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Sponsorship Opportunities

swccrun.org

SUPPORTING OUR SCHOOLS ONE STEP AT A TIME



friends of
**CHESTER
ARTHUR**

F.C.A



STANTON
COMMUNITY
PARTNERS

Dear SWCC Run, Inc. Sponsor:

On behalf of the 2020 Southwest Center City (SWCC) Run, we are excited to announce that our twelfth annual run will take place October 23-31 as a virtual event!

We are looking forward to keeping this festive local tradition going during these unique times. And we hope to partner with you to continue supporting our neighborhood's two wonderful public elementary schools – Edwin M. Stanton and Chester A. Arthur, while providing you with exposure to our audience of several thousand past participants and supporters.

This year's virtual event will include both our signature 5k race, as well as a Monster Mile open to participants of all ages, and a Spooky Sprint for our youngest racers, to be completed over a 9 day period leading up to Halloween. Runners will be encouraged to race in costume and to share their photos for an online Halloween costume contest (in-kind donations for prizes welcomed!). We will provide suggested routes, which can highlight local sponsors, or runners can create their own.

The SWCC Run has grown in attendance each year since our 2008 inaugural. Last year we had nearly 500 registered runners. Our runners historically come largely, but not exclusively, from the Graduate Hospital / Southwest Center City area. We've had participants from dozens of neighborhoods throughout greater Philadelphia and occasionally from outside the region. Our mission as always is to support the community,



Stanton Community Partners is a 501(c)3 non-profit organized in 2013 to provide independent financial support to the E.M. Stanton Public School and to mobilize broad community support for the school and for public education in the school's South Philadelphia neighborhood. The organization works closely with Stanton's School Advisory Council to identify activities that enrich Stanton's programs and promote Stanton within the community.

and since the race's inception, all proceeds have gone towards neighborhood improvements. This year our contribution will once again be directed to Arthur and Stanton elementaries to help support the school communities through this unprecedented time.

On behalf of the SWCC Run planning committee, we invite you to become a sponsor by making a tax-deductible donation. Enclosed you will find more detailed information about the benefits associated with sponsoring our event. Our sponsorships range from \$250 to \$5,000, and include benefits such as your logo on our SWCC Run gaiter-style mask giveaway, promotion on social media and to our email subscribers, placement on the race map, and race entries.

To learn more about the 2020 SWCC Run and to confirm your sponsorship, please contact us at info@swccrun.org. We hope that we can partner with you to continue this favorite local tradition. We couldn't be more excited about your support as we strengthen our neighborhood together!

Warm regards,

Nicole Klein and Joanna Bowen
Co-Race Directors



FoCA is a 501(c)3 non-profit formed by parents and community members to support the current and future staff, teachers, students and parents in their effort to create and maintain a successful and safe environment for all children who attend Chester A. Arthur. We are committed to partnering with all of Arthur's stakeholders to foster a robust learning environment for our neighborhood children. We help the school to fundraise, form strategic partnerships, innovate, and market its successes.

ABOUT THE SWCC 5K

Since 2008, the Southwest Center City 5K has served the area as an active community building event. In addition to hosting hundreds of participants, the event gives back to the community through its non-profit, SWCC Run, Inc. each year. Everyone is welcome to join us by running, walking or cheering in the event.



Presenting Sponsor – \$5,000

- Top logo placement on race buff
- Business included in virtual race course map and participants encouraged to take a picture in front and post to social media
- Logo included on all printed race promotional materials
- Opportunity to host a registration happy hour event
- Verbal acknowledgement and/or speaking opportunity in opening remarks video
- Logo and link on website
- Named as sponsor on race email correspondence
- Social media “thank you”
- Electronic item in e-goody bags
- 10 complimentary race entries



THE RUN IS GROWING EVERY YEAR!

SWCC RUN FAN FACT

Mailing list totals 1,891 past run participants





Finish Line Sponsor – \$2,500

- 2nd level logo placement on race buff
- Business included in virtual race course map and participants encouraged to take a picture in front and post to social media
- Logo prominently displayed on race finish banner
- Verbal acknowledgement in opening remarks video
- Logo and link on website
- Named as sponsor on race email correspondence
- Social media “thank you”
- Electronic item in e-goody bags
- 8 complimentary race entries

Fan Zone Sponsor – \$1,000

- 3rd level logo placement on race buff
- Business included in virtual race course map
- Verbal acknowledgement in opening remarks video
- Logo prominently displayed on race finish banner
- Logo and link on website
- Named as sponsor on race email correspondence
- Social media “thank you”
- Electronic item in e-goody bags
- 6 complimentary race entries

FUN FOR ALL AGES!

SWCC RUN FAN FACT

Fans of the 5K – 87% were over 24 years old and 66% Female to 34% Male





Booster Sponsor – \$500

- Logo and link on website
- Business included in virtual race course map
- Named as sponsor on race email correspondence
- Social media “thank you”
- Electronic item in e-goody bags
- 4 complimentary race entries

Fan Sponsor – \$250

- Logo and link on website
- Named as sponsor on race email correspondence
- Social media “thank you”
- Electronic item in e-goody bags
- 2 complimentary race entries

In-Kind Sponsor

- Logo and link on website
- Named as sponsor on race email correspondence
- Social media “thank you”

THANK YOU
FOR SUPPORTING PHILLY SCHOOLS





More Information

*If this list does not include a level or benefit that is of interest, or if you have other creative ideas on how we can best partner, **please reach out!** We know how hard businesses have been hit these past few months, and we want to work with you to make this a good fit. It is very important to us to continue our valued partnerships with the neighborhood businesses that have helped make this race a success for our beneficiaries for so many years.*

Please contact us to discuss—we would be delighted to work with you to agree upon benefits that are meaningful to you and commensurate with your level of support.

contact us: info@swccrun.org | facebook.com/swccrun | [@SWCCRun](https://twitter.com/SWCCRun)

SWCC Run, Inc. is organized under Internal Revenue Code Section 501(c)(3). A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999.

Please write your check out to "SWCC Run, Inc" and mail payment to:
SWCC Run, Inc.
c/o Lauren Zeitlin
2240 Kimball Street | Philadelphia, PA 19146

TAX DEDUCTIBLE DONATION!

Please see our website for more information
www.swccrun.org.
Thank you for your tax-deductible contribution!

