

10th Annual | 4.9K

# CommUnity Rainbow Run

**Saturday,  
June 6, 2026  
City Hall Plaza**

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



## OVERVIEW

Please join us in supporting the 10th Annual CommUNITY Rainbow Run on Saturday, June 6, 2026. The CommUNITY Rainbow Run, started by UCF graduate students, is an event that celebrates how we came together in love after the Pulse tragedy in 2016.

Now hosted by the City of Orlando, in collaboration with partners and sponsors, including Track Shack, the event starts and ends with a CommUNITY Festival at City Hall and includes a Kids Fun Run, as well as a virtual option.

Last year's event drew 1,500 participants, with 52 registered as family or survivors. This year, we anticipate an even larger turnout as we mark ten years since the tragedy.

Proceeds from the event benefit the creation of the permanent Pulse Memorial. The city has partnered with a design-build firm, and we anticipate that construction on the memorial will begin in the summer of 2026 and conclude toward the end of 2027.

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

## EVENT DETAILS

**WHEN:** Saturday, June 6, 2026

### EVENT TIMELINE

- 6 A.M.** Registration and CommUNITY Festival Begins
- 7:30 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
  - 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 in e-race bag sent to race participants

## GOLD [5] \$15,000

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

- Opportunity for logo inclusion on:
  - Event website with hyperlink to organization website
  - Event flyer
  - Event t-shirt
  - 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 in e-race bag sent to race participants

### ON-SITE [EVENT DAY]

- Logo inclusion on the CommUNITY Rainbow Run 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 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)
- 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
  - Welcome social media post
  - Two (2) additional social media mentions on the CommUNITY Rainbow Run Facebook page
- Opportunity to place marketing materials in e-race bag sent to race participants

## 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
  - Welcome social media post
  - One (1) additional social media mentions on the CommUNITY Rainbow Run Facebook page
- Opportunity to place marketing materials in e-race bag sent to race participants

### 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]

- 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)**

# SPONSOR LEVELS

## 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

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

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

- Logo inclusion on event 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)**

### 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 10, 2026 and requires receipt of high-resolution logo

\*\*Deadline for logo on t-shirts is April 3, 2026 and requires receipt of high-resolution logo

# SPONSORSHIP COMMITMENT FORM

## SPONSOR LEVEL

\$25,000 - Presenting

\$15,000 - Gold

\$15,000 - Hospitality 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.

Net proceeds from the event will benefit the 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.

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Name

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Title

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Company

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Address

Suite

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City

State

ZIP

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Phone

Fax

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Email

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