

5K Sponsorship Package

The Friends of the National Arboretum is seeking corporate sponsors for its 5K events which it holds on the grounds of the U.S. National Arboretum in NE DC. The 2023 dates are Saturday, June 3 for the Summer 5K and Sunday, November 12 for the Fall 5K.

The U.S. National Arboretum (USNA) is a horticultural research institution with public gardens located in Northeast Washington, DC. It includes 451 acres of gardens, collections, and open greenspace adjacent to the Anacostia River. The USNA was founded in 1927 and is administered by the U.S. Department of Agriculture's Agricultural Research Service. Its research has resulted in over 650 plant introductions into the American nursery industry, many of them disease-resistant. Over 660,000 annual visitors enjoy connecting with nature, plants, and science at the Arboretum.

Friends of the National Arboretum (FONA) is the primary private partner of the U.S. National Arboretum. As a 501(c)(3) nonprofit partner, FONA collaborates with the National Arboretum in pursuit of a stronger Arboretum to better serve our community and nation. FONA's 5Ks are one of many ways that FONA raises money to support its programs and events.

FONA's 5Ks welcome all runners and walkers, including those with strollers and with dogs on a leash. The routes wind through the Arboretum's garden collections and along Anacostia River tributaries on paved roads lined with brightly colored summer blooms or fall foliage. Many of the Arboretum's roads are closed to automotive traffic for the duration of the 5Ks, so the routes, in addition to being scenic, are also safe and secure. Runners can participate virtually.

Since 2021 all of FONA's 5Ks have been managed by Pacers Running, a local company with extensive experience in the field of professional race management. FONA also works closely with Arboretum staff to ensure the events run smoothly.

The 584 registrants for the 2022 Fall 5K were more than double the number that registered for the same event the year before, and the number is expected to continue to grow rapidly. Those 584 participants can be described in the following ways:

By state

- 62% from DC
- 19% from MD
- 16% from VA
- 4% from other states

By zip code

- 15% from 20002
- 8% from 20003
- 5% from 20001
- 4% from 20018
- 4% from 20011

By gender

- 64% female
- 35% male
- 2% non-binary/ unknown

By age

- 11% under 18
- 31% ages 18 to 29
- 30% ages 30 to 39
- 18% ages 40 to 49
- 8% ages 50 to 64
- 2% ages 65+

All participants that register before our early bird deadline will receive a collectible t-shirt, and all registrants will receive free access to the album of a professional photographer hired by FONA to record the event. The 5K events will also include a professional DJ who will energize the crowd prior to the start and announce the results at the finish line.

Because other organizations are not permitted to host their running events on the Arboretum’s grounds, FONA’s 5K events are unlike any other running events in the District of Columbia. And just as the 5Ks are unique, so are these sponsorship opportunities. A list of sponsorship benefits and pricing is below.

Please note that businesses who sign up as a sponsor for both events by March 15, 2023 will receive a 20% discount on the total cost of sponsorship.

Opportunities	Benefits	Entry	Basic	Premium
In print				
	T-shirt	Name	Small logo	Large logo
	Flyer (Sponsor provides a postcard or brochure for each packet pickup bag)	-	X	X
	Snacks (Sponsor provides branded snacks or other giveaways in each packet pickup bag or at the finish line)	-	-	X
Digital				
	Your company name on the FONA and event registration websites	X	X	X
	Credit in FONA Field Notes weekly email newsletter (circulation 12,000+), Arbor Friends newsletter (circulation 1,000+) and our End of Year Report	-	X	X
	Credit in social media posts (Facebook , Instagram)	-	-	X
In-person				
	Complimentary race registrations and t-shirts	1	2	5
	Have a booth at the event or help with race check-in	-	X	X
	Participate in packet pickup or welcome participants at race start	-	-	X
Cost per 5K		\$500	\$3,000	\$5,000

Please let us know if you are interested in becoming a 5K sponsor by emailing Susan Chapin at schapin@fona.org.

The deadline to receive the discounted rate for sponsoring both 5Ks is March 15, 2023. The deadline for sponsoring only the Summer 5K is April 1, 2023. The deadline for sponsoring only the Fall 5K is September 15, 2023.