

Sponsor Packet

SOWEBO LANDMARK

Communities
Raising Healthy Kids

5k



SUNDAY, OCTOBER 1, 2023

SOWEBO LANDMARK 5k

Communities Raising Healthy Kids

5k Participant Experience

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 Southwest Sports and Fitness Alliance (SSFA).

The 12th annual 5k run/walk is on Sunday, October 1, 2023 at 9:00 AM. The course starts in Union Square Park and winds through and around Southwest Baltimore's historic landmarks and parks, including Hollins Market, the Irish Shrine and Railroad Workers Museum, the 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 you, your business, or organization, allowing you to maximize your return on investment, while shining as a positive community role model. All contributions are tax deductible.

Proceeds from the race support Southwest Sports and Fitness Alliance (SSFA) programs including youth sports leagues, tournaments and instructional, developmental, and recreational activities in neighborhood schools.

Contributions Are Tax Deductible

The Southwest Sports and Fitness Alliance (SSFA), the fiscal agent for the event, is a 501(c) 3 organizations. All contributions are tax-deductible. Please make all checks payable to the Alliance.

Southwest Sports and Fitness Alliance

In 2018, a group of neighbors and friends started to meet and talk regularly about what could be done to ensure children and youth in southwest Baltimore grow and develop healthier and have a clear pathway to a more productive and meaningful lifestyle through sports and recreation.

They soon set out to form a Board of Directors and establish a new not-for-profit organization. SSFA began to attract funding for operational support and reached out to assist schools and committed leaders in the area who were engaging groups of children and youth in a variety of sports and recreational activities and "quietly" working with very limited resources.

In addition, the organization identified the Poppleton Rec Center (PRC) which fell into major disrepair and has remained closed now for 17 years, as a project to focus on. SSFA is now a major partner to renovate and reopen the Center located in one of Baltimore's most disenfranchised neighborhoods. SSFA is planning to set up its offices in the PRC by 2023, manage and provide programming for children, youth, adults, and seniors alike.

SSFA has had a significant impact on the community, even with so many COVID restrictions in place the past couple of years.

The organization has:

- Provided safe spaces for youth to play.
- Provided accessible free programs.
- Delivered programs through trained coaches and staff.
- Utilized intentional curricula on and off the field.
- Provided programs committed to meaningful program evaluation process that occurs over time.
- Focused on the development of the child, not just of the athlete.

Have questions?

We would be glad to answer any questions you may have. Please contact: **Ivan Leshinsky**, Race Director
ileshinsky@sportsfitnessalliance.org | 443-386-0651

Anthony Hudgins, SSFA, Executive Director
ahudgins@sportsfitnessalliance.org | 215-800-6147

[SOWEBOLANDMARK5K.ORG](https://www.sowebolandmark5k.org)

1428 Hollins Street, Baltimore, MD 21223

SOWEBO LANDMARK 5k

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SPONSORSHIP BENEFITS

Presenting Sponsor\$10,000

- Opportunity to display your banner in both Union Square park and Carroll Park on race-day
- Your name or logo prominently displayed on the Sowebo Landmark 5k website with a link to your website
- Your logo on all 5k marketing materials including signage, flyers, postcards, and electronic invitations
- Your logo on the race t-shirts and the 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

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 marketing materials including signage, flyers, postcards, and electronic invitations
- Your logo on the race t-shirts and the 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

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 race t-shirts and the Start banner
- Recognition over PA at the event
- Opportunity to include promotional items at packet pickup

Silver Level Sponsor Silver Level \$2,000

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

Bronze Level Sponsor \$1,500

- Your name or logo on the Sowebo Landmark 5k website
- Your logo on the back of the race t-shirts and start banner
- Recognition over Public Address system at the event

T-Shirt Sponsor \$1,000

- Your logo on the back of the race t-shirts and start banner
- Your logo on the Sowebo Landmark 5k website

Mile Marker Sponsor \$500

- Your name or logo on two-mile markers

Water Station Sponsor \$250

- Your name or logo on signage at a water station

Awards Sponsor \$200

- Recognition over Public Address system at the Awards Reception

Youth Sponsor \$25 & up

Support year-round programs and activities for youth in Southwest Baltimore.

In Kind Donations..... 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.

All sponsors have the opportunity to include promotional items at the pre-race packet pickup.

SOWEBOLANDMARK5K.ORG

1428 Hollins Street, Baltimore, MD 21223

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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, 2023 in Baltimore, Maryland at the sponsor level indicated below:

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor (\$10,000) | <input type="checkbox"/> Mile Marker Sponsor (\$500) |
| <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"/> Youth Sponsor (\$25) |
| <input type="checkbox"/> Bronze Sponsor (\$1,500) | <input type="checkbox"/> In Kind Donation (_____) |
| <input type="checkbox"/> T-Shirt Sponsor (\$1,000) | |

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 (check made payable to Southwest Sports and Fitness Alliance) and a logo in digital form for all advertising material by August 30, 2023.**

Signature of Authorized Person _____ Date _____

Please submit 2 vector files (one color, one B&W) of your logo in ai, eps or pdf format to suzkashnow@gmail.com

Please send signed sponsorship agreement with check to: **Southwest Sports and Fitness Alliance**

Attn: Sowebo Landmark
5k 1428 Hollins Street
Baltimore, MD 21223