



SPONSORSHIP INFORMATION

APRIL 17-25, 2021



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 2021 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.

The 15th Annual Rev Run kicks off April 17, 2021. 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 2021 VIRTUAL



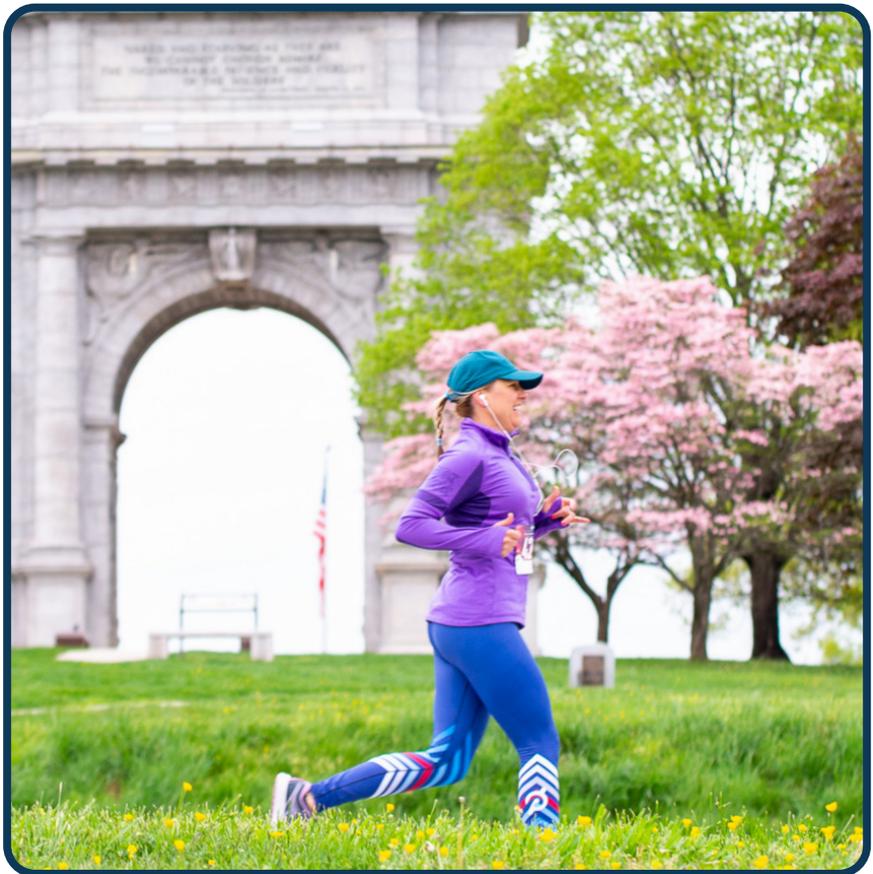
THE RACE



IN 14 YEARS, THE EVENT HAS RAISED NEARLY \$458,000 INCLUDING A RECORD-BREAKING \$56,500 IN 2019. 2020'S EVENT WAS CANCELLED DUE TO THE CORONAVIRUS PANDEMIC.

Typically, runners trek the five-mile, USATF-certified, closed course that follows the Joseph Plumb Martin Trail, and traverses the scenic and hilly terrain of the park with steady climbs and descents, a mix of roads and trails, and ends with a tough uphill climb over the final quarter-mile to the finish line at the park's Visitor Center.

For the race's 15th anniversary, participants have the option to individually take on a modified version of the Valley Forge course, or choose their own route to complete the five-mile challenge anywhere in the world. Runners are asked to track their route at any point during National Park Week and upload their results to their runsignup.com profile.



