

CLOUD
RUN
2026
4.99999K
DATA CENTER DAY



INFORMATION GUIDE & SPONSOR PACKAGE

2026 Cloud Run

“Together, We Build a Better Future”

EVENT DATE

**SATURDAY
MAY 30, 2026**



QUANTUM PARK
22001 LOUDOUN COUNTY PARKWAY

WWW.7X24DC.ORG



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 4th 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.

VISION & MISSION

VISION

To create an annual event that not only showcases the data center industry's dedication to community support and sustainability but also inspires a legacy of collaboration, inclusivity, and positive change in the communities we serve.

MISSION

To unite the data center industry and the local community in a shared commitment to health, wellness, and social impact by organizing the Cloud Run that promotes community engagement, supports charitable causes, and fosters strong partnerships.





BENEFITS FOR SPONSORS

The Cloud Run is a unique opportunity to showcase your brand while connecting directly with a highly engaged, local audience. Sponsors gain valuable exposure to participants from across Loudoun County and surrounding communities—from casual walkers to competitive runners. With on-site visibility and networking at the post-race gathering at Lost Rhino Brewing Company, your organization can build meaningful connections in a relaxed, community-focused setting.

By sponsoring the Cloud Run, you not only elevate your brand—you also support local charities and help strengthen connections between the data center industry and the community.





SPONSORSHIP PACKAGES OFFERED

Title Sponsor / Race Sponsor - \$10,000 (Exclusive, 1 Available)

Secure the premier sponsorship with full title placement for the event.

Sponsorship includes:

- Prominent placement of your logo/company name on all race materials (signage, social media, printed collateral, etc.).
- Logo displayed on event T-shirts.
- Featured in the official race and community festival video.
- Recognition as a title sponsor during the event and across online platforms.
- Exclusive email and social media campaign.
- Opportunity to include branded items in participant goodie bags.
- Ten complimentary race entries.

Start/Finish Line Sponsor - \$7,500 (Exclusive, 1 Available)

Maximize your visibility with this exclusive sponsorship opportunity, including:

- Exclusive logo placement on the start/finish line banner.
- Logo featured on event T-shirts.
- Company logo and/or company name across event materials (signage, website, emails, social media).
- Recognition as a Platinum Sponsor during the event and online.
- Option to include branded items in participant goodie bags.
- Seven complimentary race entries.



SPONSORSHIP PACKAGES OFFERED

Medal Ribbon - \$5,000 (Exclusive, 1 Available)

Your sponsorship includes:

- Logo on the ribbon of all participant medals.
- Company logo and/or company name across event materials (banners, website, social media, emails).
- Recognition as a Gold Sponsor during the event and online.
- Opportunity to include branded items in participant goodie bags.
- Six complimentary race entries.

Bib Sponsor - \$5,000 (Exclusive, 1 Available)

Get your logo featured on every participant's race bib in addition to:

- Company logo and/or company name across event materials (signage, website, emails, social media).
- Recognition during the event and on online platforms.
- Opportunity to include branded items in goodie bags.
- Six complimentary race entries.

Goodie Bag Sponsor - \$5,000 (Exclusive, 1 Available)

Be the exclusive sponsor for the event's goodie bags with these added benefits:

- Your logo prominently displayed on all participant goodie bags.
- Opportunity to include branded items or swag in the bags.
- Company logo and/or company name across event materials (website, emails, social media, and printed collateral).
- Six complimentary race entries.



SPONSORSHIP PACKAGES OFFERED

T-Shirt Sponsor - \$2,500 (Limited to 4 Sponsors)

Feature your logo on event T-shirts worn by participants with:

- Logo placement on event T-shirts.
- Recognition during the event and online.
- Opportunity to include branded items in goodie bags.
- Company logo and/or company name on event materials (website, emails, social media).
- Three complimentary race entries.

Photography Sponsor - \$2,500 (Exclusive, 1 Available)

Your sponsorship includes:

- Logo placement on all official race photographs.
- Recognition during the event and across online platforms.
- Opportunity to include branded items in goodie bags.
- Company logo and/or company name on event materials (website, social media, emails, printed collateral).
- Three complimentary race entries.

Beer Garden Sponsor - \$2,500 (Limited to 3 Sponsors)

Gain visibility in a high-traffic area with:

- Your logo displayed on beer garden signage.
- Recognition during the event and across online platforms.
- Opportunity to include branded items in goodie bags.
- Company logo and/or company name on event materials (website, emails, social media, printed collateral).
- Three complimentary race entries.



SPONSORSHIP PACKAGES OFFERED

Refueling Station Sponsor - \$1,500 (Exclusive, 1 Available)

Provide crucial supplies for participants with:

- Company logo and/or company name on signage at the refueling station (bananas, protein bars, etc.).
- Opportunity to include branded items in goodie bags.
- Branding on event materials (website, emails, social media).
- Recognition during the event and online.
- Two complimentary race entries.

Water Station Sponsor - \$1,500 (Limited to 2 Sponsors)

Support participants while gaining exposure with:

- Branding on signage at a water station along the race route.
- Opportunity to include branded items in goodie bags.
- Company logo and/or company name on event materials (website, emails, social media).
- Recognition during the event and online.
- Two complimentary race entries.

Stretch Zone Sponsor - \$1,000 (Exclusive, 1 Available)

Help participants recover and showcase your brand with:

- Signage placed prominently in the Stretch Zone area.
- Opportunity to include branded items in goodie bags.
- Company logo and/or company name on event materials (website, emails, social media).
- One complimentary race entry.



SPONSORSHIP PACKAGES OFFERED

Community Sponsors - \$500

Show your support as a valued community sponsor with:

- Your company or individual name featured on the event page.
- One complimentary race entry.

EVENT SCHEDULE

Friday, May 29th

4:00pm - 7:00pm - Packet Pick-Up

Location: Potomac Running Store - One Loudoun

Saturday, May 30th

6:00am - Volunteers arrive

6:30-8:00am - Packet Pick-Up

8:30am - 1 Mile Fun Run

9:00 am - 4.99999K Run/Walk

9:30am - Post Race Party at Lost Rhino

10:30am - Awards Ceremony

12:00pm - Event ends





THANK YOU

Register to Run:

<https://runsignup.com/Race/VA/Ashburn/TheCloudRun>

Register to Sponsor:

www.7x24dc.com/events

Register to Volunteer:

Link coming soon

