

Sage Upstate Pride 5K

Central New York June 6, 2026

The Eleventh Annual Pride 5k will be held on June 6, 2026. We expect 400 or more runners and walkers at Longbranch Park in Liverpool. The event was formerly known as the CNY Gay 5K. The new name is inclusive of everyone in Lesbian, Gay, Bisexual, Transgender/Gender Non-Conforming/Nonbinary, and Queer communities (LGBTQ). It also reflects the fact that most of the participants of this event are Allies -- people who are not LGBTQ but support our communities.

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.

100% of the proceeds from this event stay in CNY. Funds raised go to SAGE Upstate, a local non-profit organization working on behalf of older LGBTQ people. Older adults in the LGBTQ community 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.

Please review the **enclosed sponsor form** for information. You can also visit the event website: www.sageupstate.org/pride-5k. 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.

Barb Genton
Pride 5K Race Director



Sponsor the Sage Upstate Pride 5K

Rainbow Sponsor: \$3,500

- Top/Large logo placement on shirts, in publications, on website and in social media posts
- Link to sponsor website at sageupstate.org/pride-5k
- Sponsor materials placed in swag bags for all participants
- 7 complimentary race registrations

Purple Sponsor: \$1,250

- Logo placement on shirts, in publications, on website and in social media
- Sponsor materials placed in swag bags for all participants
- 4 comp race registrations

Orange Sponsor: \$350

- Logo placement on shirts, in publications, on website and in social media posts
- Sponsor materials placed in swag bags for all participants

Green Sponsor: \$750

- Logo placement on shirts, in publications, on website and on social media posts
- Sponsor materials placed in swag bags for all participants
- 2 complimentary race registrations



Blue Sponsor: \$250

- Logo placement on shirts, in publications, on website and in social media posts
- Sponsor materials placed in swag bags for all participants

Sponsor Info:

Name _____

Company Name _____

Street Address _____

City, State, Zip _____

Phone _____ Email _____

Check Enclosed

Bill charge card

Check Sponsorship Level

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

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/pride-5k 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.

Please return form with payment by 5/18/26 to Pride 5K c/o SAGE Upstate, 431 E Fayette St. Syracuse, NY 13202