


9th Annual | 4.9K

# CommUnity Rainbow Run



**Saturday,  
June 7, 2025  
City Hall Plaza**

[pulseorlando.org/rainbowrun](https://pulseorlando.org/rainbowrun)





## OVERVIEW

Please join us in supporting the 9th Annual CommUNITY Rainbow Run on Saturday, June 7, 2025.

The CommUNITY Rainbow Run is an inclusive, family-friendly celebration of how, following the Pulse tragedy, our community came together in love and how we continue to be Orlando United. At the CommUNITY Rainbow Run we unite to honor the 49 angels, their families, the survivors, first responders, trauma teams and all those impacted.

Now hosted by the City of Orlando in collaboration with many partners and sponsors, including Track Shack, the 4.9k run (or walk) will start and end with a CommUNITY Festival at City Hall, with the route passing by the Pulse Nightclub, where a permanent memorial will be created. The event also includes a Kids Fun Run where children ages 3-12 can participate in a smaller fun run at Seneff Arts Plaza after the 4.9k.

A virtual option allows runners and walkers from all over the world to join the CommUNITY Rainbow Run and show support for those impacted by the Pulse tragedy.

***More than just a race, this is a celebration of our community's resilience and love. Run with us and show the world that we are still Orlando United.***

*Net proceeds from the event will benefit the new Orlando United Pulse Memorial, a project within Strengthen Orlando, a 501(c)(3) nonprofit organization, with the goal to construct a permanent memorial at the Pulse site.*

## EVENT DETAILS

**WHEN:** Saturday, June 7, 2025

### EVENT TIMELINE

- 7 A.M.** Registration and CommUNITY Festival Begins
- 8 A.M.** CommUNITY Rainbow Run Time
- 9 A.M.** Kids Fun Run Starts
- 10 A.M.** CommUNITY Festival Concludes

### EVENT LOCATION

The race starts and ends at City Hall, 400 S Orange Ave, Orlando, FL 32801.

### COST

Opportunities at several levels are available for sponsors to support the CommUNITY Rainbow Run.

The registration fee for individual in-person and virtual participants is \$49.

The registration fee for the Kids Fun Run is \$5.

The registration fee for a VIP Experience, which includes a breakfast buffet and unlimited beverages, is \$149.

# SPONSOR LEVELS

## PRESENTING [1] \$25,000

Being our Presenting Sponsor, you will receive the highest level of exposure and event benefits. As the only sponsor at this level, this exclusive sponsorship category provides the following:

### MARKETING & PROMOTIONAL COLLATERAL [PRE-EVENT]

- Opportunity for name and/or logo inclusion on:
  - Event website with hyperlink to organization website
  - Event flyer
  - Event t-shirt
  - Event stage banner
  - Radio, print, social media and outdoor advertisements
    - Welcome social media post
    - Company name mention every time event name is used on the CommUNITY Rainbow Run Facebook page
- Opportunity to place marketing materials inside of bag given at packet pick-up

## GOLD [4] \$15,000

### MARKETING & PROMOTIONAL COLLATERAL [PRE-EVENT]

- Opportunity for logo inclusion on:
  - Event website with hyperlink to organization website
  - Event flyer
  - Event t-shirt
  - Event stage banner
  - Radio, print, social media and outdoor advertisements
    - Welcome social media post
    - Two (2) additional social media mentions on the CommUNITY Rainbow Run Facebook page
- Opportunity to place marketing materials inside of bag given at packet pick-up

### ON-SITE [EVENT DAY]

- Logo inclusion on the CommUNITY Rainbow Run 2024 Sponsorship Package
- Logo on race medal lanyard
- Two (2) 10' x 10' booth space (or one 20' x 20' space) in the CommUNITY Festival (tent(s) provided)
- Logo on step and repeat
- Logo inclusion on route signage
- Opportunity for company representative to serve as Honorary Race Starter
- Opportunity to speak at opening ceremony and recognition during stage announcements
- Name inclusion in press release
- Twenty (20) hospitality lounge passes **(\$2,980 value)**
- Two hundred and fifty (250) run registrations **(\$12,250 value)**

### ON-SITE [EVENT DAY]

- Opportunity to sponsor one (1) of three (3) water stations or one (1) cooling tent
- Recognition during stage announcements
- One (1) 20' x 20' space in the CommUNITY Festival (tent provided)
- Logo inclusion on route signage
- Name inclusion in press release
- Twenty-five (25) hospitality lounge passes **(\$3,725 value)**
- Fifty (50) run registrations **(\$2,450 value)**

