



Friends of Reston
FALL 5K

2023 Sponsorship Opportunities

Become a sponsor of the Friends of Reston Fall 5K and show your organizations support for the youth of this community. All proceeds from this event support the Friends of Reston's youth scholarship and enrichment fund. Friends of Reston is a 501(c)3 supporting organization of Reston Association.

Sunday, Oct. 15, 2023
Packet pickup Oct. 14

Location: Browns Chapel Park
(1686 Browns Chapel Rd, Reston)

Friends of Reston Quick facts:

- Established in 1999 as a 501(c)3 nonprofit organization
- Our mission is to support Reston Association in performing educational, charitable and scientific projects
- Some of our community projects include park improvements, camp and tennis scholarships, environmental education, and natural area restoration
- Run by an all volunteer board of directors

Analytics:

- 12,000 visitors to the RA website per month
- 85,000 page views per month
- RA News has 8,000 subscribers
- 30% email open rate
- 20% click through rate
- 6,500 Facebook followers
- 4,000 Twitter followers
- 2,100 Instagram followers
- Wiehle Avenue overpass sees over 17,000 vehicles per day





SPONSORSHIP PACKAGES

Gold – \$5,000

- Company Name/logo on Wiehle Ave. Overpass Banner
- Company Name/Logo on Hat
- Company Name/Logo on T-shirt
- Company Name/Logo on Finish Line Banner
- Company Name/Logo on the Friends of Reston Website
- Company name/logo on all Print Campaigns
- Company Name/Logo on Social Media Campaigns
- Company Name/Logo on Mile Markers throughout the Race
- Complimentary Race Tickets (4)
- Table at packet pick up as well as on race day
- 1 Complimentary facility Rental

Silver – \$2,500

- Company Name/Logo on T-shirt
- Company Name/Logo on Finish Line Banner
- Company Name/Logo on the Friends of Reston Website
- Company name/logo on all Print Campaigns
- Company Name/Logo on Social Media Campaigns
- Company Name/Logo on Mile Markers Throughout the Race
- Complimentary Race Tickets (3)
- Table on race day

Bronze – \$500

- Company Name/Logo on Finish Line Banner
- Company Name/Logo on the Friends of Reston Website
- Company name/logo on all Print Campaigns
- Company Name/Logo on Social Media Campaigns
- Company Name/Logo on Mile Markers Throughout the Race
- Complimentary Race Tickets (2)

Race Day Table – \$200

- Complimentary Race Tickets (1)