

Rainbow Run 2022



May 7 - 15, 2022
New York City or Anywhere

Sign up and build your team
callen-lorde.org/rainbowrun



CalLEN-LORDE

SPONSOR THE 7TH ANNUAL RAINBOW RUN SUPPORTING THE MISSION OF CALLEN-LORDE

Sponsorships promote your name and brand to thousands of people both digitally and in-person. Your support will be broadcast onsite in our clinics, at bib pickup, during the in-person event on May 7, and throughout the virtual event, May 7-15, 2022, including printed and digital promotional materials used for months of global fundraising.

Please respond by April 8, 2022 to ensure inclusion on all printed and digital media.

Please list us as:

Contact name:

Address:

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Credit card #: _____

Exp. date: _____ CVV: _____

Signature: _____

If this sponsorship is in support of a runner or a team, whom should we credit? _____

Please return form to:

Callen-Lorde Development Department
356 W 18th Street, New York, NY 10011

Question? Need more information? Want to know about starting a Rainbow Run team?

Visit callen-lorde.org/rainbowrun or contact us at development@callen-lorde.org or 646-965-5467

Callen-Lorde is a 501(c)3 non-profit organization, EIN 13-3409680, all contributions are tax-deductible above the fair market value of benefits received.

\$25,000 Presenting Sponsor—Presenting sponsor logo placement on all event materials, including printed and digital promotional materials, onsite in our clinics, and at bib pickup; Presenting sponsor inclusion on event website and platform, mentions in social posts, and option to include materials in registration packet; Unlimited participant entries.

\$10,000 Premier Sponsor—Logo placement on all event materials, including printed and digital promotional materials, onsite in our clinics, and at bib pickup; Inclusion in sponsorship listings on event website and platform, mentions in social posts, and option to include materials in registration packet; 20 entries to the race.

\$5,000 Prime Sponsor—Logo placement on select event materials, including printed and digital promotional materials, onsite in our clinics, and at bib pickup; Inclusion in sponsorship listings on event website and platform, mentions in social posts, and option to include materials in registration packet; 15 entries to the race.

\$2,500 Champion Sponsor—Logo placement on select event materials, including printed and digital promotional materials, onsite in our clinics, and at bib pickup; Inclusion in sponsorship listings on event website and platform, and option to include materials in registration packet; 10 entries to the race.

\$1,000 Advocate Sponsor— Logo placement on select event materials, including printed and digital promotional materials, onsite in our clinics, and at bib pickup; Inclusion in sponsorship listings on event website and platform; 8 entries to the race.

\$500 Supporter Sponsor— Sponsorship listing on select event materials, including printed and digital promotional materials, onsite in our clinics, and at bib pickup; Inclusion in sponsorship listings on event website and platform; 4 entries to the race.

\$250 Friend Sponsor—Sponsorship listing on select event materials, including printed and digital promotional materials, onsite in our clinics, and at bib pickup; Inclusion in sponsorship listings on event website and platform; 2 entries to the race.

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Taking place both in-person and virtually, Callen-Lorde's Rainbow Run is a 5K or 10K fun run/leisure walk promoting health and wellness while supporting the lifesaving work of Callen-Lorde Community Health Center! This year, the Rainbow Run will take place in person on Saturday, May 7 (location to be announced) or virtually, wherever you are, anytime between May 7 and May 15.

HOW IT WORKS

Prior to the run/walk, all registrants will receive a participant package either in person or in the mail, which will include a personal bib number. The in-person event will take place on the west side of Manhattan (location to be announced) on Saturday, May 7. If you are not in the NYC area or prefer to participate virtually, you can choose any day between May 7 and May 15 to complete your run or walk in the convenience of your own neighborhood. In addition to participating in the Rainbow Run, you can help by:

- **Creating a personal fundraising page** – Set a fundraising goal and have those in your networks support your run and proudly show their support of LGBTQ health and wellness. This year, we will offer exciting individual and team incentives for fundraising – stay tuned!
- **Building and inspiring a team** – This race is the perfect opportunity to partner with friends, family, co-workers, neighbors, and others to promote health and wellness! Teams are a great way to encourage healthy competition while supporting a great cause. We encourage teams to be creative in their costumes (safety first!) and team name!
- **Considering a sponsorship opportunity** – Sponsorships are available starting at \$250 and are an excellent way to promote your commitment to LGBTQ health. Sponsors are listed on promotional e-mails, social media posts, printed materials, and in-clinic event signage. Sponsorships can be made by individuals or organizations, and all funds empower Callen-Lorde to continue to provide life-saving health services to those who need it most.



ABOUT US

Callen-Lorde is the global leader in LGBTQ health care. Since the days of Stonewall, we have provided a welcoming environment for LGBTQ communities to get quality care, free of judgment and regardless of ability to pay. In addition, Callen-Lorde pioneers research, advocates for social change and educates the medical community to help transform lives – not just for our patients – but for all LGBTQ people around the world, because we believe health care is a human right.



To learn more about how to get involved in the Rainbow Run, please email development@callen-lorde.org or call (646) 965-5467.