



# 2024 SPONSORSHIP PACKET



FRONT RUNNERS & WALKERS

## PRIDE 5K

SAN DIEGO 2024

# SPONSORSHIP OPPORTUNITIES

Front Runners and Walkers San Diego (FRWSD) offers you an opportunity to be a proud sponsor of the 2024 San Diego Pride 5K Run & Walk – a highlight of the annual Pride Week festivities. This event has seen consistent growth over the years reaching a high of 1,900 in-person and virtual registrants in 2023; we expect another record setting year in 2024.

Funds raised by the Pride 5K support vital, life-saving, programs for teens facing homelessness at the LGBT Youth Housing Center, yearly youth programming at San Diego Pride and outreach efforts at Front Runners and Walkers San Diego. Our efforts promote fitness, good health, inclusiveness, self-esteem and positive role models. In 2023, the generosity of sponsors and participants allowed FRWSD to donate over \$50,000 to our charity partners. We've set an ambitious goal of \$55,000 for 2024. FRWSD has an excellent opportunity for you or your company to be seen and appreciated by our participants, friends, and family.

## SIGN UP TO BE A SPONSOR TODAY!

Don't miss out – Act now by contacting us at [priderun5k@frwsd.org](mailto:priderun5k@frwsd.org)

TOTAL SPONSORSHIP VALUE*	DIAMOND \$10,000+	PLATINUM \$5,000- \$9,999	GOLD \$2,500- \$4,999	SILVER \$1,500- \$2,499	BRONZE \$500- \$1,499	COMMUNITY HERO
Minimum Cash Investment	\$5,000	\$3,000	\$1,500	\$1,000	\$500	
25 Paid Race Registrations Commitment @ \$45 each						\$1,125
Title Sponsor	x					
Social media recognition	x	x	x	x	x	x
Media Event Recognition	x	x	x	x	x	
Name / logo listed on website	x	x	x	x	x	x
Name acknowledged in Press material	x	x	x	x	x	x
Logo on T-shirt	x	x	x	x		
8 x 8 Booth at the Race Village	x	x	x			
Banner at the Race Village	x	x	x			
Opportunity to distribute pre-race material	x	x	x			
Participate at the Registration Pick-up	x	x	x			
Banner on the Stage	x	x				
Banner at the Finish Line	x	x				
Logo on Race Bibs	x	x				
Opportunity to be part of pre-race announcements	x	x				
Complimentary T-Shirts	15	10	5	2	1	
Complimentary Race Registration	20	10	5	2	1	1 free per 25 paid

\* Total Sponsorship Value = cash investment + sponsored race registrations

# DIAMOND SPONSOR

The title sponsor of the event will enjoy the most prominent visibility on all materials related to the Pride 5K Run & Walk — before, day of, and after the event — as well as additional visibility on the Front Runners and Walkers San Diego website. The Pride 5K Run & Walk is a main event of San Diego Pride Week with visibility to all community participants. Please contact us to discuss this opportunity.



## PLATINUM SPONSOR – STARTS AT \$5,000

Platinum Race Sponsors receive extensive exposure and enjoy year-round acknowledgement in the race marketing and social media campaign: TV and Radio spots and at community events, widespread recognition on race week-end and on the Front Runners and Walkers website. In addition, your name and your logo will have prominent placement on the San Diego Pride 5K website, plus all the additional benefits listed below. FRWSD is committed to giving the Platinum Sponsors the broadest possible acknowledgement for the positive impact their contribution will have in the LGBT community and the entire San Diego community.

- Company Name and Logo on all race bibs and finishers' certificates
- Recognition at all media events, including TV, Radio and in print media features
- Special introduction and opportunity for your company representative to speak during live stream events
- Logo/branding featured on event promotional materials, including race flyers and press releases
- Logo on Stage and Finish Line Banners
- 8' x 8' Booth at the Race Village and at Bib Pick up the day prior
- Banner at the Race Village
- Name & Logo on San Diego Pride 5K website
- Recognition on FRWSD website for 1 year (frwsd.org)
- Social media and email recognition leading up to and after the event
- Logo prominently featured on our Pride 5K T-shirt
- Ability to distribute advertising brochures and/or product samples
- Opportunity to participate in Registration Pick-Up
- Inclusion in any in-person events associated with the Pride 5K
- 10 FREE Race T-Shirts
- 10 FREE Race Registrations to create your own corporate team!



## GOLD SPONSOR – STARTS AT \$2,500

- Recognition at media events, including TV, Radio and in print media features
- Logo/branding featured on event promotional materials, including race flyers and press releases
- 8' x 8' Booth and Banner at the Race Village
- Name & Logo on San Diego Pride 5K website
- Social media and email recognition leading up to and after the event
- Logo featured on our Pride 5K T-shirt
- Ability to distribute advertising brochures and/or product samples
- Opportunity to participate in Registration Pick-Up with discounted fees for booth space
- Inclusion in any in-person events associated with the Pride 5K
- 5 FREE Race T-Shirts
- 5 FREE Race Registrations to create your own corporate team

## SILVER SPONSOR – STARTS AT \$1,500

- Recognition at media events, including TV, Radio and in print media features
- Logo/branding featured on event promotional materials, including race flyers and press releases
- Name & Logo on San Diego Pride 5K website
- Social media and email recognition leading up to and after the event
- Logo featured on Pride 5K T-shirt
- 2 FREE Race T-Shirts
- 2 FREE Race Registrations

## BRONZE SPONSOR – STARTS AT \$500

- Recognition at media events, including TV, Radio and in print media features
- Logo/branding featured on event promotional materials, including race flyers and press releases
- Name & Logo on San Diego Pride 5K website
- Social media and email recognition leading up to and after the event
- 1 FREE Race T-Shirt
- 1 FREE Race Registration



## COMMUNITY HERO – 25 RACE REGISTRATIONS

- Won't you be a community hero? Here's your opportunity to create a team with your co-workers, friends and family. You can help celebrate Pride with your team – we encourage costumes and group festivities!
- Recognition at all media events, including TV, Radio and in print media features
- Logo/branding featured on event promotional materials, including race flyers and press releases
- Name & Logo on Pride 5K website
- Social media and email recognition leading up to and after the event
- 1 FREE Race Registration for every 25 paid registrations

## VENDOR PARTICIPATION

Join the event as a Vendor.

- Booth spaces start at 8' x 8' for \$400 per day. Inquire about having a larger footprint.
- 50% discount on the second day
- Silver sponsors receive a 25% discount.



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