



FREDERICK COUNTY
PARKS & RECREATION

SPONSORSHIP OPPORTUNITIES

Frederick County Parks & Recreation Department (FCPRD) has many opportunities to connect with our community and promote your business.



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RACE SERIES

Run at the Top! With an abundance of thrilling races and running events in the Shenandoah Valley, we are the hub for all your running aspirations. Join forces with our vibrant community comprising thousands of runners and spectators. By partnering with us, you not only promote wellness and fitness in but also seize a golden opportunity to showcase your business to a diverse and engaged audience.

INDIVIDUAL RACES	SWAG BAG	WATER STOP	WARM UP	PACE	TEMPO	PERSONAL RECORD
5/25/2026 Loudoun Street Mile (500+)	\$50	\$150	\$250	\$500	\$750	\$1500
7/17/2026 Glow All Out! 5K Glow Run (300+)	\$50	\$150	\$250	\$500	\$750	\$1000
8/2/2026 Youth Triathlon (90+)	\$50	\$150	\$250	\$500	\$750	\$1000
Fall 2026 Trails 4 Miles (200+)	\$50	\$150	\$250	\$500	\$750	\$1000
11/26/2026 Thanksgiving Day 5K (1500+)	\$75	\$200	\$500	\$750	\$1000	\$2500
4/11/2026 Valor 5K (300+)	Please contact us for Valor 5K sponsorship opportunities					
Running Club (50+ participants) *			\$150	\$500	Included	Included
Running Club Sponsorship Benefits denoted by *						
Appear on Event Website	TEXT	TEXT	TEXT*	LOGO*	LOGO	LOGO
Promotional Items in Swag Bag	✓	✓	✓	✓	✓	✓
Announced at Event		✓	✓	✓	✓	✓
Social Media Announcement		✓	✓*	✓*	✓	✓
10'x10' Event Booth Space			✓	✓	✓	✓
Logo on Race T-shirt				✓*	✓	✓
Complimentary Race Entries				4	6	10
Printed on Sponsor Banner				TEXT	LOGO	LOGO
Logo on a Mile Marker					✓	✓
Opportunity to Present Awards						✓
RACE SERIES SPONSORSHIP - OVER 2000 PARTICIPANTS - \$6000						
✓ Personal Record Sponsor Benefits PLUS	<h2 style="text-align: center;">SAVE OVER 15% BY SPONSORING ALL RACES!</h2>					
✓ Logo on Race Bibs						
✓ Premium Logo Placement on Race T-shirts						
✓ Apple Blossom Swag Bag Opportunity						
✓ Logo on Race Day Photos						
✓ Personal Record inclusion for Valor 5K						

For more information or to secure your sponsorship, please contact:

Becky McGraw, Program Supervisor
540-722-8308
rebecca.mcgraw@fcva.us

Jeremy Sanders, Marketing Manager
540-722-8274
jeremy.sanders@fcva.us



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The Loudoun Street Mile is an anticipated event for regional runners, held annually on Memorial Day in Old Town Historic Winchester. Celebrating its 39th year, this race attracts participants eager to traverse the iconic Loudoun Street, combining the thrill of competition with the charm of the historic setting. This year's race will serve as the RRCA Regional Championship Race as well the Collegiate Running Association Championship race. Sponsoring this event presents an exceptional chance to promote your business and establish meaningful connections within our community. In 2025, nearly 600 people registered for this race.



\$1500

- ✓ Recognized as Event Sponsor
- ✓ Opportunity to Present Awards
- ✓ Complimentary Race Entries (10) for Loudoun Street Mile
- + All benefits of TEMPO

* Limit 2 Personal Record Sponsors



\$750

- ✓ Logo on a Mile Marker
- ✓ Complimentary Race Entries (6) for Loudoun Street Mile
- ✓ Logo on Race Shirt below Personal Record
- + All benefits of PACE



\$500

- ✓ Printed on Sponsor Banner
- ✓ Complimentary Race Entries (4) for Loudoun Street Mile
- ✓ Logo on Race Shirt below Tempo
- ✓ Logo on Event and Registration Website
- + All benefits of WARM UP



