

Sponsor Packet  
**SOWEBO  
LANDMARK**

Communities  
Raising Healthy Kids

**5k**  
**TEN  
YEARS  
STRONG**

**SUNDAY, OCTOBER 3, 2021**

# SOWEBO LANDMARK 5k

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 race beneficiaries:

### Southwest Baltimore Charter School (SBCS)

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

### Southwest Sports and Fitness Alliance (SSFA)

Helping to build a structure for Southwest Baltimore that supports comprehensive athletic, sport and fitness opportunities for youth and families and also instills a sense of community and neighborhood pride.

## 5k Participant Experience

The 10th annual 5k run/walk is on Sunday, October 3, 2021 at 9:00 AM. The course starts in Union Square Park and winds through and around Southwest Baltimore 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 your organization 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, including SBCS's Fitness and Adventure and the Southwest Sports and Fitness Alliance.

**SBCS** students enjoy Fitness and Adventure (F&A) programming beginning in Pre-Kindergarten with visits to the orchards in Carroll Park, and culminating in 8th grade with a week long 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.

**SSFA** supports a range of youth sports leagues and instructional, developmental, and recreational activities in neighborhood schools and organizes community events that promote health and fitness. Plans are underway to distribute gently used and new sports equipment to neighborhood youth in the year ahead.

## How you can contribute

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

## Contributions are tax deductible

The Southwest Sports and Fitness Alliance (SSFA), the fiscal agent for the event, and the Southwest Baltimore Charter School (SBCS) are both 501c3 organizations. All contributions are tax-deductible. **Please make all checks payable to the Alliance.**

## Have questions?

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

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

[SOWEBOLANDMARK5K.ORG](http://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 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 ..... \$1,000

- 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

### Mile Marker Sponsor.....\$500

- Your name or logo on three mile markers
- Opportunity to include promotional items at packet pickup

### Water Station Sponsor .....\$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

### Youth Sponsor ..... \$50 & up

*Support year-round programs and activities 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.*

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## SPONSORSHIP AGREEMENT

My company/organization wishes to become a SPONSOR of the Sowebo Landmark 5k Run/Walk scheduled for October 3, 2021 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 (\$50)          |
| <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 31, 2021.**

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](mailto: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

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