



Start Line at University Avenue- 2024

PRIDE 5K RUN & WALK - JULY 19, 2025

SPONSORSHIP PACKET



priderun5k@frwsd.org

SAN DIEGO PRIDE 5K & FRONT RUNNERS & WALKERS

Front Runners and Walkers San Diego (FRWSD) was established in 1981 to provide a safe and healthy space for the LGBT+ community, meeting at 6th Avenue and Laurel Street in Balboa Park. The group still meets 3 times a week for walk and run activities along various routes ranging from 3 to 6 miles. As part of our commitment to the community, the Pride 5K was established in 1985 and has consistently grown over the years. FRWSD invites you to become a proud sponsor of the 2025 San Diego Pride 5K Run & Walk – a standout event during the annual Pride Week celebrations. The San Diego Pride 5K will take place on Saturday, July 19, 2025.

The funds raised from the Pride 5K provide essential support for life-saving programs aimed at helping teenagers dealing with homelessness at the LGBT Youth Housing Center. They also contribute to the annual youth initiatives at San Diego Pride and the outreach endeavors at Front Runners and Walkers San Diego. Our collective endeavors foster physical fitness, well-being, inclusivity, self-confidence, and the provision of positive role models. Thanks to the generosity of sponsors and participants in 2024, FRWSD was able to donate \$65,000 to our charitable partners. For 2025, we have set a bold target of \$75,000. This presents a wonderful opportunity for you or your company to gain visibility and appreciation from our community, participants, friends, and families. *Anticipate another year of setting new records in 2025. Embrace the opportunity to be part of this remarkable journey!*

SIGN UP TO BE A SPONSOR TODAY!

Don't miss out – Act now by contacting us at priderun5k@frwsd.org

TOTAL SPONSORSHIP VALUE*	DIAMOND \$10,000+	PLATINUM \$5,000+	GOLD \$3,000+	SILVER \$1,500+	BRONZE \$750+	COMMUNITY HERO
Minimum Cash Investment	\$5,000	\$3,500	\$1,750	\$1,250	\$500	
25 Paid Race Registrations Commitment @ \$49 each						\$1,225
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 - commitment by 4/30/2025	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 - commitment by 6/1/2025	x	x				
Opportunity to be part of pre-race announcements	x	x				
A La Carte Opportunities**	x	x	x	x		
Complimentary Race Registration	15	10	5	2	1	1 free per 25 paid

*Total Sponsorship Value = cash investment + sponsored race registrations

** Limited number of A La Carte Opportunities for logo recognition at unique race touchpoints. Available from \$750+

DIAMOND SPONSOR - \$10,000+

The headline sponsors of the event will have the highest level of exposure on all materials associated with the Pride 5K Run & Walk. This visibility includes pre and post race recognition during our media campaigns as well as day of event call-outs. The Pride 5K Run & Walk is a key part of San Diego Pride Week, offering visibility to all members of the community. We welcome you to get in touch with us to explore this exciting opportunity.



PLATINUM SPONSOR – STARTS AT \$5,000

The Platinum Race Sponsors will receive extensive visibility and ongoing recognition through various channels such as TV, radio, community events, and social media campaigns. They will also be prominently featured on the San Diego Pride 5K website, along with additional benefits. By partnering with FRWSD, these sponsors will be acknowledged for their positive impact on the LGBT and San Diego communities. Their commitment to support will be celebrated and showcased to a broad audience, ensuring that their contribution is recognized and appreciated by all.

- 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 Registrations to create your own corporate team!

- *Additional opportunity to sponsor our Hospitality Area, Finish Line, Mile Markers for an extra fee*



GOLD SPONSOR – STARTS AT \$3,000

- 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 Registrations to create your own corporate team

- *Additional opportunity to sponsor our Hospitality Area, Finish Line, Mile Markers for an extra fee*

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 Registrations

• Opportunity to sponsor our Hospitality Area, Finish Line, Mile Markers for an extra fee



BRONZE SPONSOR – STARTS AT \$750

- 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

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.



VOLUNTEERS ALWAYS WELCOME

We also have opportunities for companies who wish to give back by donating their time pre race day and on the event morning. Please contact us at priderun5k@frwsd.org



www.frwsd.org