MORE INFO AT
revolutionaryrun.org



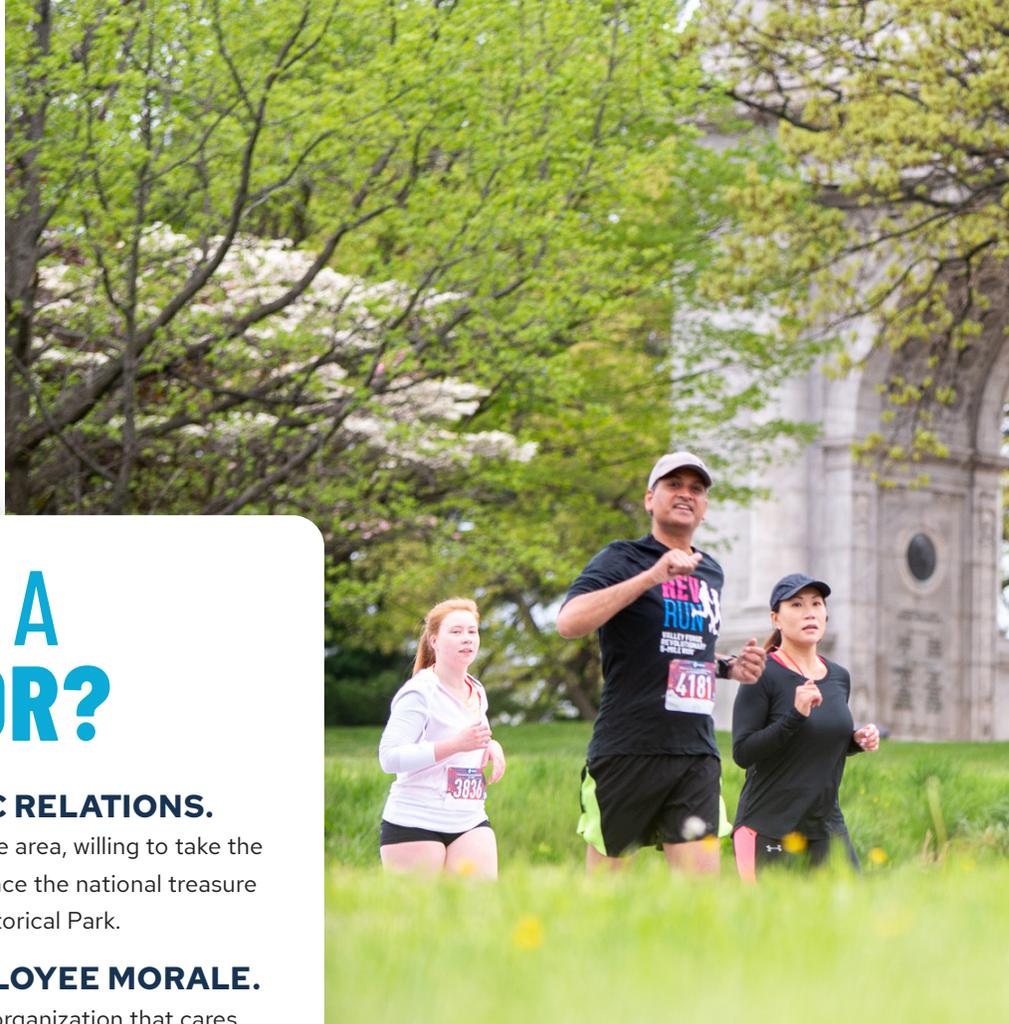
QUESTIONS? CONTACT:

Kirsten Tallman

610.768.0281 • tallman@valleyforge.org

VALLEY FORGE TOURISM & CONVENTION BOARD

1000 First Ave, Suite 101, King of Prussia, PA 19406 • 610.834.1550 • info@valleyforge.org



WHY BE A SPONSOR?

IT'S GREAT PUBLIC RELATIONS.

