



Sponsorship Packet

ATLANTA PRIDE 5K RUN WALK 2021

**RETURNS IN-PERSON
JUNE**

Front Runners Atlanta
P.O. Box 8141
Atlanta, GA, 31106

DONATE AT bit.ly/3dlkssc

Email: atlantapriderunsponsors@gmail.com



ABOUT PRIDE RUN

The objective of the Atlanta Pride Run is to generate awareness for the LGBTQ+ community in the greater Atlanta area, and to fundraise for much needed community partners.

The Atlanta Pride Run is excited to return in-person at beautiful Piedmont Park on June 2021



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HOW MANY RUNNERS PARTICIPATE?

This event lights up the community every year with about 650 participants. We are one of the largest Pride events in Atlanta during National Pride Month in June.

Due to the growing desire for in-person events, we are expecting registration numbers to be even higher in 2021.

Sponsoring the Atlanta Pride Run will put your business or organization in front of the most influential and active members of Atlanta's diverse community.



PARTICIPATION OF SPONSORS



FRATL is looking for the participation of four **Participation of Sponsors** to be part of the Atlanta Pride Run 2021.

It is only with the generosity of our corporate sponsors that we can ensure that the Atlanta area LGBTQ+ community receives the continuing support and resources that are desperately needed.

VISIBILITY: TAP INTO OUR NETWORK TO THE LGBTQ+ COMMUNITY AND ITS ALLIES

- Tap into the Atlanta LGBT+ Market, a young (average age is 32) dynamic demographic
- Reach our community of avid runners and walkers
- Connect with our community business, collegiate, and political partners

VALUE: UNIQUE OPPORTUNITIES FOR YOUR BUSINESS OR ORGANIZATION

- Engage both existing and potential customers, support diversity in your workplace, and be part of an ever-growing movement
- Front-facing opportunities to market directly to a media-savvy market

VARIETY: WE'RE ALL IN THIS TOGETHER

- Be a model business for diversity inclusion for the larger Atlanta area
- Help support the Atlanta LGBT+ community with access to food and healthcare

PARTNERSHIP OPPORTUNITIES

Title Sponsorship (\$2,500)

- Free VIP access for all your employees to Front Runner events throughout the year
- 20 complimentary entries to the annual 5K Pride Run held in Piedmont Park
- Premium Vendor Space for 5K Pride Run on Race Day
- Access to pre-race and post-race advertising emails, as well as in the virtual & physical goody bags
- Hyperlink to company page on Front Runners Atlanta Website
- Company recognition on all Front Runners Atlanta social media platforms
- Press opportunity at all events
- Verbal recognition at all events

Atlanta Pride Run & Walk 5K GOLD (\$800)

- T-Shirt: Large logo displayed on the shirt
- 10 Complimentary Race Entries
- Race Day Vendor Space
- Pre-Race Emails: Large logo in marketing emails prior to race
- Post-Race Email: Insertion of coupon, brochure, etc. emailed to all attendees after race in a virtual goodie bag
- Social Media Presence

Atlanta Pride Run & Walk 5K SILVER (\$500)

- T-Shirt: Smaller logo displayed on the shirt
- Race Day Vendor Space
- Pre-Race Emails: Small logo in marketing emails prior to race
- Post-Race Email: Insertion of coupon, brochure, etc. emailed to all attendees after race in a virtual goodie bag
- Social Media Presence

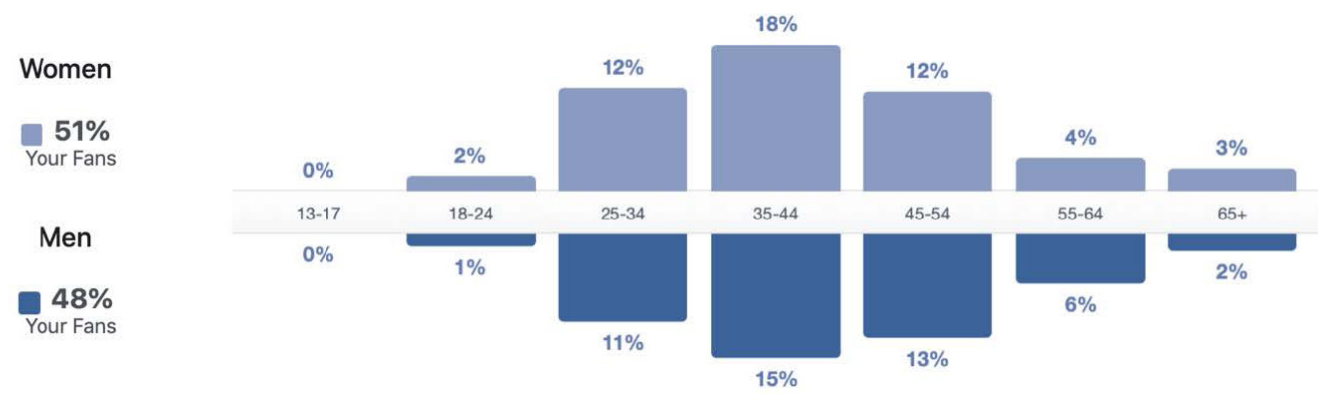
Atlanta Pride Run & Walk 5k BRONZE (\$250)

- Race Day Vendor Space
- Pre-Race Emails: Small logo in marketing emails prior to race
- Post-Race Email: Insertion of coupon, brochure, etc. emailed to all attendees after race in a virtual goodie bag
- Social Media Presence



PARTICIPATION DEMOGRAPHICS

The Pride Run attracts a variety of runners around the Atlanta area. Our participants are young (average age for our 2020 Virtual Run was 40), and front the metro-Atlanta area. Our participants are advocates for the LGBTQ+ Community, as either members or allies.



Data from 2019

DONATE AT bit.ly/3dlkssc

Atlanta Front Runners Board of Directors

Front Runners Atlanta is a 501(c)3 non-profit organization run by 100% volunteers. The mission of Front Runners Atlanta is to be a positive impact through running of Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ+) communities.

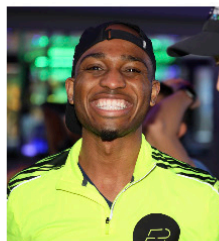
Our mission is to create friendships and community through running. Through our running, walking, and social club, we strive to build the social and cultural needs of the LGBTQ+ community and its allies in the greater Atlanta area.



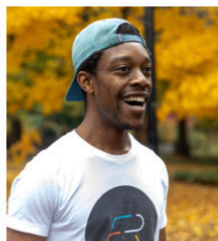
Thomas Barker
President



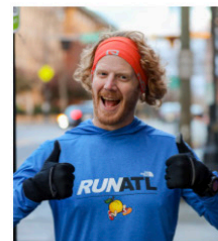
John VanVlack
Treasurer/Secretary



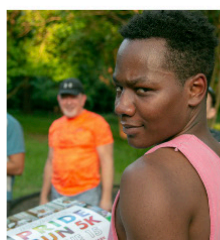
DJ Pulce
Communications
Director



Cortland Walton
Membership Director



Adam Mosley
Community
Engagement



Jared Hunter
Social Coordinator



David Grudzien
At Large Member