

CREDIT UNION

CHERRY BLOSSOM

2027 SPONSORSHIP OPPORTUNITIES

Become part of Washington's Runner's
Rite of Spring.

APRIL 3–4, 2027 • WASHINGTON, DC



THE OPPORTUNITY

More than a race. A Washington tradition.

For more than five decades, the Credit Union Cherry Blossom has brought together elite athletes, first-time runners, volunteers, families and the DMV running community.

For sponsors, that creates something rare:

- ❖ **Nationally recognized endurance event**
- ❖ **Deeply engaged local community**
- ❖ **Iconic Washington, DC setting**
- ❖ **Meaningful charitable impact**



2026 BY THE NUMBERS

A large, engaged audience

27,228

10 Mile + 5K finishers

2,210

volunteers checked in

26,580

event app downloads

50

states represented

30

foreign countries

600

Kids Run entrants

WHO WE REACH

Reach runners across generations



36

average entrant age

10 Mile: 56.5% female finishers

5K: 64.2% female finishers

17,330 first-time entrants

11,741 returning entrants

NATIONAL PRESTIGE

Championship-caliber competition



U.S. 10 Mile Championships

Hosted in 2026 for the fourth consecutive year and fifth time in six years.

\$100,600

in 2026 championship prizes, bonuses and awards

THE 5K

A welcoming race for every kind of runner



6,692

2026 finishers

From new runners and families to area run clubs and Double Blossom participants, the 5K broadens the event's reach and gives sponsors another high-energy platform.

2027: Saturday, April 3

KIDS RUN

Start the relationship with the next generation



600

Kids Run entrants in 2026

A family-focused sponsorship opportunity with a natural connection to health, activity, community and fun.

- ❖ **Family engagement**
- ❖ **Kid-friendly sampling**
- ❖ **Finish-line celebration**
- ❖ **Youth wellness messaging**

HEALTH & FITNESS EXPO

Meet runners face-to-face



The Expo gives sponsors a dedicated environment to create experiences—not simply display logos.

- ❖ Product trial and sampling
- ❖ Lead generation
- ❖ Retail and promotional offers
- ❖ Interactive experiences
- ❖ Pre-race engagement

VOLUNTEER COMMUNITY

Powered by people

2,210

volunteers checked in during 2026

418

credit union volunteers

Volunteer engagement gives partners an authentic way to connect employees and customers directly to the event.



COMMUNITY IMPACT

A partnership with purpose

\$13 MILLION

raised for Children's Miracle Network hospitals since 2002

\$506,230

raised in 2026

Sponsors become part of a long-standing commitment to giving back.



SPONSORSHIP OPPORTUNITIES

A partnership level for every objective

PRESENTING

Premier association with a signature event or program

SUPPORTING

Strong race-weekend and digital visibility

OFFICIAL PARTNER

Own a relevant product or service category

CUSTOM

Build around a specific business objective



2027 SPONSORSHIP OPPORTUNITY

TECHNOLOGY PARTNER

Power the runner experience through technology, connectivity and innovation.

CUSTOMIZABLE PARTNERSHIP

A flexible technology category designed around the partner's strengths—from mobile engagement and connectivity to payments, data and digital services.

2026 DIGITAL REACH

26,580

app downloads

27,228

finishers

DIGITAL + ONSITE VISIBILITY

WHY IT WORKS



Technology touches nearly every part of the runner journey—before race weekend, at the Expo, on the course and after the finish. With 26,580 app downloads and 27,228 finishers in 2026, a Technology Partner can connect with runners through useful digital tools and highly visible onsite experiences.

SPONSOR BENEFITS



Official Technology Partner designation across event communications and sponsor recognition.



Sponsor name and logo with website link on the event website, race app and pre-event digital communications.



Prominent race-weekend branding and signage at key participant touchpoints, subject to venue and permitting guidelines.



10' x 20' booth at the Health & Fitness Expo with an opportunity to demonstrate technology and engage runners.



Opportunity for race app integration, digital content, runner tools or branded engagement features.



Opportunity to create a charging, connectivity or other useful technology activation during race weekend.



Opportunity to support live results, tracking or other runner-information experiences, as mutually developed.



