

BRONX COMMUNITY COLLEGE



**43rd annual Run the Bronx | May 1- 9, 2021.
It's virtual!**

SPONSORSHIP OPPORTUNITIES

Bronx Community College (BCC)'s Run the Bronx is a 43-year tradition, which has attracted over 2,000 from the tri-state area, across the country and around the world. Co-founded by BCC's former President and Tuskegee Airman, the late Roscoe C. Brown Jr., the Run promotes health and fitness to individuals of all ages through 10k and 5k runs, and a 2-mile walk. Sponsors have the opportunity to interact with participants while keeping the goals of the event alive by assisting with event costs and increasing the profile of the event. Your participation in this one-of-a-kind year will be historic and help provide needed educational resources for BCC students.

Gold Sponsor – \$5,000

- Opportunity to host Run Week event (i.e. run training session, kick-off party or Run Pavilion opening)
- Sponsor Spotlight interview posted on social media
- Registration and commemorative materials for 25 team members included
- Company listed on Run paraphernalia
- Social media “shout-out” – public thank you on BCC platforms
- Company logo displayed on BCC Run the Bronx webpage and registration website
- Opportunity to participate in interactive Run Week activities

Silver Sponsor – \$2,500

- Sponsor Spotlight interview posted on social media
- Registration and commemorative materials for 10 team members included
- Company listed on Run paraphernalia
- Social media “shout-out” – public thank you on BCC platforms
- Company logo displayed on BCC Run the Bronx webpage and registration website
- Opportunity to participate in interactive Run Week activities

Bronze Sponsor – \$1,000

- Company listed on Run paraphernalia
- Social media “shout-out” – public thank you on BCC platforms
- Registration and commemorative materials for 4 team members included
- Company logo displayed on BCC Run the Bronx webpage and registration website
- Opportunity to participate in interactive Run Week activities

Media Sponsorship Opportunities

- Television/Radio PSA’s and interviews
- E-mails and social media postings partners
- Business website listings

To discuss additional opportunities and for more information, please contact us at robert.whelan@bcc.cuny.edu or angela.wambugucobb@bcc.cuny.edu

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

