About Run the Bronx

Bronx Community College’s (BCC) Roscoe C. Brown - Run the Bronx began in 1978. Named after its co-founder, former BCC President and Tuskegee Airman Dr. Roscoe C. Brown Jr., the event was established to promote health and fitness in the Bronx.

Today, Run the Bronx is the second oldest footrace in the City, just eight years younger than the New York City Marathon.

It includes options of 10k and 5k runs and a 2-mile walk, ensuring that everyone can participate regardless of their fitness level!

The event begins on the University Heights campus of Bronx Community College, moves through the streets of the local neighborhood and turns up the Grand Concourse before returning to BCC.

This family-friendly morning of fitness, fun and activities keeps participants coming back year after year. Proceeds from the Run support scholarships and emergency resources for BCC students.

Run the Bronx Statistics (2019)

- 2,209 Participants
- 120 Volunteers
- 16 Sponsors & Community Partners
- 70 Corporate & Community Teams
- 11 Countries Represented by International Runners

TCS New York City Marathon +1 Volunteer Event

NEW for 2020, Run the Bronx is a New York Road Runners (NYRR) +1 Volunteer qualifier. Anyone seeking +1 volunteer credit for the 2021 TCS New York City Marathon may secure it by volunteering with Run the Bronx.

www.bcc.cuny.edu/runthebronx
Your partnership will be featured through the Run the Bronx promotional campaign’s print and electronic media, including point-of-purchase displays, posters and flyers, Run the Bronx websites, pre-event activities and Bronx Community College social media.
<table>
<thead>
<tr>
<th>PRINT, MEDIA AND ADVERTISEMENT</th>
<th>PRESENTING SPONSOR</th>
<th>PRINCIPAL SPONSOR</th>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
<th>BRONZE SPONSOR</th>
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<tbody>
<tr>
<td>Exclusive sponsor quote included in press releases</td>
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<td>Logo exclusively displayed on participant shirt</td>
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<td>Company Logo with the Run the Bronx Logo for promotion</td>
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<td>Acknowledgment in press releases</td>
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<td>Company Logo/Name on point-of-purchase displays</td>
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<td>Company Logo/Name on promotional materials</td>
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<td>Run Logo: Usage for promotion (with approval)</td>
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<td>Company Name: On back of participant t-shirts</td>
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<td>Company Logo: on all e-communication</td>
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<td>Announcement of sponsorship on social media</td>
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<td>Website: “Featured Sponsor” designation</td>
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<td>Company Logo/Name: on select e-communications</td>
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<tr>
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<th>E-COMMUNICATION</th>
<th>PRESENTING SPONSOR</th>
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<tr>
<td>Opening Ceremony: Exclusive sponsor signage on stage</td>
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<td>Opening Ceremony: Exclusive speaking opportunity</td>
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<td>Awards Ceremony: Speaking opportunity</td>
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<td>Awards Ceremony: Photo Opportunity with Award Winners (1 representative)</td>
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<td>Tabling: Reserved space in Run Pavilion (along the Quad)</td>
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<td>VIP Breakfast: Invitations to participate</td>
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<td>ADD-ON OPPORTUNITIES</td>
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<td>Exclusive first choice of one complimentary Add-On opportunity</td>
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<td>Option to secure additional benefits at Add-On rate</td>
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*Sponsorship must be confirmed by February 28, 2020 to ensure inclusion in all benefits.*
These day-of-event hosting opportunities may be purchased independently at the standard rate or combined with any sponsorship package at the discounted Add-On rate.

Sponsorship options include:

**Registration Host**
($5,000/$2,500 Add-On)

Get participants excited from the start of the day by hosting the Run the Bronx Registration area. When participants enter the Bronx Community College campus the morning of the event, they are directed to the Registration area.

As the Registration Host, your organization will have its logo on banners in the Registration area, as well as directional signs. Members of your organization may volunteer, wearing branded accessories with your company’s logo.

**VIP Breakfast Host**
($5,000/$2,500 Add-On)

Serve as the host of the most exclusive Run the Bronx activity, where all of our sponsors, elected officials and other honored guests gather for breakfast. As the VIP Breakfast Host, your organization will play a major role in the experience of our most high-profile participants.