50 complimentary entries for the 5K or 10 Mile



20 complimentary Kids Run entries



6 seats at the Saturday Night VIP-Sponsor-Elite Athlete Dinner



Advertisement in the post-race digital results publication / Yearbook presence



THE CREDIT UNION
CHERRY BLOSSOM
— 5K & 10 MILE RUN —
★ WASHINGTON, DC ★



Contact Becky Lambros
becky@cherryblossom.org

Runner's Rite of Spring®





2027 SPONSORSHIP OPPORTUNITY

HYDRATION PARTNER

PRESENTED BY
YOUR ORGANIZATION

\$10,000

Deliver an essential runner benefit from the course through the finish line.



24,000
**WATER BOTTLES
AND CUPS**
provided to runners



10 MILES
COURSE EXPOSURE



27,228
2026 FINISHERS



ESSENTIAL
RUNNER SERVICE



2026 COURSE HYDRATION INCLUDED
GATORADE ENDURANCE FORMULA

WHY IT WORKS



Hydration fuels every mile. As the official Hydration Partner, your brand will be front and center on the course and at the finish—providing a valuable service while reaching thousands of runners and supporters.

SPONSOR BENEFITS



Water bottles and Water Monster
branded with your logo.



A 10x10 booth at the Health and Fitness Expo to display and distribute materials.



Logo on event signage at Washington Monument Grounds staging area in accordance with National Park Service standards.



Ad in post-race results publication
(.pdf format).



25 guaranteed entries
(at prevailing entry fee).



10 fee-waived entries to the always sold out event for distribution to VIPs, key customers, valued employees at your company's discretion.



Hydration

Deliver an essential benefit that runners depend on from the course through the finish line.



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becky@cherryblossom.org
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2027 SPONSORSHIP OPPORTUNITY

AMBASSADOR PARTNER

PRESENTED BY
YOUR ORGANIZATION

\$10,000

Power the voices that inspire the running community all year long.



4 AMBASSADORS
selected nationwide



100+
APPLICANTS
each year



NATIONWIDE
SOCIAL REACH
year-round visibility



AMPLIFY
YOUR BRAND
through trusted influencers



A unique program created by
Cherry Blossom Inc to maximize
social media presence.

WHY IT WORKS



The Ambassador program is a unique program created by Cherry Blossom Inc to maximize the Social Media presence of the race. Through a nationwide application process 4 ambassadors are selected each year from a submitted pool of almost 100 to join our Social Media Team utilizing their influence to spread the word of the Credit Union Cherry Blossom Event.

SPONSOR BENEFITS



Ambassador Initiatives titled
Credit Union Cherry Blossom Ambassador Initiative.



Logo on event signage at Washington Monument
Grounds staging area in accordance with
National Park Service standards.



Company name on all references to the
Ambassador program.



Opportunity to display and distribute materials
at the Health and Fitness Expo.



20 guaranteed entries (at prevailing entry fee)
and 10 fee-waived entries to the always sold
out events for distribution to VIPs, key
customers, valued employees at your
company's discretion.



6 seats at Saturday Night
VIP-Sponsor-Elite Athlete Dinner.



Name and logo links on website and communications
distributed up to six months before the event.



Ad in post race results publication
(.pdf format).



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becky@cherryblossom.org

Runner's Rite of Spring®



WHY IT WORKS



The Fall Kickoff is the official launch of the Cherry Blossom race season—bringing together runners, run clubs, volunteers and partners across the DMV. It's the first opportunity to engage the community, build excitement and position your brand at the center of the 2027 race journey.

SPONSOR BENEFITS



Fall Kickoff sponsor designation:

Your Organization recognized as the official Fall Kickoff Partner.



Event signage and recognition:

Prominent logo placement throughout the event.



Sampling/activation opportunity:

Engage attendees on site with sampling and brand activations.



Digital + social promotion:

Logo recognition in pre-event emails, on the website and across social media channels.



Entries:

25 guaranteed entries (at prevailing entry fee) for either the 10 Mile or 5K Run-Walk.



Complimentary entries:

10 fee-waived entries to the always sold out event for distribution to VIPs, key customers, valued employees at your company's discretion.



Hospitality:

6 seats at Saturday Night VIP-Sponsor-Elite Athlete Dinner.



Website & communications:

Name and logo links on the CUCB website and in pre-event communications.



Bag Check bags:

Name and logo on official Bag Check bags.



Yearbook recognition:

Ad in post race results publication (.pdf format).

