

ABOUT THE EVENT

Color Walk/Run



Family-Friendly & High-Energy

Whether you walk, run, or dance your way through, the Downtown Color Walk/Run is all about fun, movement, and community spirit. Participants of all ages make their way through the heart of downtown as friends, family, and spectators cheer them on. The event ends in a colorful finale where a plume of vibrant color celebrates every finisher. Individuals or teams can participate, making this event perfect for families, workplaces, and community groups—while offering sponsors strong brand visibility and engagement.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Logo placement on t-shirts and print materials
- Spotlight in monthly DDW newsletter
- Social media shout out
- Added to our Color Run/Walk Partner list on website
- Opening and closing ceremony recognition
- Opportunity to distribute promotional materials at event
- FREE VIP registration for up to 10 participants
- FREE annual sponsorship to Discover Downtown Washington

\$1,000

GOLD

- Logo placement on print materials and event page
- Added to Color Run/Walk Partner list
- Dedicated Social Media Post
- Recognition during event
- Opportunity to distribute promotional materials at event
- FREE registration for up to 5 participants

\$500

SILVER

- Logo on print materials and event page
- Social media mention
- Recognition during event
- FREE registration for up to 5 participants

\$100