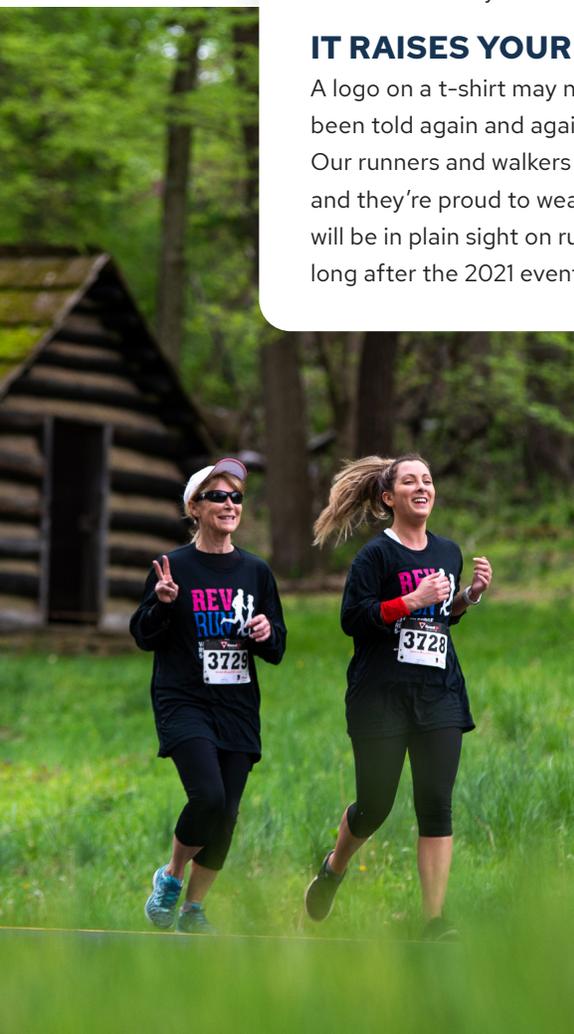
You're seen as a leader in the area, willing to take the steps to preserve and enhance the national treasure of Valley Forge National Historical Park.

IT IMPROVES EMPLOYEE MORALE.

You position yourself as an organization that cares about the county in which it conducts business.

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 company logo will be in plain sight on running trails and gym facilities long after the 2021 event.



MAKE A CONTRIBUTION OF HISTORICAL PROPORTIONS

The dollars or in-kind donations you make to the 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 2021 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

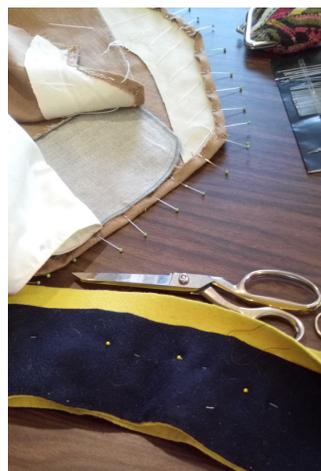
IN CELEBRATION OF THE 15TH REV RUN ANNIVERSARY



MIDWAY KIOSK



ONCE UPON A NATION STORYTELLING BENCHES



TAILORING BRIGADE



PLATINUM \$5,000+

- Company logo on included on pre & post race e-newsletters to our database
- 10 complimentary race entries
- Promoted on all social media outlets, including influencer campaign mention & live video segment
- Company logo on all race t-shirts
- Company logo on race results page
- Company logo on run sign up website
- Company logo on revolutionaryrun.org
- VFTCB to write blog/ press release and share with media list

GOLD \$2,000+

- Company logo on included on pre & post race e-newsletters to our database
- 5 complimentary race entries
- Promoted on all social media outlets
- Company logo on all race t-shirts
- Company logo on race results page
- Company logo on run sign up website
- Company logo on revolutionaryrun.org
- VFTCB to share sponsor's press release with media list

SILVER \$1,000+

- Promoted on all social media outlets
- Company logo on all race t-shirts
- Company logo on race results page
- Company logo on sign up website
- Company logo on revolutionaryrun.org
- VFTCB to share sponsor's press release with media list

BRONZE \$500+

- Company logo on all race t-shirts
- Company logo on race results page
- Company logo on sign up website
- Company logo on revolutionaryrun.org

STEWARD \$250+

- Company logo on revolutionaryrun.org

*T-shirt placement of all logos is subject to adherence to production deadlines **More information available upon request

Company: _____

Contact: _____

Email: _____

Phone: _____

Address: _____

Amount Enclosed: _____

Sponsorship Level

STEWARD BRONZE SILVER GOLD PLATNIUM

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, 2021

Mail form and check payable to:

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