\$250

- ✓ Social Media Announcement
- ✓ Announced at Event
- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)



\$150

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)
- ✓ Social Media Announcement
- ✓ Yard Sign at Finish Area



\$50

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)

LOGO PLACEMENT ON RACE SHIRTS



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Elevate your brand visibility and support a worthy cause by sponsoring the Glow All Out 5K, a fun evening event that promises to captivate participants of all ages. As the sun sets, your logo will shine brightly alongside our vibrant event, reaching a diverse audience of enthusiastic runners and supporters. Race proceeds will support Bright Futures – Frederick/Winchester, a local organization which helps schools connect student needs with resources that exist in our community. Partner with us to leave a lasting impression and light the way toward a brighter future for our community together.



\$1000

- ✓ Recognized as Event Sponsor
- ✓ Opportunity to Present Awards
- ✓ Complimentary Race Entries (10) for Glow All Out 5K
- + All benefits of TEMPO

* Limit 2 Personal Record Sponsors



\$750

- ✓ Logo on a Mile Marker
- ✓ Complimentary Race Entries (6) for Glow All Out 5K
- ✓ Logo on Race Shirt below Personal Record
- + All benefits of PACE



\$500

- ✓ Printed on Sponsor Banner
- ✓ Complimentary Race Entries (4) for Glow All Out 5K
- ✓ Logo on Race Shirt below Tempo
- ✓ Logo on Event and Registration Website
- + All benefits of WARM UP



\$250

- ✓ 10'x10' Event Booth Space
- ✓ Social Media Announcement
- ✓ Announced at Event
- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)



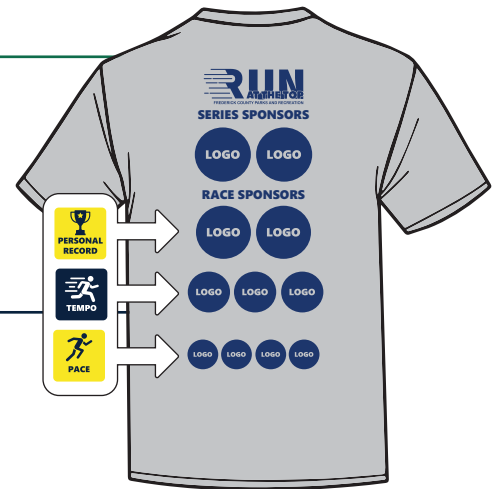
\$150

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)
- ✓ Social Media Announcement
- ✓ Yard Sign at Finish Area



\$50

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)



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The Sherando Youth Triathlon is a unique event that offers young athletes a distinct and exhilarating challenge, combining swimming, biking, and running in one exciting competition. By sponsoring this event, your brand will gain visibility among engaged families, enhancing your reputation as a supporter of youth health and wellness. Partner with us to inspire the next generation!



PERSONAL RECORD

\$1000

- ✓ Recognized as Event Sponsor
- ✓ Opportunity to Present Awards
- ✓ Complimentary Race Entries (10) for Sherando Youth Tri
- + All benefits of TEMPO

* Limit 2 Personal Record Sponsors



TEMPO

\$750

- ✓ Logo on a Mile Marker
- ✓ Complimentary Race Entries (6) for Sherando Youth Tri
- ✓ Logo on Race Shirt below Personal Record
- + All benefits of PACE



PACE

\$500

- ✓ Printed on Sponsor Banner
- ✓ Complimentary Race Entries (4) for Sherando Youth Tri
- ✓ Logo on Race Shirt below Tempo
- ✓ Logo on Event and Registration Website
- + All benefits of WARM UP



WARM UP

\$250

- ✓ 10'x10' Event Booth Space
- ✓ Social Media Announcement
- ✓ Announced at Event
- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)



WATER STOP

\$150

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)
- ✓ Social Media Announcement
- ✓ Yard Sign at Finish Area



SWAG BAG

\$50

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)



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Our annual Trails 4 Miles race is a mixed-surface four-mile challenge through the paved paths and wooded trails of Sherando Park. We also offer an untimed One Mile Walk on the scenic paved paths, ensuring everyone can participate and show their support. Sponsoring this event not only boosts your brand's visibility but also showcases your commitment to making a positive impact in the community by supporting the I'm Just Me Movement, which empowers local youth.