2027 SPONSORSHIP OPPORTUNITY

FALL KICKOFF PARTNER



PRESENTED BY
YOUR ORGANIZATION

\$15,000

Own the moment when the Cherry Blossom community begins looking toward the next race.

Signature pre-season community event



FALL
event



DMV
community



2027
race buildup



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Runner's Rite of Spring®



2027 SPONSORSHIP OPPORTUNITY

KIDS RUN

PRESENTED BY
YOUR ORGANIZATION

\$20,000

Connect with families and the next generation of Cherry Blossom runners.



600+
YOUNG RUNNERS
participating



APRIL 3, 2027
EVENT DATE



FAMILY
FOCUSED PLATFORM

A high-energy, family-focused sponsorship opportunity **alongside the 5K**.



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WHY IT WORKS



The Credit Union Cherry Blossom Kids Run gives young runners their own moment to be part of race weekend. Held after the 5K, the event brings together more than 600 children and their families for an exciting, memorable introduction to the Cherry Blossom running experience.

SPONSOR BENEFITS



Event titled "Credit Union Cherry Blossom Kids Run presented by your Organization"
\$20,000



Logo on event signage at the National Building Museum staging area.



Opportunity to **display** and distribute materials at the Health & Fitness Expo.



25 guaranteed entries (at prevailing entry fee) for either the 10 Mile or 5K Run-Walk.



10 fee-waived entries to the always sold out event for distribution to VIPs, key customers, valued employees at your company's discretion.



6 seats at Saturday Night VIP-Sponsor-Elite Athlete Dinner.



Name and logo links on website and communications distributed before the event.



Name and logo on Bag Check bags.



Ad in post race results publication (.pdf format).



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becky@cherryblossom.org

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2027 SPONSORSHIP OPPORTUNITY

BAG CHECK

Put your brand directly into the race-day experience of thousands of runners.

\$20,000

The Bag Check Sponsor receives highly visible branding across both the 5K and 10 Mile, along with Expo presence, participant entries, hospitality and opportunities for meaningful race-weekend engagement.



2026 SUPPORTING SPONSORS

Included Shokz, Runna, Velera, TruStage, Visa and others



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WHY IT WORKS



Bag Check is an essential runner service at both the Saturday 5K and Sunday 10 Mile. More than 75 volunteers help runners securely check and retrieve their belongings, creating a natural opportunity for a sponsor to connect its brand with a service participants use and appreciate on race day.

SPONSOR BENEFITS



Logo on approximately **33,000 race bibs**, positioned near each runner's Bag Check number



Prominent **event signage** at the 5K staging area and Washington Monument Grounds, subject to National Park Service guidelines



10' x 20' booth at the Health & Fitness Expo, reaching more than 40,000 runners, family members and friends



Opportunity for up to **75 volunteers** wearing sponsor-branded shirts to assist runners at Bag Check



Opportunity to participate in the **Kickoff Party** and distribute branded items



50 guaranteed entries for the 5K or 10 Mile



20 complimentary Kids Run entries



6 seats at the Saturday Night Celebration Dinner



Sponsor name and logo with website link on the event website and in pre-event communications



Advertisement in the post-race digital Year Book



Contact Becky Lambros - becky@cherryblossom.org

Runner's Rite of Spring®

SPONSOR BENEFIT MENU

Benefits tailored to your goals

VISIBILITY

-  Event designation
-  Website placement
-  Course signage
-  Yearbook

ENGAGEMENT

-  Expo footprint
-  Sampling
-  Promotions
-  Runner communications

HOSPITALITY

-  Guaranteed entries
-  VIP experiences
-  Dinner seats
-  Employee participation

COMMUNITY

-  Social/content
-  Run clubs
-  Kids Run
-  Volunteer programs



Becky Lambros | Becky@cherryblossom.org | 410-299-3377

ACTIVATION POSSIBILITIES

Build an activation runners remember



Finish-line or course experiences



Run clubs and local engagement



Kids Run and family experiences

The strongest activations match the audience, the moment and the sponsor's business objective.

SPONSORSHIP CONTACT: Becky Lambros | Becky@cherryblossom.org | 410-299-3377

BECOME PART OF THE RUNNER'S RITE OF SPRING

Let's build a 2027 partnership that creates value for your brand—and adds to the runner experience.

Becky Lambros | Becky@cherryblossom.org | 410-299-3377

Credit Union Cherry Blossom
Washington, DC • April 3–4, 2027