# SPONSOR LEVELS

## HOSPITALITY SPONSOR [1] \$15,000

### MARKETING & PROMOTIONAL COLLATERAL [PRE-EVENT]

- Opportunity for logo inclusion on:
  - Event website with hyperlink to organization website
  - Event flyer
  - Event t-shirt
  - Event stage banner
  - Welcome social media post
  - Two (2) additional social media mentions on the CommUNITY Rainbow Run Facebook page
- Opportunity to place marketing materials inside of bag given at packet pick-up

## VIRTUAL RUN SPONSOR [1] \$15,000

### MARKETING & PROMOTIONAL COLLATERAL [PRE-EVENT]

- Opportunity for logo inclusion on:
  - Event website with hyperlink to organization website
  - Event flyer
  - Event t-shirt
  - Event stage banner
  - Welcome social media post
  - Two (2) additional social media mentions on the CommUNITY Rainbow Run Facebook page
- Opportunity to place marketing materials inside of bag mailed to virtual runners

### ON-SITE [EVENT DAY]

- Opportunity to sponsor/brand Love is Love Lounge (tent provided)
- Two (2) 10' x 10' booth space (or one (1) 20' x 20' space) in CommUNITY Festival
- Recognition from stage
- Logo included on route signage
- Name included in press release
- Fifty (50) run registrations **(\$2,450 value)**

### ON-SITE [EVENT DAY]

- Sponsor of Virtual Run with opportunity to send message to virtual runners
- Recognition from stage
- Two (2) 10' x 10' booth space (or one (1) 20' x 20' space) in the CommUNITY Festival (tent provided)
- Logo included on route signage
- Name included in press release
- Twenty-five (25) hospitality lounge passes **(\$3,725 value)**
- Fifty (50) run registrations **(\$2,450 value)**

# SPONSOR LEVELS

## SILVER [5] \$10,000

### MARKETING & PROMOTIONAL COLLATERAL [PRE-EVENT]

- Opportunity for logo inclusion on:
  - Event website with hyperlink to organization website
  - Event flyer
  - Event t-shirt
  - Event stage banner
  - Welcome social media post
  - One (1) additional social media mentions on the CommUNITY Rainbow Run Facebook page
- Opportunity to place marketing materials inside of bag given at packet pick-up

### ON-SITE [EVENT DAY]

- One (1) 10' x 10' booth space in the CommUNITY Festival
- Recognition from stage
- Name included in press release
- Twenty (20) hospitality lounge passes **(\$2,980 value)**
- Twenty (20) run registrations **(\$980 value)**

## BRONZE [10] \$5,000

### MARKETING & PROMOTIONAL COLLATERAL [PRE-EVENT]

- Opportunity for name and/or logo inclusion on:
  - Event website with hyperlink to organization website
  - Welcome social media post on the CommUNITY Rainbow Run Facebook page

### ON-SITE [EVENT DAY]

- One (1) 10' x 10' booth space in the CommUNITY Festival
- Recognition from stage
- Ten (10) hospitality lounge passes **(\$1,490 value)**
- Ten (10) run registrations **(\$490 value)**

## EVENT SUPPORTERS [15] \$2,500

### MARKETING & PROMOTIONAL COLLATERAL [PRE-EVENT]

- Logo inclusion on event website
- One (1) social media post
  - Welcome social media post on the CommUNITY Rainbow Run Facebook page

### ON-SITE [EVENT DAY]

- One (1) 10' x 10' booth space in the CommUNITY Festival
- Five (5) hospitality lounge passes **(\$745 value)**
- Five (5) run registrations **(\$245 value)**

Sponsorship Notes:

+ Other benefits may be announced later      \* Deadline for logo on event flyer is April 11, 2025 and requires receipt of high-resolution logo

\*\*Deadline for logo on t-shirts is April 4, 2025 and requires receipt of high-resolution logo

# SPONSORSHIP COMMITMENT FORM

## SPONSOR LEVEL

\$25,000 - Presenting

\$15,000 - Gold

\$15,000 - Hospitality Sponsor

\$15,000 - Virtual Run Sponsor

\$10,000 - Silver

\$5,000 - Bronze

\$2,500 - Event Supporters

Please complete this form and email to Pavla Paul at [pavla.paul@orlando.gov](mailto:pavla.paul@orlando.gov) along with your organization's W-9. An invoice will be sent once received.

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