PERSONAL RECORD

\$1000

- ✓ Recognized as Event Sponsor
- ✓ Opportunity to Present Awards
- ✓ Complimentary Race Entries (10) for Trails 4 Miles
- + All benefits of TEMPO

* Limit 2 Personal Record Sponsors



TEMPO

\$750

- ✓ Logo on a Mile Marker
- ✓ Complimentary Race Entries (6) for Trails 4 Miles
- ✓ Logo on Race Shirt below Personal Record
- + All benefits of PACE



PACE

\$500

- ✓ Printed on Sponsor Banner
- ✓ Complimentary Race Entries (4) for Trails 4 Miles
- ✓ Logo on Race Shirt below Tempo
- ✓ Logo on Event and Registration Website
- + All benefits of WARM UP



WARM UP

\$250

- ✓ 10'x10' Event Booth Space
- ✓ Social Media Announcement
- ✓ Announced at Event
- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)



WATER STOP

\$150

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)
- ✓ Social Media Announcement
- ✓ Yard Sign at Finish Area



SWAG BAG

\$50

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)



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The Thanksgiving Day 5K has been a holiday tradition for over 25 years! One of the largest 5K's in the area, this race draws runners from throughout the region. Don't miss your opportunity to sponsor a large running event with engaged participants of all ages. The race benefits the Winchester Area Temporary Thermal Shelter (WATTS). Your sponsorship will help both your business, and our community.



PERSONAL RECORD
\$2500

- ✓ Recognized as Event Sponsor
 - ✓ Opportunity to Present Awards
 - ✓ Complimentary Race Entries (10) for Thanksgiving Day 5K
 - + All benefits of TEMPO
- * Limit 2 Personal Record Sponsors



TEMPO
\$1000

- ✓ Logo on a Mile Marker
- ✓ Complimentary Race Entries (6) for Thanksgiving Day 5K
- ✓ Logo on Race Shirt below Personal Record
- + All benefits of PACE



PACE
\$750

- ✓ Printed on Sponsor Banner
- ✓ Complimentary Race Entries (4) for Thanksgiving Day 5K
- ✓ Logo on Race Shirt below Tempo
- ✓ Logo on Event and Registration Website
- + All benefits of WARM UP



WARM UP
\$500

- ✓ 10'x10' Event Booth Space
- ✓ Social Media Announcement
- ✓ Announced at Event
- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)



WATER STOP
\$200

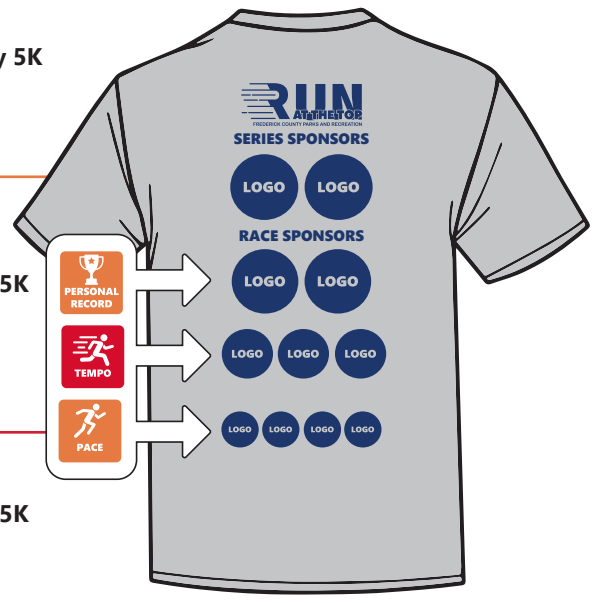
- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)
- ✓ Social Media Announcement
- ✓ Yard Sign at Food Tent



SWAG BAG
\$75

- ✓ Promotional Items in Swag Bag
- ✓ Appear on Event and Registration Website (Text)

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