K also serves as a vital fundraiser for local charities.

Approximately 45% of the proceeds raised from the event are donated to nonprofit organizations making a difference across Montgomery County.

Maryland Senior Olympics: Empowers adults aged 50+ to stay active through statewide competitive and recreational sports. The program promotes physical health, confidence, and community for older residents.

Mercy Health Clinic: A nonprofit health center in Gaithersburg offering free, high-quality medical care to uninsured, low-income residents. Mercy serves over 2,500 patients annually with primary and specialty care, adolescent medicine, and wellness education.

Gaithersburg HELP: Services include nutritious food, baby items, prescription assistance, and transportation — offering dignity, access, and immediate support to those in crisis.

Sponsorship Overview

When you support the Kentlands/Lakelands 5K, you support all 14 community programs of the Kentlands Community Foundation — fueling arts, culture, education, and volunteerism throughout our community.

Sponsorship with the Kentlands Community Foundation offers a unique cross-promotional platform that connects organizations with a highly engaged, local audience.

Sponsors receive integrated visibility across multiple channels—including local newspapers, digital advertising, and social media campaigns (pre- and post-event).

Additional exposure includes direct email marketing to a list of over **3,500** subscribers, in-person branding opportunities, and verbal recognition at live events. This multi-touch approach creates meaningful opportunities to reach and resonate with community-minded consumers.

Kentlands | Lakelands 5K Race

Sponsorship Opportunities – August 30, 2025

Presenting Sponsor | \$10,000

- Named as the “Presenting Sponsor” on all advertising, social media, and promotional materials
- Exclusive opportunities for prominent feature placement throughout the event
- Priority access to provide branded items to event attendees
- Six complimentary race entries
- *Includes all Platinum Sponsor benefits*

Platinum Sponsor | \$5,000

- Featured sponsor presence throughout the event
- Preferred exhibit space at the post-race festival (includes two tables; sponsor may provide own tent)
- Multiple acknowledgments by the announcer and at the festival stage
- Opportunity to display sponsor-provided signage
- Opportunity to provide branded items for attendees
- Four complimentary race entries
- *Includes all Gold Sponsor benefits*

Gold Sponsor | \$2,500

- Opportunity for sponsor-provided signage at:
 - Food Station at Finish Line
- Opportunity to distribute branded refreshments at the Finish Line (e.g., sponsor-labeled snacks)
- Inclusion of two sponsor-provided items in racer’s bag
- Two complimentary race entries
- *Includes all Course Feature Sponsor benefits*

www.kentlands.org

Course Feature Sponsor | \$1,750

- Sponsor-provided signage opportunities:
 - Kids Fun Run Sponsor
 - Water Stop Sponsor (Mile 1 or Mile 2)
- One complimentary race entry
- *Includes all Silver Sponsor benefits*

Silver Sponsor | \$1,000

- Logo featured on Adult (tech) Kids (cotton) and Volunteer (cotton) race shirts
- *Includes all Bronze Sponsor benefits*

Bronze Sponsor | \$500

- Opportunity to include one sponsor-provided item in racer’s bag
- *Includes all Community Sponsor benefits*

Community Sponsor | \$300

- Exhibit space at the post-race festival (one table and two chairs provided)
- Inclusion in local newspaper Thank You ads
- Pre- and post-event visibility via social media
- Logo and link on Race and Foundation websites
- Recognition by announcer during festival giveaways

Get involved in an event that gives back

Contact us to learn how your support can strengthen our community and sustain 14 impactful programs

KCF Executive Director: Daniela Camero Rosso



(202) 779 - 0982



executivedirector@kentlands.org

Thank you for supporting the Kentlands Community Foundation (KCF). Your partnership helps us deliver 14 impactful arts, culture, and community programs that strengthen connection and creativity across Gaithersburg.

Please complete the form below. Be sure to list your company name exactly as you would like it to appear in all promotional and marketing materials

Company Name:

Contact Name & Title:

Address:

Phone:

Email:

Sponsorship Level

Presenting Sponsor | \$10,000

Silver Sponsor | \$1,000

Platinum Sponsor | \$5,000

Bronze Sponsor | \$500

Gold Sponsor | \$2,500

Community Sponsor | \$300

Course Feature Sponsor | \$1,750

Other (In-kind or custom):

Payment Instructions

Please submit this form along with your sponsorship payment and high-resolution company logo (vector format preferred) to ensure full inclusion in all promotional opportunities. *An invoice can be provided upon request*

Check

Make checks payable to:

Kentlands Community Foundation

267 Kentlands Blvd. PMB 200

Gaithersburg, MD 20878

Zelle

Send payment to: **kentlandskcf@gmail.com**

(Please include your company name and “5K Sponsorship” in the memo)

Agreement

I understand that full payment and a company logo must be submitted in order to receive the promotional benefits associated with my selected sponsorship level.

Signature

Date

Thank You for Your Support!

We're proud to partner with you in building a stronger, more vibrant Montgomery County.

www.kentlands.org

Questions? Please contact:

Daniela Camero Rosso, Executive Director



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