



To discuss additional opportunities and for more information, please contact:
Office of Development:
 718.289.5394
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Run the Bronx

Bronx Community College
 44th Annual Run the Bronx
 10K & 5K Run and 2-Mile Walk

Saturday, May 7, 2022 at 10 a.m.
 2155 University Avenue,
 Bronx, NY 10453




[/runthebronx](https://twitter.com/runthebronx)
www.bcc.cuny.edu/runthebronx

Sponsorship Opportunities

Reserve your sponsorship today to ensure inclusion on all promotional materials, including the run t-shirt.

Please reserve the following sponsorship:

- ☐ **Platinum Sponsor – \$25,000+**
- ☐ **Gold Sponsor – \$10,000**
- ☐ **Silver Sponsor – \$5,000**
- ☐ **Bronze Sponsor – \$2,500**

Additional Gift-in-Kind Donation Opportunities:

- ☐ **Bottled Water**
- ☐ **Participant T-shirts**
- ☐ **Bagels**
- ☐ **Fruit**
- ☐ **Volunteer Hats**

Organization Name _____

Contact Person _____

Address _____

Phone _____ Email _____

☐ Please send invoice (payable upon receipt)

☐ Check Enclosed (made payable to BCC Foundation)

☐ Visa ☐ MC ☐ AMEX ☐ DISCOVER

Credit Card # _____ Exp. _____ CVV# _____



On Saturday, May 7, 2022, Bronx Community College (BCC) will host the 44th 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 BCC President and Tuskegee Airman Roscoe C. Brown Jr., Run the Bronx attracts over 1,500 participants annually.

Why Run the Bronx

Run the Bronx, a signature BCC event, was developed to promote health and fitness in the Bronx which:

- Ranked last (62nd out of 62) in New York State counties for poor health
- Has residents with an estimated 85% higher risk of obesity than Manhattan residents
- Has a 10% diabetes rate

Sponsorship Opportunities

Run the Bronx is a tradition for the local community, as well as run enthusiasts from across the country and around the world.

The event is supported through the generosity of dedicated friends and corporate sponsors. Sponsorship covers the costs of advertising, trophies, timekeeper, refreshments, water stops, t-shirts and bibs, course markers and more. In addition, corporate sponsors help to expand the visibility of this important event.

SPONSORSHIP OPPORTUNITIES

Platinum
Sponsor
\$25,000+

Gold
Sponsor
\$10,000

Silver
Sponsor
\$5,000

Bronze
Sponsor
\$2,500

PRINT, MEDIA AND ADVERTISEMENT

Logo embedded with the Run the Bronx logo

Usage of Run the Bronx logo for promotion (with approval)

Quote included in press releases

Logo in print advertisements

Logo on posters, flyers and promotional cards

Acknowledgment in press releases



E- COMMUNICATION

Logo/name, with live link, on sponsor page

Acknowledgment in social media outreach
(Facebook, Instagram and Twitter)

Feature on sponsor page with photo

Acknowledgment in email advertising

LOGO

LOGO

LOGO

NAME



DAY-OF-EVENT

Exclusive Presenting Sponsor listing on signage at Opening Ceremony

Speaking opportunity during Opening Ceremony

Exclusive logo listing on runner bibs

Acknowledgment during Opening Ceremony

Acknowledgment at Awards Ceremony

Speaking opportunity during Awards Ceremony

Exclusive Awards Sponsor listing on signage at Awards Ceremony

Photo opportunity with award winners

Logo/name on volunteer t-shirts or hats

Logo/name on participant t-shirts

Logo/name on Opening Ceremony sponsor signage

Logo/name on sponsor signage on the quad

Reserved tabling opportunity in the Run Pavilion

Invitation to VIP Breakfast



LOGO

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NAME

NAME



15

10

6

4

ADDITIONAL BENEFITS

One Complimentary Special Day-of-Event Hosting Opportunity, (see next page)
all others @ \$2,000 each

On campus tabling opportunities during academic year
(over 10-month period)

Registration sponsor for BCC student Run the Bronx participants

Additional benefits as requested



5

3

2

100

50

30

20

