

2026

# RUN UP TO JUNETEENTH

RUTJ SPONSORSHIP OPPORTUNITIES



**5K**

RUN & 1-MILE  
WALK



JUNE 14, 2026  
8:30 AM  
DRUID HILL  
PARK

In Partnership with

**AFRAM**





# A MESSAGE FROM **KIRK SYKES** **HEAD OF SCHOOL**



Dear Friends,

I invite you to join us as a sponsor of our Run Up to Juneteenth event, a joyful celebration of health, wellness, and community that honors the spirit and significance of Juneteenth. This year, we are especially excited to host the event for the *first time* at **Druid Hill Park**, in partnership with **AFRAM's 50th Anniversary**, bringing together culture, history, and collective pride in one inspiring weekend.

At The SEED School of Maryland, we are passionate about helping our students succeed beyond the classroom. Every dollar raised through Run Up to Juneteenth directly supports our **College Transition and Success Program**, which provides college tours, counseling, mentorship, academic guidance, and financial assistance to help our students confidently take the next step toward higher education.

Your partnership makes a lasting difference. By sponsoring Run Up to Juneteenth, you are celebrating **freedom while opening doors of opportunity for our scholars**. Together, we can help them pursue their dreams and create a brighter future for generations to come.

Inside this sponsorship package, you will find details about how your support directly **impacts our students** and ways to be recognized throughout the event. We are happy to work with you to create a sponsorship that reflects your budget, goals, and commitment to making a difference.

Please feel free to contact **Katie del Carmen Byram**, Director of Development, at **917-902-9377** or **kbyram@seedsschoolmd.org** with any questions or to discuss partnership opportunities.

Sincerely,

*Kirk Sykes*

Kirk Sykes  
Head of School



# THE SEED SCHOOL OF MARYLAND

We help underestimated students fulfill their dreams of college graduation.

As Maryland's only statewide, tuition-free, college-prep, public boarding school, The SEED School of Maryland provides motivated children with an extraordinary educational experience. Admission is by lottery, with entry points in sixth grade and ninth grade. Our students live and learn on campus tuition-free and graduate with the proficiency for success in college and beyond. **SEED graduates complete college at a rate of 68%, higher than the national average across similar demographics and backgrounds.**

## COLLEGE TRANSITION AND SUCCESS

SEED's CTS (College Transition and Success) Program gives students and families a proven framework to make smart college choices. It uses the criteria most critical to first-generation college student success:



HIGH  
GRADUATION RATES

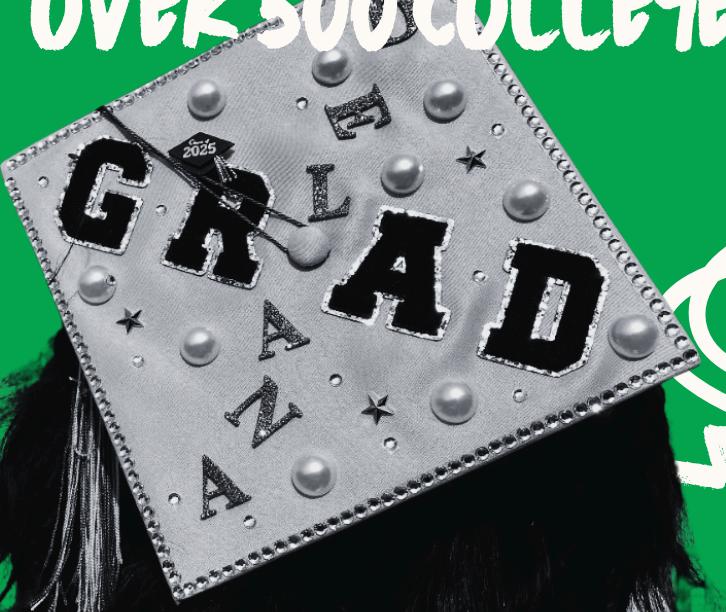


GENEROUS  
FINANCIAL AID



HIGH QUALITY  
CAMPUS SUPPORTS

## OVER 500 COLLEGE ACCEPTANCES SINCE '15.



The class of 2025 received  
more than \$4 million dollars  
in scholarships.

# SIGNIFICANCE: RUTJ AND JUNETEENTH!



## FREEDOM AND RESILIENCE



Juneteenth marks the delayed emancipation of enslaved African Americans in the United States and serves as a **powerful reminder of the long journey toward freedom and equality**. The 'Run Up to Juneteenth' honors this historic day, celebrating African American history, culture, and the continued fight against racism.



