

Sponsorship Opportunity

**Run for fun! Run for fitness! Run for family! Run for fathers on Father's Day!
But please **DON'T run away from your community** and...
Be part of this inaugural Harlem event that is certain to impact change in people's lives!**

Request

Harlem United is looking for businesses to sponsor our first annual 1-mile race in historic Marcus Garvey Park. This sponsorship can be in the form of dollars or in-kind donations. Some items needed include custom t-shirts, finisher's medals, and age group prizes, in addition to the regular costs associated with operating a race in NYC.

Event Description

This 1-mile race will be a bit more than one loop around Marcus Garvey Park on June 21, just before the annual bike races. This event will be the first of its kind in Harlem and will hopefully achieve two goals; 1) To promote fitness in Harlem 2) to promote a sense of community, and 3) to continue raising awareness around HIV/AIDS treatment and the social services available. The event will host five (5) heats of 1-mile, with the final heat comprised of family entries. Families can be made up of any two or more people wanting to run together for fun. The event will be from 9:30- 11:30 AM on Sunday, June 21st.

Benefit to the sponsors

This event is accessible to almost every member of our community and is an opportunity for people to give back to the community while networking and socializing with others in the neighborhood. The event will be promoted through our social media, press contacts, website, and our external distribution lists. This event will raise funds and awareness around the critical work Harlem United does for the community and hopefully in turn generates awareness of your brand and drives sales to your place of business.

Sponsorship Opportunities

- Two (2) businesses have the opportunity to host packet pick up on Friday evening and Saturday afternoon.
- One (1) business will be the official post-race brunch location.
- Logo space is available on race website, race t-shirts, printed promotional materials, and at packet pick up

*****Sponsorship is customizable, so please reach out and talk to us!*****

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