



KENTLANDS

COMMUNITY FOUNDATION

Perfecting The Art Of Community

www.kentlands.org/5K-race

Kentlands | Lakelands 5K Race

September 5, 2026

Now in its **33rd year**, the **Kentlands | Lakelands 5K Run, Walk, and Kids Fun Run** is a beloved community tradition hosted by the Kentlands Community Foundation.

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

+1,600 Attendees in 2025

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 Montgomery County.



Sponsorship Overview

- On-site branding and race day recognition.
- Digital and social media campaigns.
- Local newspaper advertising.
- Email outreach to **3,500+ newsletter subscribers** and 5,000+ runners.
- **Exhibitor table at the post-race festival** to engage directly with participants and families.
- Recognition across Foundation and race websites.
- **Logo placement on runner shirts**, depending on sponsorship level.

Sponsors benefit from repeated exposure before, during, and after race day through multiple channels, while also having the opportunity to connect face to face with the community at the post-race festival.

Who the 5K Supports

\$25,500 donated to local nonprofits in 2025

2025 Beneficiaries Included:

- Mercy Health Clinic: Free medical care for uninsured and underinsured residents.
- Gaithersburg HELP: Food, transportation, and emergency assistance for local families.
- Dolores C. Swoyer Camp Scholarship Fund: Summer camp access for children in need in Gaithersburg.
- Maryland Senior Olympics: Fitness and community programs for adults aged 50+.



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Sponsorship Opportunities

Presenting Sponsor | \$10,000

- Presenting Sponsor recognition and prominent logo placement across race marketing, digital communications, and on-site signage
- Priority placement opportunities at the race and post race festival
- Ability to distribute branded materials directly to participants
- Sponsor provided signage displayed on site
- Six complimentary race entries

Platinum Sponsor | \$5,000

- Featured sponsor presence across race day activities
- Preferred exhibit space at the post race festival, including two tables and on-site announcer recognition
- Opportunity to distribute branded refreshments at the Finish Line (e.g., sponsor-labeled snacks)
- Opportunity for sponsor provided signage at a featured finish line food station
- Four complimentary race entries

Gold Sponsor | \$2,500

- Includes the opportunity for exhibitor presence with one table at the Kentlands Pavilion during one Packet Pickup day.
- Inclusion of up to two sponsor provided items in race bags
- Two complimentary race entries

Course Feature Sponsor | \$1,750

- Sponsor recognition at one **Course Feature**, such as:
 - Kids Fun Run
 - Water Stop (Mile 1, Mile 2 or Mile 3)
- Sponsor provided signage at the selected feature
- One complimentary race entry

Silver Sponsor | \$1,000

- Logo featured on Adult (tech) and Kids (cotton) race shirts
- Logo featured on Volunteer shirts (cotton)
- Announcer recognition during giveaways
- Featured recognition in the Foundation's email newsletter, including a short description of the sponsor's business or organization

Bronze Sponsor | \$500

- Exhibit space at the post-race festival (one table and two chairs provided)
- Logo recognition in the Foundation's email newsletter to over **3,500 subscribers**
- Inclusion in local newspaper Thank You ads
- Pre- and post-event visibility via social media
- Logo and link on Race and Foundation websites
- Opportunity to include one sponsor-provided item in racer's bag

Each sponsorship level offers meaningful visibility and engagement, including all benefits from lower levels (except Course-Feature).

Benefits are designed to provide comparable value, with specific activations subject to availability.

Get involved

We'd love to talk about sponsorship opportunities and how your support helps sustain 14 impactful community programs.

KCF Executive Director: Daniela Camero Rosso



(202) 779-0982



executivedirector@kentlands.org

Thank you for supporting the Kentlands Community Foundation and our 14 community programs.

Please complete the form below and list your company name as it should appear in promotional 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

Other (In-kind or custom)

Course Feature Sponsor | \$1,750

Payment Instructions

Please submit this form with your sponsorship payment and a high-resolution company logo (vector preferred).

An invoice is available 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 strengthening and enriching Montgomery County.

www.kentlands.org/5K-race

Questions?

Please contact:

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