## HEALTH AND WELLNESS



**Get ready to move and have fun!** The Run Up To Juneteenth 5K/1-Mile is all about celebrating wellness, community, and empowerment. By getting active, we're not just boosting our health—we're lifting up our students, families, and neighbors, showing how physical fitness leads to success in every aspect of life.



## COLLEGE SUCCESS



Funds raised from the run will support The SEED School of Maryland's College Transition and Success Program, providing vital resources such as academic counseling and college tours to help students thrive in college. **College completion matters because graduates, on average, earn 67% more than high school graduates**, leading to better health outcomes, increased civic participation, and greater lifetime earnings. This aligns with our mission to break down barriers and create a lasting impact in our community and beyond.



# PAST SPONSORS\*



AFRAM



T.RowePrice



\*not an inclusive list of all partners

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR (\$25,000+)

One (1) Available

- **Exclusive Title Recognition:** “Run Up to Juneteenth, Presented by [Your Company]”
- **Prominent Branding:** Exclusive logo placement on event materials, including t-shirts, start/finish line, banners, and website.
- **Speaking Opportunity:** Address participants during the opening and closing ceremonies.
- **Custom Branded Experience:** Opportunity to provide a custom activation zone (e.g., branded hydration station, wellness booth, or interactive experience).
- **Exclusive Branded Giveaway:** Opportunity to provide one (1) giveaway item (e.g., reusable water bottle, visor, or tote bag) distributed to all participants.
- **Complimentary Event Entries:** Eight (8) registrations for employees or guests.
- **Special Access:** Two (2) VIP passes to AFRAM 50<sup>th</sup> Anniversary Weekend
- **Post-Event Video Feature:** Logo and/or company acknowledgement in event highlight video.
- **Social Media & Press Spotlight:** Featured in all event-related social media and press releases.
- **Employee Engagement:** Ten (10) employee on-site volunteer slots.

## VALEDICTORIAN (\$10,000)

Four (4) Available

- **Co-Sponsor of Main Event Feature:** Opportunity to brand an event feature like the finish line zone or water stations with your logo.
- **Custom Event Activation:** Opportunity to provide and brand a key component such as a wellness tent or a dedicated cheer zone.
- **Logo Placement:** Prominent logo on t-shirts, banners, website, and event signage.
- **On-stage Acknowledgment:** Verbal recognition during opening ceremonies.
- **Social Media & Email Highlight:** Featured in event marketing emails and social posts.
- **Complimentary Event Entries:** Six (6) registrations for employees or guests.
- **Employee Engagement:** Five (5) employee on-site volunteer slots.

## SCHOLAR (\$5,000)

Six (6) Available

- **Course Feature Sponsorship:** Opportunity to provide a hydration station or mile marker along the race route with your branding.
- **Logo Placement:** Logo included on t-shirts, banners, website, and event signage.
- **On-stage Acknowledgment:** Verbal recognition during event closing ceremonies.
- **Social Media Mention:** Company mention in pre-event social media posts.
- **Complimentary Event Entries:** Four (4) registrations for employees or guests.
- **Employee Engagement:** Two (2) complimentary invitations to Senior Soiree/Blooms (May 2026).

## FUTURE LEADERS (\$2,500)

Ten (10) Available

- **Logo Placement:** Logo featured on event website and event signage.
- **Social Media Shoutout:** Inclusion in one event-related social media post.
- **Employee Engagement:** One (1) complimentary invitations to Senior Soiree/Blooms (May 2026).

## COMMUNITY PARTNER (\$500)

Twenty (20) Available

- **Name Acknowledgement:** Name acknowledgement on event website and event signage.

# PARTNER WITH US

## ~ ~ CHOOSE YOUR LEVEL ~ ~

Select the sponsorship tier that best aligns with your goals and budget.

## ~ ~ CONTACT US ~ ~

Reach out to Katie del Carmen Byram at [kbyram@seedschoolmd.org](mailto:kbyram@seedschoolmd.org) or 917-902-9377 to confirm your sponsorship and discuss any customization needs.

## ~ ~ SECURE YOUR SPOT ~ ~

Upon confirmation, we will send you a sponsorship agreement and payment details to finalize your participation.

This is your invitation!

# THANK YOU!

