A Philadelphia Icon

It has been 50 years since runners laced up their sneakers in preparation for the first cross country races at the Belmont Plateau in Philadelphia’s Fairmount Park. “The Plateau,” as it is affectionately known, comprises several cross country trail loops and has been host to countless youth, high school, college and National Championship meets since. Since 1964, thousands of runners—from youth athletes to Olympians including Eamonn Coghlan, Marty Liquori, Sonia O’Sullivan and Erin Donahue—have tested their mettle on the steep, rugged course. The Plateau has become a meaningful Philadelphia icon for multiple generations of runners in and around the city.

The Belmont Plateau: Its Time Has Come

Since its heyday in the late 1970’s, the public course has suffered from heavy usage, trail erosion and vegetative growth with a very limited maintenance budget. In 2013, the Fairmount Park Conservancy, in collaboration with Philadelphia Parks & Recreation, recognized the need to reinvest in the Belmont Plateau and began raising funds to restore and improve the cross country course by selling charity bibs in partnership with the Broad Street Run. Over the last three years, the Conservancy has raised $150,000 for the Belmont Plateau Trail Restoration Project for the installation of new course signage, landscape and trail improvements, and future trail maintenance.

The Belmont Plateau Cross Country Classic

The first annual Belmont Plateau Cross Country Classic will unveil the improvements at the Belmont Plateau Trails and reunite the inter-generational community of runners who have made memories at Belmont Plateau throughout the years. The event will also celebrate the launch of the newly established Belmont Plateau Cross Country Hall of Fame. Founded by local running coach Dave Thomas, The Belmont Plateau Cross Country Hall of Fame will honor the talented runners, coaches, officials and championship teams that have competed at The Plateau in the past, while preserving the traditions of the sport for future generations.
We Need Your Support!

The first annual Belmont Plateau Cross Country Classic will be held on Sunday, August 30th and needs your support. The race is a great new tradition uniting all levels and ages of runners to experience the historic course at Belmont Plateau. The Cross Country Classic is also an important fundraiser for the newly established Belmont Plateau Cross Country Hall of Fame, which will honor the incredible legacy of The Plateau and preserve the traditions of the sport for future generations. Please help us keep the tradition going and be a part of elevating this amazing resource. Funds raised will support the production and execution of the Belmont Plateau Cross Country Classic race and support the continued maintenance of the Belmont Plateau Trails.

Race Information

5k (individual or each individual on a team): $30 pre-registered and $35 on race day
1 mile run/walk - $15 pre-registered or on race day

9:00 AM: Speaking Program featuring city officials and sponsors

9:30 AM: 1 Mile Run/Walk: The 1 Mile Run/Walk is open to all ages. Walkers and youth runners will experience the outside loop of the traditional cross country race course, including the famous Flagpole Hill. Awards will be given to the top 3 male and female youth finalists (12 and younger).

10:00 AM: 5,000 Meter Cross Country Race: This 5k race is open to all age groups and will cover the traditional 5k course used during the season. Challenge yourself by climbing the Flagpole and the notorious Parachute Hill. Feel the thrill of crossing the same finish line poles that many All-American and Olympic runners have crossed.

Awards for 5k: Top 3 Overall Men and Women. Top 2 in the following age groups for men and women: 14 and Under, 15-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70+.
**Team Awards: Top 3 All Men Team and Top 3 All Women Team. (Must have at least 3 on team to count in the team scoring). **Cross Country Scoring for Team Results.
**Sponsorship Information**

