

# REV RUN

APRIL 23, 2017

VALLEY FORGE  
REVOLUTIONARY  
5-MILE RUN®



# SPONSORSHIP PACKET

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★  
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VALLEY FORGE  
TOURISM & CONVENTION BOARD

# REVRUN

VALLEY FORGE REVOLUTIONARY 5-MILE RUN®

## REVVING IT UP FOR 2017

ONCE AGAIN, WE INVITE YOU TO CONQUER THE VALLEY.

Over the years, the Valley Forge Revolutionary 5-Mile Run® has raised a quarter million dollars in support of Valley Forge National Historical Park. These funds provide meaningful resources to 3,500 of the most significant acres in our nation, the site of the 1777–1778 encampment of the Continental Army.

Last year's Rev Run, the eleventh anniversary, hit a high water mark in every measure: participants, sponsorships, spectators, press placements, marketing results and social media engagement.

We are looking for the 2017 Rev Run to do even better.

And we need your help.

Your organization can join local high-profile businesses that treasure the park and make their esteem known through support. These include Nolan Painting, PECO, King of Prussia Mall, Einstein Medical Center, UGI, Arkema, Cigna, King of Prussia District, and The North Face.

The Rev Run steps off April 23, 2017, at Valley Forge National Historical Park; we hope to not only see your name and logo as part of this year's branding. We also hope you're onsite that day, cheering on the participants, challenging the five miles yourself (or as part of a corporate team of your employees) or taking part in the three-mile walk.

Whatever the capacity, I look forward to you being part of the Valley Forge Revolutionary 5-Mile Run®

Sincerely,



Mike Bowman  
President & CEO, Valley Forge Tourism & Convention Board

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YOUR SUPPORT

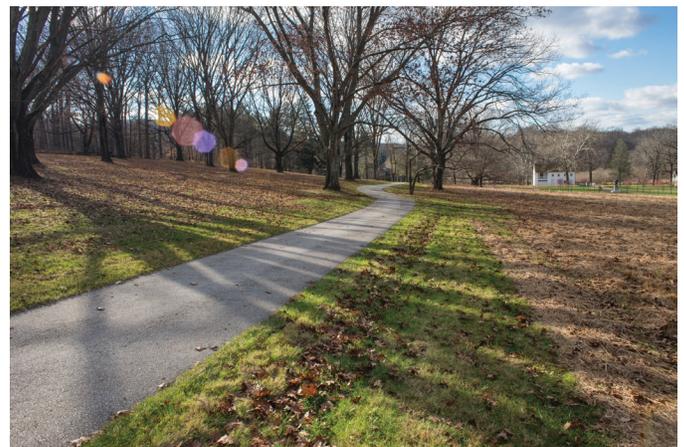
## YOUR SPONSORSHIP HELPS FUND ONGOING PARK IMPROVEMENTS

The Revolutionary Run is more than just a sporting event; it's an opportunity to support the national icon of Valley Forge National Historical Park.

This historic site is truly worthy of the preservation efforts we undertake to ensure it remains a vibrant destination for generations to come.

### SUPPORT INITIATIVES VIA THE REV RUN

- The connection of the Joseph Plumb Martin Trail with the Valley Creek Trail at Route 252, a direct benefit to runners, walkers, bikers, hikers, historians and nature lovers.
- Complete linkages of the park's trail system. A recent link has eliminated a hazardous pedestrian condition at the bridge site.
- An open air, multi-purpose covered pavilion for education programming and event gatherings, such as future editions of the Revolutionary Run.
- Improvements to the front of the Visitor Center.
- Summer programming for park visitors, including "Once Upon a Nation" storytelling benches.



# \$292,000

HAS BEEN RAISED BY THIS RUN OVER  
THE PAST 10 YEARS



## WHAT YOUR SPONSORSHIP GAINS YOU

Sure, your sponsorship of the Valley Forge Revolutionary 5-Mile Run® benefits the runners, walkers and youth participating in the event.

And it funds improvement projects within Valley Forge National Historical Park, a destination for millions of tourists – both domestic and international – every year, supporting not only the historic curiosity they bring but also crucial economic stimulus.

But what does it do for you as a donor of either dollars or in-kind donations?

## 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

Again, you're positioning yourself as a firm that cares about the county in which it conducts business. Also, if you choose, you can gather a group of runners from among your staff and cover their registrations. That's an action that is win-win: promoting healthy lifestyles 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 for a long time beyond the April 23 event.



BENEFITS	PLATINUM \$5,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500	EXPO \$250
High-profile table on race day, from which you may display and distribute: <ul style="list-style-type: none"> <li>• Company Information</li> <li>• Marketing Materials</li> <li>• Product Samples</li> <li>• Branded Giveaways</li> </ul>	X	X	X	X	X
Company Logo on: <ul style="list-style-type: none"> <li>• revolutionaryrun.org website</li> <li>• Promotional Materials</li> <li>• Race t-shirts*</li> </ul>	X	X	X	X	
Sponsor Acknowledgement: <ul style="list-style-type: none"> <li>• Display board in expo area</li> </ul>	X	X	X	X	
Banner on race course at finish line**	X	X	X		
Recognition on Donor Wall located in VFNHP Visitor Center	X	X	X		
Media Recognition and logo in: <ul style="list-style-type: none"> <li>• Rev Run Press Releases (as appropriate)</li> <li>• Valley Forge Tourism &amp; Convention Board e-newsletter</li> <li>• Feature story in Valley Forge Park Alliance e-News</li> </ul>	X	X			
10 complimentary race registrations	X	X (5 registrations)			
Premier Partner to the Valley Forge Park Alliance with extended benefits for employees, clients and guests	X				

\* T-SHIRT PLACEMENT OF ALL LOGOS IS SUBJECT TO ADHERENCE TO PRODUCTION DEADLINES. SIZE OF LOGO DETERMINED BY LEVEL OF SPONSORSHIP.

\*\* ALL BANNERS ARE TO BE PROVIDED BY SPONSORS



**VALLEY FORGE**  
TOURISM & CONVENTION BOARD



**VALLEY FORGE**  
PARK ALLIANCE

1777 - 1778

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## SPONSORSHIP FORM

### MAKE A CONTRIBUTION OF HISTORICAL PROPORTIONS

The dollars or in-kind donations you make to the April 23, 2017 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](http://revolutionaryrun.org)



Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Sponsorship Level: \_\_\_\_\_  
Amount Enclosed: \_\_\_\_\_

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

**DEADLINE FOR PAYMENT IS APRIL 3, 2017.**

Mail form and check payable to:

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



**VALLEY FORGE**  
TOURISM & CONVENTION BOARD

#### QUESTIONS?

Contact Kirsten Tallman at 610-783-1031 or [tallman@valleyforge.org](mailto:tallman@valleyforge.org)