

20
24



CLOUD RUN INFORMATION GUIDE

EVENT DATE

**SATURDAY
APRIL 20, 2024**



QUANTUM PARK
22001 LOUDOUN COUNTY PARKWAY

WWW.7X24DC.ORG

ABOUT THE EVENT



CLOUD RUN

- The Cloud Run is an event that invites the community to run/walk with the people that build and support the IT backbone of the cloud.
- In honor of International Data Center Day – the 7x24 DC Chapter is hosting our second annual Cloud Run event for our local community and the data center industry.
- You and your children will have the opportunity to enjoy a 4.99999k run/walk and 1 mile fun run around "Data Center Alley"!
- Meet our industry vendors and find out how you can get involved in our industry.
- We will have:
 - An award ceremony with trophies for the top runners.
 - Food trucks and a beer truck for everyone.
 - The kids fun zone will have a moon bounce and cotton candy for all kids to enjoy!

ABOUT THE EVENT



DATA CENTER COALITION DISCOVERY ZONE

- Data Center Coalition's Data Center Discovery Zone, held in conjunction with 7x24 Exchange DC Chapter's Cloud Run, provides Northern Virginia residents an opportunity to engage with data center leaders and academic partners, explore data center careers, and learn about scholarships, internships, and many other pathways to join the data center industry.
- Engaging in a day of fun, participants of all ages and academic levels have the chance to learn what happens behind the walls of a data center and discover what interests and aptitudes make great data center employees. High school and adult participants can expect to learn about the numerous data center job roles that support the industry, as well as discuss career opportunities. Elementary and middle school age participants will be able to partake in activities showcasing how data centers are the center of our digital world, including building a microgrid circuit to illustrate how data centers digitally connect our communities.

