



**SOWEBO
LANDMARK 5k**
Communities Raising Healthy Kids

Sponsor Packet

SUNDAY, OCTOBER 1, 2017

SOWEBO LANDMARK5k

Communities Raising Healthy Kids

Who we are:

The Sowebo Landmark 5k is an annual neighborhood race that supports youth programming in Southwest Baltimore.

Established in 2011, the Sowebo Landmark 5k aims to unite neighbors, families, and local resources to create active, healthy communities and highlight the historic landmarks of Southwest Baltimore (Sowebo).

The planning committee consists of neighborhood volunteers working alongside representatives from the two race beneficiaries:

Southwest Baltimore Charter School (SBCS)

To create extraordinary learning experiences that inspire the thoughtful, courageous, compassionate citizen in every child.

Chesapeake Center for Youth Development (CCYD)

To integrate youth development, social services, health, arts, and recreational services to improve the quality of life, strengthen family connections, increase employment opportunities, and build healthy communities.

5k Participant Experience

The 5k run/walk is on Sunday, October 1, 2017 at 9am. The course starts in Union Square Park and winds through and around Southwest Baltimore historic landmarks and parks, including Hollins Market, B&O Railroad Museum, Mount Clare Museum House in Carroll Park, and the H.L. Mencken House. The course showcases Sowebo's rich cultural diversity, architectural beauty, historic landmarks and parks. Race participants enjoy refreshments and music during the awards ceremony in historic Union Square.

Sponsorship Opportunities

Monetary donations as well as in-kind product or service donations are the backbone of this fundraising event. Many opportunities at various levels are available for your company to support the Sowebo Landmark 5k, allowing you to maximize your return on investment, while shining as a positive community role model. All contributions are tax deductible.

Proceeds from the Sowebo Landmark 5k run/walk support youth programming in Southwest Baltimore:

SBCS's Expeditionary Learning

Students enjoy Fitness & Adventure (F&A) programming beginning in Kindergarten with visits to the orchards in Carroll Park, and culminating in 8th grade with a weeklong Outward Bound trip. Canoe trips on Middle River and hikes along the entire length of the Gwynns Falls watershed supplement more typical fitness activities, such as soccer, yoga, and fitness challenges. F&A experiences also provide opportunities for students to collaborate and support one another, whether to cheer one another on, or help a friend who is not as strong or as coordinated. We believe our F&A programming is critical to our mission of providing extraordinary experiences for students.

CCYD's Active Community Days/Docs in the Park

Active Community Days/Docs in the Park are held in southwest Baltimore's historic parks throughout the spring and summer. A sample of activities include: foot races, sack races, pogo sticks, hula hoops, bike safety workshops, sports clinics, gardening workshops and consultations with our partnering healthcare professionals about the fantastic health benefits of getting outdoors.

How can you contribute:

We welcome all types of sponsorship, from financial contributions to donations of goods and services.

Contributions are tax deductible. The Chesapeake Center for Youth Development (CCYD), a 501c3 organization, is the fiscal agent for the event and all contributions are tax-deductible. Please make all checks payable to Sowebo Landmark 5k.

Need more convincing?

We would be glad to answer any questions you may have. Please contact:

Ivan Leshinsky, Race Director
ivanleshinsky@gmail.com | 443-386-0651

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SPONSORSHIP BENEFITS

Platinum Sponsor \$5,000

- Your name or logo prominently displayed on the Sowebo Landmark 5k website with a link to your website
- Your logo on all 5k and Active Community Days/Docs in the Park collateral materials including signage, flyers, postcards, and electronic invitations
- Your logo on the back of the 5k race t-shirts
- Your logo on the 5k Start banner
- Recognition in all press and online promotions including press releases and online media outreach and over PA at the event
- Opportunity to include promotional items at packet pickup
- Twenty (20) complimentary entries to 5k race

Gold Level Sponsor \$3,000

- Your name or logo prominently displayed on the Sowebo Landmark 5k website with a link to your website
- Your logo on the back of the 5k race t-shirts
- Your logo on the 5k Start banner
- Recognition over PA at the event
- Opportunity to include promotional items at packet pickup
- Ten (10) complimentary entries to 5k race

Silver Level Sponsor Silver Level \$2,000

- Your name or logo prominently displayed on the Sowebo Landmark 5k website
- Your logo on the back of the 5k race t-shirts
- Your logo on the 5k Start banner
- Recognition over PA at the event
- Opportunity to include promotional items at packet pickup
- Five (5) complimentary entries to 5k race

Bronze Level Sponsor \$1,500

- Your name or logo on the Sowebo Landmark 5k website
- Your logo on the back of the 5k race t-shirts
- Your logo on the 5k Start banner
- Recognition over PA at the event
- Opportunity to include promotional items at packet pickup

T-Shirt Sponsor \$1000

- Your name or logo on the back of the 5k race t-shirts
- Your logo on the Sowebo Landmark 5k website
- Opportunity to include promotional items at packet pickup

Water Station Sponsors \$250

- Your name or logo on signage at a water station
- Opportunity to include promotional items at packet pickup

Awards Sponsor \$200

- Your name or logo on the Sowebo Landmark 5k website
- Recognition over PA at the Awards Reception
- Opportunity to include promotional items at packet pickup

Mile Marker Sponsors (3 available) \$100

- Your name or logo on a mile marker
- Opportunity to include promotional items at packet pickup

Docs in the Park Youth Sponsor \$50 & up

Support year round Activity Days for youth in Southwest Baltimore

- Your name or logo on the Sowebo Landmark 5k website

In Kind Donation Accepted

We recognize that all gifts do not come with a dollar sign in front of them. Your donation of goods or services and your time are of tremendous value to us, for this whole event is only possible with the gracious contribution of time and energy of all the planners and volunteers. The benefits we offer to these sponsors can be negotiated individually.

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SPONSORSHIP AGREEMENT

My company/organization wishes to become a SPONSOR of the Sowebo Landmark 5k Run/Walk scheduled for October 1, 2017 in Baltimore, Maryland. The SPONSOR level we choose is indicated below:

- | | |
|---|--|
| <input type="checkbox"/> Platinum Sponsor (\$5,000) | <input type="checkbox"/> Water Station Sponsor (\$250) |
| <input type="checkbox"/> Gold Sponsor (\$3,000) | <input type="checkbox"/> Awards Sponsor (\$200) |
| <input type="checkbox"/> Silver Sponsor (\$2,000) | <input type="checkbox"/> Mile Marker Sponsor (\$100) |
| <input type="checkbox"/> Bronze Sponsor (\$1,500) | <input type="checkbox"/> Youth Sponsor (\$50) |
| <input type="checkbox"/> T-Shirt Sponsor (\$1,000) | <input type="checkbox"/> In Kind Donation (_____) |

Company/Donor Name (Please print name exactly as it should appear on any printed material)

Primary Contact/Title _____

E-mail Address _____

Address _____

City, State, and Zip _____

Phone _____ Alternate Phone _____

As part of this agreement, the race organizer agrees to provide the services outlined in the accompanying SPONSORSHIP BENEFITS materials. Payment for the sponsor level chosen is due within thirty (30) days of the date this AGREEMENT is signed. I further understand that these benefits will not be valid until this agreement is paid in full. ***As a sponsor, I further agree to provide final payment and a logo in digital form for all advertising material by August 30, 2017.***

Signature of Authorized Person _____ Date _____

Please send sponsorship agreement with check made payable to:

Sowebo Landmark 5k

Attn: Ivan Leshinsky
PO Box 20570
Baltimore, MD 21223

Please email a black and white version of your logo in any file format to: cari.schemm@gmail.com