Your organization’s name or logo will be on the Breakfast’s invitations and banners displayed during the breakfast.

**Warm-Up on the Quad**
($5,000/$2,500 Add-On)

The excitement begins on the Quad before the Opening Ceremony. As the Warm-Up on the Quad Host, your organization will receive recognition in announcements made from the stage prior to the start of the Warm-Up. Your organization will lead thousands of participants in warm-up exercises from the Run the Bronx stage.

www.bcc.cuny.edu/runthebronx
SPECIALTY HOSTING OPPORTUNITIES

**Bib Pick-Up Sponsor**  
($5,000/$2,500 Add-On)

Get an opportunity to meet runners and walkers before race day. As Bib Pick Up Sponsor, you can help get participants excited about the event. This unique opportunity provides your organization with three evenings (April 29th – May 1st) for volunteers from your organization to participate in bib pick-up and distribution on the BCC campus. Your organization’s name or logo will be on the confirmation email and displayed on banners at the Bib Pick-Up site.

**Volunteers Breakfast Host**  
($2,500/$1,000 Add-On)

Enthusiastic volunteers ensure that the event runs smoothly, safely and is a lot of fun for all participants. As the Volunteer Breakfast host, you can make sure that our volunteers get the day started right.

Your organization’s name or logo will be on the invitation to the breakfast and will displayed at the site.

**Runner’s Refreshment Tables (on the Quad)**  
($2,500/$1,000 Add-On each – three opportunities)

Help welcome runners and walkers back by providing their first refreshments at completion.

Your organization will host the water, fruit or bagel table (one option) at the finish line on the Quad. Banners may be displayed at the table and your staff representatives may be on-site to distribute refreshments.

All Specialty Hosting Opportunities include:
- Logo/Name on Run the Bronx website
- Two invitations to the VIP Breakfast
- Tabling in Run Pavilion
- Mention on select e-communication
- Acknowledgement on social media

For further information, contact 718.289.5162 or go to www.bcc.cuny.edu/runthebronx
RUN THE BRONX FOUNDERS

Roscoe C. Brown, Jr. Ph.D.
BCC President Emeritus
and Tuskegee Airman

Joseph Ramos ’74
Retired Deputy Commissioner,
New York City Department of Correction
and Assistant Commissioner,
New York Police Department
BCC Alumnus

Henry Skinner ’69
Professor of Health,
Physical Education, and Wellness
Bronx Community College
BCC Alumnus

Run the Bronx Chairperson

Joseph Kelleher
Chairperson, Bronx Chamber of Commerce
President, The Simone Group

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About the Bronx Community College Foundation

The Foundation was established in 1985 to provide support for student scholarships, faculty research, program development, community education and cultural enrichment.

Chairperson
Olga Luz Tirado
Bronx Tourism Council

Vice Chairperson/Treasurer
Michael Robinson
New York Staffing Services

Foundation President
Eddy Bayardelle, Ph.D.
Bronx Community College

Secretary
Karla Renee Williams, Esq.
Bronx Community College

Board Members
Alfredo M. Anguiera, Esq.
Bronx Draffhouse
Corey Fernandes
Municipal Credit Union
Doris B. González
IBM Corporation

Thomas A. Isekenegbe, Ph.D.
Bronx Community College
Samantha Magistro
Bronx Pro Group
Kirssy Martinez
NYS Assembly 77th District
M. Monica Sweeney, M.D., M.P.H.
SUNY Downstate Medical Center School of Public Health (formerly)
Sterling Roberson
United Federation of Teachers
Gina Ugarte
Bronx Community College
Yokasta Segura Baez
Campbell Lutyens and Co. Inc.
Michael G. Williams
James J. Peters Veterans Affairs Medical Center

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The Bronx Community College (BCC) Foundation was established in 1985 to provide support for student scholarships, faculty research, program development, community education and cultural enrichment. Through the dedication and generosity of individuals and organizations, the Foundation serves the BCC community throughout the year, with a focus on providing a safety net for students who need assistance to reach their academic and career goals.