Corporate Sponsorship Opportunity
Broad Street Run

FAIRMOUNT PARK
CONSERVANCY

2017

Fairmount Park Conservancy exists to champion Philadelphia's parks. Philadelphia has one of the largest urban park systems in the world, providing residents with extensive health, environmental, social, economic and cultural benefits – including access to some of the region's most famous attractions.

FAIRMOUNT PARK

CONSERVANCY

We fulfill our mission by leading capital projects and historic preservation efforts, fostering neighborhood park stewardship, attracting and leveraging investments and developing innovative programs throughout the 10,200 acres that include Fairmount Park and more than 100 neighborhood parks around the city.

FAIRMOUNT PARK

CONSERVANCY

We are park innovators.

The Conservancy is a leader and supporter of signature capital projects and innovative programs in support of Philadelphia's parks.

We are park stewards.

The Conservancy is committed to having a positive and measurable impact in the neighborhoods and communities it serves.

We are park partners.

The Conservancy is a true collaborator — it builds partnerships with other organizations that can bring increased resources to and awareness of Philadelphia parks.

We are park champions.

The Conservancy is a champion of Philadelphia's parks– it raises funds to develop and promote the Park's unique assets, accomplishments, and contributions.

An exclusive opportunity

Broad Street Run with Fairmount Park Conservancy

FAIRMOUNT PARK CONSERVANCY

- With over 35,000 annual participants, the Blue Cross Broad Street Run is the largest 10 mile race in the country and one of the most coveted races in Philadelphia.
- In recent years, demand has surpassed supply, resulting in sold out races.
- The lottery system that began in 2013, resulted in many local runners missing out on their favorite race.
- Fairmount Park Conservancy is offering an exclusive opportunity for corporate partners to ‘run with us’ while supporting Philadelphia’s parks, including continued work at the Belmont Plateau – a historic cross country trail and ‘mecca’ for distance runners in the Philadelphia region.

Unique Benefits

FAIRMOUNT PARK
CONSERVANCY

Broad Street Run Corporate Partners Receive:

FAIRMOUNT PARK CONSERVANCY

- The ability to provide employees with guaranteed bibs for race day
- Numerous opportunities for team-building, including volunteer service days, member events and the race experience itself
- A rewarding partnership through which corporate partners can earn recognition through a high-profile event that unites the entire city, offer an exclusive benefit to their employees, and support Philadelphia's beloved and under-resourced park system

Broad Street Run Corporate Partners Receive:

FAIRMOUNT PARK CONSERVANCY

$50,000

Sponsors at the $50,000 level receive:

- Guaranteed entry and bibs for **100 Broad Street Run participants**
- Recognition as an official sponsor of the Conservancy's Broad Street Run campaign in press materials, media advisories, social media, and on t-shirts
- Recognition and prominent logo placement on our website and newsletters
- A custom volunteer park service day
- One table (10 seats) at the Conservancy's 2017 Centennial Celebration event

Your team of 100 runners receives:

- Individual memberships to the Fairmount Park Conservancy
- Fairmount Park Conservancy Runner's Hat
- Cross Broad Street Run t-shirt
- VIP packet delivery in Center City
- 10% off at Philadelphia Runner through May 6th
- Training run on the Belmont Trails for your corporate team
- Invitation to the post-race tailgate party at FDR Park

PHILADELPHIA PARKS & RECREATION
BLUE CROSS BROAD STREET RUN
TEN MILER

Broad Street Run Corporate Partners Receive:

FAIRMOUNT PARK CONSERVANCY

$25,000

Sponsors at the $25,000 level receive:

- Guaranteed entry and bibs for **50 Broad Street Run participants**
- Recognition as an official sponsor of the Conservancy's Broad Street Run campaign in press materials, media advisories, social media, and on t-shirts
- Recognition and prominent logo placement on our website and newsletters
- One table (10 seats) at the Conservancy's 2017 Centennial Celebration event

Your team of 50 runners receives:

- Individual memberships to the Fairmount Park Conservancy
- Fairmount Park Conservancy Runner's Hat
- Cross Broad Street Run t-shirt
- VIP packet delivery in Center City
- 10% off at Philadelphia Runner through May 6th
- Training run on the Belmont Trails for your corporate team
- Invitation to the post-race tailgate party at FDR Park

PHILADELPHIA PARKS & RECREATION
BLUE CROSS BROAD STREET RUN
TEN MILER

Broad Street Run Corporate Partners Receive:

FAIRMOUNT PARK CONSERVANCY

$15,000

Sponsors at the $15,000 level receive:

- Guaranteed entry and bibs for **30 Broad Street Run participants**
- Recognition as an official sponsor of the Conservancy's Broad Street Run campaign in press materials, media advisories, social media, and on t-shirts
- Recognition and logo placement on our website and newsletters

Your team of 30 runners receives:

- Individual memberships to the Fairmount Park Conservancy
- Fairmount Park Conservancy Runner's Hat
- Cross Broad Street Run t-shirt
- VIP packet delivery in Center City
- 10% off at Philadelphia Runner through May 6th
- Training run on the Belmont Trails for your corporate team
- Invitation to the post-race tailgate party at FDR Park

PHILADELPHIA PARKS & RECREATION
BLUE CROSS BROAD STREET RUN
TEN MILER

Broad Street Run Corporate Partners Receive:

FAIRMOUNT PARK CONSERVANCY

$10,000

Sponsors at the $10,000 level receive:

- Guaranteed entry and bibs for **20 Broad Street Run participants**
- Recognition as an official sponsor of the Conservancy's Broad Street Run campaign in press materials, media advisories, social media, and on t-shirts

Your team of 20 runners receives:

- Individual memberships to the Fairmount Park Conservancy
- Fairmount Park Conservancy Runner's Hat
- Cross Broad Street Run t-shirt
- VIP packet delivery in Center City
- 10% off at Philadelphia Runner through May 6th
- Training run on the Belmont Trails for your corporate team
- Invitation to the post-race tailgate party at FDR Park

PHILADELPHIA PARKS & RECREATION
BLUE CROSS BROAD STREET RUN
TEN MILER

Thank you!

FAIRMOUNT PARK CONSERVANCY

For more information and to discuss the possibilities further, please contact:

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