The Belmont Plateau Cross Country Classic  
Sunday, August 30, 2015  9:00 AM

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting SPONSOR</td>
<td>$5000</td>
</tr>
<tr>
<td>Gold SPONSOR</td>
<td>$2500</td>
</tr>
<tr>
<td>Silver SPONSOR</td>
<td>$1000</td>
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</tbody>
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**Presenting SPONSOR $5000**
- Named as the Presenting Sponsor of the event
- 20 race entries and race-day t-shirts for company employees, friends and family.
- Marketing: Prominent logo and company name placement on all race promotions and marketing collateral, including race information websites, forms, posters, advertising and race-day t-shirts.
- Event Signage: Banner space and company signage at start and finish lines in addition to the awards stage.
- Publicity & Press: Company name and Quote included in race Press Announcement distributed to a broad network of local media affiliates. Company name mentioned in race publicity and public relations events.
- Website: Logo with links to Company website on Belmont Plateau Cross Country Classic web page.
- E-mail Blasts: Logo and link to company website in all e-mail blasts from the Fairmount Park Conservancy leading up to event to a list of 15,000 subscribers.
- Social Media: Company mentioned in 4 social media posts to Fairmount Park Conservancy’s Facebook (5,330 likes) and Twitter (8,400 followers) pages. Includes 1 dedicated post.

**Gold SPONSOR $2500**
- 10 race entries and race-day t-shirts for company employees, friends and family.
- Marketing: Prominent logo and company name placement on all race promotions and marketing collateral, including race information websites, forms, posters, advertising and race-day t-shirts.
- Event Signage: Company signage at awards stage.
- Publicity & Press: Company name mentioned in race publicity and public relations events.
- Website: Logo with links to Company website on Belmont Plateau Cross Country Classic web page.
- E-mail Blasts: Logo and link to company website in all e-mail blasts from the Fairmount Park Conservancy to a list of 15,000 people.
- Social Media: Company mentioned in 2 social media posts to Fairmount Park Conservancy's Facebook (5,330 likes) and Twitter (8,400 followers). Includes 1 dedicated post.

**Silver SPONSOR $1000**
- 5 race entries and race-day t-shirts for company employees, friends and family.
- Marketing: Small logo placement on race promotions and marketing collateral, including race information websites and posters. Company name listed on race-day t-shirts.
- Website: Logo with links to Company website on Belmont Plateau Cross Country Classic web page.
- E-mail Blasts: Small logo in e-mail blasts from the Fairmount Park Conservancy to a list of 15,000 people.
- Social Media: Company mentioned in 1 social media posts to Fairmount Park Conservancy's Facebook (5,330 likes) and Twitter (8,400 followers).
Bronze CLUB $500
- 3 race entries and race-day t-shirts for company employees, friends and family.
- Marketing: Company name listed on race-day t-shirts.
- Website: Small logo with links to Company website on Belmont Plateau Cross Country Classic web page.
- Social Media: Company mentioned in 1 social media posts to Fairmount Park Conservancy’s Facebook (5,330 likes) and Twitter (8,400 followers).

Booster CLUB $250
- 1 race entry and race-day t-shirts.
- Marketing: Company name listed on race-day t-shirts.
The Belmont Plateau Cross Country Classic
2015 Sponsor Registration Form

Company Name or Individual Sponsor Name: _________________________________________

Company Contact: ____________________________________________

Address: ______________________________________________________________________

City_________________________________  State________  Zip________________________

Phone____________________________________

Email: _______________________________________________________________________

Company Website: _______________________________________________________________

_______ Yes, I/Company will be a BPHOF Classic Sponsor at the following Level

_______ Presenting ($5000)  ________Gold ($2500)
_______ Silver ($1000)  ________Bronze ($500)
_______ Booster ($250)

_______ I will be a contributing sponsor by donating products or a gift certificate to be used for
awards by donating ___________________________ with a net worth of ___________________

*Donation checks can be made payable to Fairmount Park Conservancy
** Sponsors, please email your logo to shirschler@myphillyphpark.org no later than August 7th.

This form can be scanned and sent to emoselle@myphillyphpark or mailed to:

Fairmount Park Conservancy
ATTN: Belmont Plateau 5k
1617 John F. Kennedy Blvd
Suite 1670
Philadelphia, PA 19103