



Pride 5K

Central New York June 14, 2025



Celebrating 10 years of support for the CNY LGBTQ community



When/Where?

The **Pride 5k** will be held on June 14, 2025. We expect more than 350 runners and walkers at Longbranch Park in Liverpool.

Why the name change?

The Pride 5k was formerly known as the CNY Gay 5K. The new name is **inclusive** of everyone in Lesbian, Gay, Bisexual, Transgender, and Queer communities. It also reflects the fact that most of the participants of this event are Allies-- people who are not LGBTQ but support our communities-- we couldn't do it without them!

Where do proceeds go?

100% of the proceeds from the Pride 5k stay in our local community. Funds raised go to SAGE Upstate, a non-profit organization working on behalf of older LGBTQ people.



Why should we support this event?

When you sponsor the Pride 5K, you will **reach hundreds** of participants and others who receive our promotional materials, including businesses, organizations and individuals. All sponsors will also be recognized on t-shirts given to every registrant. People who participate in the Pride 5K, and those included in our outreach are supportive of LGBTQ issues, and it makes a difference to them when a business shows its support.



SAGE Upstate serves older adults in the LGBTQ community, who are less likely to have support from family, more likely to live alone, and less likely to reach out to social service agencies that may help because they fear discrimination. **Your sponsorship will support programs that reduce isolation and improve health for older LGBTQ people.**

How do we sign up?

Please review the **enclosed sponsor form** for information. You can also visit the event website: www.sageupstate.org/pride5k. If you are unable to sponsor this year, we hope you will consider signing up for the 5k and/or promoting participation within your business or organization and sharing on social media. Questions? Call SAGE Upstate: 315-478-1923

Sponsor the Sage Upstate Pride 5K

Sponsor Benefits	Rainbow Sponsor \$3,500	Purple Sponsor \$1,250	Green Sponsor \$750	Orange Sponsor \$350	Blue Sponsor \$250
LOGO PLACEMENT on shirts, publications, website, social media posts	TOP LARGE	See size on diagram	See size on diagram	See size on diagram	See size on diagram
SWAG BAGS Sponsor materials placed in swag bags for all participants	✓	✓	✓	✓	✓
Complimentary RACE REGISTRATIONS	7	4	2		
LINKS TO SPONSOR WEBSITE in emails and on event website	✓				

Sponsor Info:



Name _____
 Company Name _____
 Street Address _____
 City, State, Zip _____
 Phone _____ Email _____

Check Sponsorship Level

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rainbow	Purple	Green	Orange	Blue
\$3,500	\$1,250	\$750	\$350	\$250

Check Enclosed
 Bill charge card

Credit Card # _____ Exp: _____ CVV: _____

Cardholder Information: Name _____ Address _____

Same as above City, State, Zip _____

Contact us for more info: email to kdill@sageupstate.org, visit sageupstate.org/pride5k or call SAGE at 315-478-1923

In-Kind Donations of goods or services will be given sponsorship benefits according to value.

Please Provide Logo in single color for shirts and full color for social media, websites, and publications color.

Please return form with payment by 5/16/25 to Pride 5K c/o SAGE Upstate, 431 E Fayette St. Syracuse, NY 13202