



SPONSORSHIP INFORMATION



1 5 T H A N N I V E R S A R Y

APRIL 19, 2020



VALLEY FORGE TOURISM & CONVENTION BOARD

For the last 14 years, the Valley Forge Tourism & Convention Board's (VFTCB) Valley Forge Revolutionary 5-Mile Run (Rev Run) has made a huge impact on Valley Forge National Historical Park, the site of the 1777-78 encampment of the Continental Army.

One of the few races in the United States that's run entirely through a national park, Rev Run has contributed more than \$450,000 to date for tourism and improvement projects at the park. A significant historic site and one of the most popular sites in Montgomery County, PA, Valley Forge National Historical Park attracts 2 million national and international visitors annually and provides more than \$36 million in economic impact.

In 2019, the 14th annual event raised another record amount, \$56,500, and attracted more than 1,500 participants, totaling more than 19,000 in its history, and an increase in marketing, social media, and press coverage.

As the **15th Anniversary of Rev Run** approaches, we're committed to raising the bar. By the end of the 2020 race, we hope to donate more than half a million dollars to Valley Forge National Historical Park.

To achieve this incredible goal, we ask for the support of the community.

We're asking you to join other local, high-profile businesses that value this iconic, national treasure that serves as a gateway for visitors to Montgomery County. Besides seeing your company's logo as a sponsor for official Rev Run promotions, you can run the race yourself, as part of a corporate team, or participate in the three-mile walk.

The 15th Annual Rev Run kicks off April 19, 2020, at Valley Forge National Historical Park. We hope you help us take pride in enhancing the visitor experience at this gem of a destination.

Your generosity is truly appreciated. Together, we can make a difference.

Thank you for your time and consideration,

Mike Bowman
President & CEO

CONQUER THE VALLEY

REVOLUTIONARY RUN 2020



WHY BE A SPONSOR?



IT'S GREAT PUBLIC RELATIONS

You're seen as a leader in the area, willing to take the steps to preserve and enhance the national treasure of Valley Forge National Historical Park.

IT IMPROVES EMPLOYEE MORALE

You position yourself as an organization that cares about the county in which it conducts business. If you choose, you can even create a team among your staff. The Corporate Team category offers area businesses a chance to compete for a good cause (and bragging rights). That's an action that is win-win: promoting healthy lifestyles, team bonding, and serving the local community's interests.

IT RAISES YOUR VISIBILITY

A logo on a t-shirt may not seem like much, but we've been told again and again that those shirts have legs! Our runners and walkers look forward to getting them, and they're proud to wear them. Your corporate ID will be in plain sight on running trails, treadmills, workout rooms and Zumba classes long after the 2020 event.

MAKE A CONTRIBUTION OF HISTORICAL PROPORTIONS

The dollars or in-kind donations you make to the April 19, 2020 Valley Forge Revolutionary 5-Mile Run® gain you not only recognition for corporate stewardship, they ensure that a significant piece of American history remains vibrant and engaging for generations to come. Full information is available at revolutionaryrun.org

WHICH INITIATIVES ARE A RESULT OF MONEY RAISED FROM REVRUN?

- Midway kiosk located between the parking lot and Visitors Center for orientation and information
- Continued maintenance of Sullivan's Bridge
- Complete linkages of the park's trail system. Grand parade trailhead and overlook improvements
- Upgrade the audiovisual infrastructure in the park theater to enable the playback of the new park film arriving in 2020 while improving the viewing experience for more than 150,000 visitors each year
- Summer programming for park visitors, including "Once Upon a Nation" storytelling benches
- Provides supplies for the Tailoring Brigade, a volunteer initiative which makes and repairs the park's living history clothing for use in special events, reenactments and other programming.

WITH YOUR SUPPORT WE CAN REACH OUR GOAL OF RAISING

HALF OF A MILLION DOLLARS

IN CELEBRATION OF THE 15TH REV RUN ANNIVERSARY



MIDWAY KIOSK



ONCE UPON A NATION STORYTELLING BENCHES



TAILORING BRIGADE



PLATINUM \$5,000+

- Premier Partner to the Valley Forge Park Alliance with extended benefits***
- Media Recognition & Logo in: Rev Run Press Releases and VFTCB E-Newsletters
- 10 Complimentary Race Registrations
- Recognition on the Donor Wall located in the VF Visitor Center
- Ability to place a Banner on race course finish line**
- Company Logo on: revolutionaryrun.org website, Promotional materials, Race shirts*
- High profile table on race day to display/distribute company information and promotional materials
- Sponsor Acknowledgement on the display board in the Expo Area

GOLD \$2,000+

- Media Recognition & Logo in: Rev Run Press Releases and VFTCB E-Newsletters
- 5 Complimentary Race Registrations
- Recognition on the Donor Wall located in the VF Visitor Center
- Ability to place a Banner on race course finish line**
- Company Logo on: revolutionaryrun.org website, Promotional materials, Race shirts*
- High profile table on race day to display/distribute company information and promotional materials
- Sponsor Acknowledgement on the display board in the Expo Area

SILVER \$1,000+

- Recognition on the Donor Wall located in the VF Visitor Center
- Ability to place a Banner on race course finish line**
- Company Logo on: revolutionaryrun.org website, Promotional materials, Race shirts*
- High profile table on race day to display/distribute company information and promotional materials
- Sponsor Acknowledgement on the display board in the Expo Area

BRONZE \$500+

- Company Logo on: revolutionaryrun.org website, Promotional materials, Race shirts*
- High profile table on race day to display/distribute company information and promotional materials
- Sponsor Acknowledgement on the display board in the Expo Area

EXPO \$250+

- High profile table on race day to display/distribute company information and promotional materials
- Sponsor Acknowledgement on the display board in the Expo Area

* T-shirt placement of all logos is subject to adherence to production deadlines
 ** All banners are to be provided by sponsors
 *** More information available upon request

Company: _____

Contact: _____

Email: _____

Phone: _____

Address: _____

Amount Enclosed: _____

Sponsorship Level:

EXPO BRONZE SILVER GOLD PLATINIUM

We are unable to sponsor at this time but would like to make a donation for \$_____ toward the park.



DEADLINE FOR PAYMENT IS **APRIL 6, 2020**

Mail form and check payable to:

Valley Forge TCB-Revolutionary Run
1000 First Avenue, Suite 101
King of Prussia, Pa 19406

THE RACE

MAKE A TEAM

The Valley Forge Revolutionary 5-Mile Run[®] is a unique challenge for runners of all skill levels. Runners trek the five-mile, USATF certified course that traverses the scenic Valley Forge National Historical Park. The event also includes a three-mile walk and the 1.776km Young Patriots Run for kids ages 6-14. All proceeds from the event benefit the Valley Forge National Historical Park.

In-Person registration will be available during packet pickup on April 17 and 18. There is no raceday registration. No refunds will be given for any reason.

MORE INFO AT
revolutionaryrun.org

REGISTER TODAY AT
valleyforge.org/revolutionary-run/corporate-teams

HOW DO I MAKE A TEAM?

Gather a team of at least three (3) runners, select a team leader, and team name. The team leader creates the team under registration. Then each runner must register individually. If your company would like to be invoiced for registrations, please contact the race director, Kirsten Tallman.

Team leaders must register their teams by April 5 to be counted in the team results. This is only an option for corporate teams, not running clubs.



QUESTIONS?

Contact **Kirsten Tallman**
610.768.0281 | tallman@valleyforge.org