



## In-Kind Sponsorship

On Saturday, May 4, 2019, Bronx Community College (BCC) will host the 41<sup>st</sup> Annual Run the Bronx, a community health event that includes 10K/5K runs, a 2-mile fitness walk and a health pavilion. Co-founded in 1978 by the late and distinguished former BCC President and Tuskegee Airman Roscoe C. Brown Jr., Run the Bronx attracts over 1,500 participants annually.

Run the Bronx, a signature BCC event, was developed to promote health and fitness in the Bronx which ranks 62nd out of 62 New York State counties for health; Has residents with an estimated 85% higher risk of being obese than Manhattan residents; Has a diabetes rate of 10% of residents.

BCC has relied on donated products, marketing, and various services to make the Roscoe C. Brown, Jr. – Run the Bronx a success. The support of businesses and organizations in our community each year continues to grow and we are humbled by it.

The generosity of time and talent by our community partners in the following ways, helps to make this event a growing Bronx tradition:

### **In-Kind Donation Needed**

Bagels and fruit  
Bottled water and juices  
Paper towels  
Volunteer meals and coffee  
“Volunteer” hats and t-shirts

### **Media Sponsorship Services Needed**

Television and Radio PSA's  
Print Advertisements  
E-mail “blasts” to community/partners/vendors  
Online Listings/Web Banner Advertisements  
Outdoor Media (billboards/window displays)

To provide an **In-Kind Donation or Service**, or to do discuss additional In-Kind interests, please contact Robert Whelan, at [robert.whelan@bcc.cuny.edu](mailto:robert.whelan@bcc.cuny.edu) or **718.289.5162**.

For additional **Media Sponsorship** information, please contact Angela Wambugu Cobb, at [angela.wambugucobb@bcc.cuny.edu](mailto:angela.wambugucobb@bcc.cuny.edu) or **718.289.5910**.

*Proceeds from Run the Bronx support the BCC Foundation, a 501 (c) (3) organization, and provide scholarship support for deserving students attending Bronx Community College.*