



To discuss additional opportunities and for more information, please contact:
Office of Development:
718.289.5394
bccfoundation@bcc.cuny.edu

—48th Annual—
Roscoe C. Brown, Jr.
10K • 5K RUN
& 2-MILE WALK
Bronx Community College
Saturday, May 2, 2026 at 10 a.m.



Instagram.com/runthebronx
www.bcc.cuny.edu/runthebronx



2155 University Avenue
Bronx, NY 10453

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# _____

Thank You! 2025 sponsors



On Saturday, May 2, 2026, Bronx Community College (BCC) will host the 48th 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	LOGO	LOGO	LOGO				NAME	
	Acknowledgment in social media outreach (Facebook, Instagram and Twitter)	●	●						
	Feature on sponsor page with photo	●	●						
	Acknowledgment in email advertising	●							
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	LOGO						
	Logo/name on participant t-shirts	LOGO	LOGO	NAME				NAME	
	Logo/name on Opening Ceremony sponsor signage	LOGO	LOGO	NAME				NAME	
	Logo/name on sponsor signage on the quad	LOGO	LOGO	NAME				NAME	
	Reserved tabling opportunity in the Run Pavilion	●	●	●				●	
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)	5	3	2					
	Registration sponsor for BCC student Run the Bronx participants	100	50	30				20	
	Additional benefits as requested	●							