EVENT TIMELINE



EVENT TIMLINE

Friday, April 19th

Packet Pick-Up - 4pm - 7pm

Location: Potomac Running Store - One Loudoun

Saturday April 20th

6am - Volunteers arrive

6:30-8am - Packet Picket

8am - 1pm - Career / Education Expo

8am - 1pm - Vendor Expo

8:30am - 1 Mile Fun Run

9:00 am - 4.99999K Run/Walk

9:30am - Post Race Party

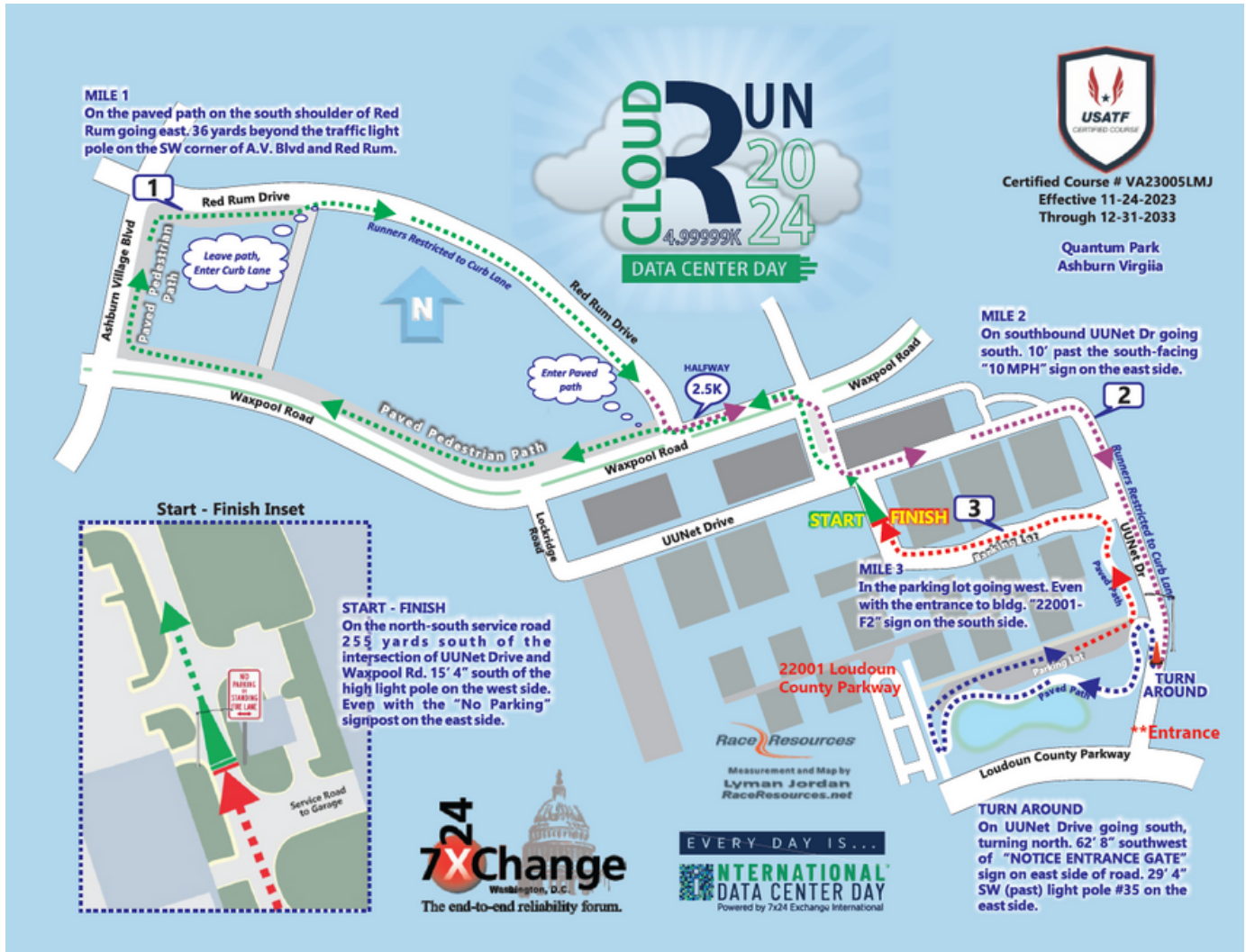
10:30am - Awards Ceremony

2pm - Event ends

2-3pm - Volunteer Clean Up



COURSE LAYOUT



SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVELS

Platinum / Title	1 Sponsor	\$15,000
Race Festival / Gold	1 Sponsor	\$12,500
Bib Sponsor / Silver	1 Sponsor	\$10,000
Start/Finish / Bronze	1 Sponsor	\$7,500
Goody Bag	1 Sponsor	\$5,000
Photography - SOLD OUT	1 Sponsor	\$3,500
Beer Truck - SOLD OUT	1 Sponsor	\$3,500
Lanyard - SOLD OUT	1 Sponsor	\$3,500
T-Shirt	3 Sponsors	\$3,500
Food Trucks	5 Sponsors	\$2,500
Band	2 Sponsors	\$2,500
Water Station - SOLD OUT	2 Sponsors	\$1,500
Vendor Booth	20 Sponsors	\$1,500
Kids Corner	5 Sponsors	\$2,500
Prize & Entertainment	5 Sponsors	\$2,000
Refueling - SOLD OUT	2 Sponsor	\$1,500
Community Sponsor	20 Sponsors	\$500

SPONSORSHIP BENEFITS



The Cloud Run offers a unique opportunity to grow your business with exposure through the event and face-to-face engagement with the community. Sponsors and partners enjoy the benefit of receiving increased exposure of your business, products, and brand by reaching a very targeted affluent audience of consumers. The Cloud Run attracts a variety of participants from casual to athletic runners with participants from Loudoun County and the surrounding communities. By becoming a sponsor your business, products, and brand will have a strong presence with the event providing a direct connection with participants while also supporting Dulles South Soup Kitchen charity cause to make a difference.

Target Audience:

- Students/Parents/Educational Faculty
- Local and regional Loudoun residents and business owners
- Local Government Officials
- Data Center Community

CLOUD RUN EVENT DETAILS

WHAT TO EXPECT



1 MILE FUN RUN



5K RUN



DISCOVERY ZONE



VENDOR EXPO



LIVE BAND



FOOD TRUCKS



KIDS CORNER



VOLUNTEERS



COMMUNITY FUN

LAST YEAR'S STATS



On behalf of everyone at 7x24 Exchange DC Chapter, we want to say

Thank You!

to all of our runners, volunteers, sponsors, member companies, and supporting staff for making the Inaugural Cloud Run a *huge* success!

2023 Cloud Run + Data Center Festival Stats

\$40,000+

RAISED FOR DULLES SOUTH FOOD PANTRY AND 7X24 DC CHAPTER SCHOLARSHIP FUND



206

DAY-OF RACE RUNNERS



788... 457... 291

INDIVIDUAL PARTICIPANTS EXPECTED

BRAVED THE WEATHER

PARTICIPATED IN THE FESTIVAL



FORTY-SIX
RACE + FESTIVAL
SPONSORS



MORE THAN SIXTY
MEMBER
COMPANIES



102

VOLUNTEERS



12

VENDORS



64

SUPPORTING STAFF

LAST YEAR'S SPONSORS



Thank you to all of our Sponsors & Partners!



Event Sponsor



Silver/Bib Sponsor

Bronze/Start-Finish Sponsor

Gold/Festival Sponsor



Goodie Bag Sponsor

Photography Sponsor

Band Sponsor

T-Shirt Sponsor



Food Truck Sponsors



Water Station Sponsors

Refueling Sponsor

First Aid Sponsor

Potty Sponsor



Prize/Entertainment Sponsors



Vendor Expo Sponsors



Community Sponsors

Dumpster Sponsor



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THANK YOU

FOR MORE INFORMATION

Sponsorships: www.7x24dc.org

Register for the run:

<https://potomac.enmotive.com/events/register/the-2024-cloud-run>

Register to Volunteer:

<https://forms.office.com/e/wTKvH4qS27>