

HARLEM 1 MILE R

Sponsorship Opportunities

Run for fun! Run for fitness! Run for family! Run for fathers on father's day! Be part of this Harlem event that is certain to impact change in people's lives!

Event Description

The Harlem 1 Miler will be an out and back race on June 16, on Randall's Island. This event is the first of its kind in Harlem and seeks to achieve the following; 1) promote fitness in Harlem 2) promote a sense of community, and 3) raise awareness around HIV/AIDS treatment and the social services available.

Date: Sunday, June 16th.

Time: 9:00 AM- 12:00 PM

Benefit to the sponsors

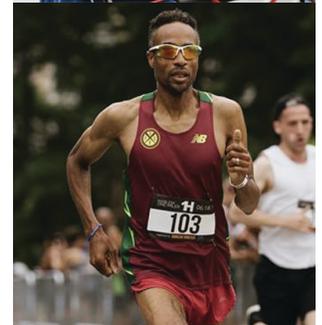
This event is accessible to almost every member of our community and is an opportunity for people to give back to the community while networking and socializing with others in the neighborhood. Participation has grown each year since its creation in 2015, and this year, we expect more than 500 participants. 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.

About Harlem United

For more than 30 years, Harlem United has served as a beacon of hope, providing comprehensive health care, housing and support services to underserved individuals and families in Harlem and beyond. Today, as a leader in building stronger communities, Harlem United continues with our unwavering commitment to meet and exceed the ever-changing needs of our clients. www.harlemunited.org

About Harlem Run

Established in November 2013, Harlem Run is a transformative movement of trendsetters, fitness experts, and community organizers that create an authentic experience around a healthy lifestyle. Our mission is to empower urban communities to get fit. For more information of Harlem Run, please visit: www.harlemrun.com.



Sponsorship Opportunities

Gold Sponsorship - \$5,000 (1 sponsor)

- + First mention, Event title to read: Harlem One Miler presented by: [Your Brand]
- + Category exclusivity for 2019
- + Company name and logo incorporated as 'presented by' name for all advertising and promotional purposes, including all print & web advertising, radio & TV spots or interviews, posters/postcards and step & repeat.
- + Premium logo placement on race website, social media, printed promotional materials, t-shirt*, and at all race related events
- + Recognition in event press release and media mentions
- + Display of corporate logo on race day
- + Sponsor listing on Harlem Run and Harlem United websites for length of one year and in annual report
- + Photo opportunity at the event
- + On stage pre and post-race acknowledgement
- + Reserved promotional table for the duration of the event
- + PLUS all features of the lower sponsorship levels

T-Shirt Sponsor* - \$2,500 (2 sponsors with category exclusivity)

- + Logo placement on the back of all race shirts
- + Sponsor listing on Harlem Run and Harlem United websites for length of one year and in annual report
- + Premium logo placement on race website, social media, printed promotional materials*, and at all race related events
- + Recognition in event press release and media mentions
- + Premium placement on all signage
- + Opportunity for a digital coupon, or special offer to all participants
- + On stage pre and post-race acknowledgement

Custom named event section (ex: the Subway Start Line) \$1,000 (2 sponsors)

- + Signage and social media will include the sponsor's name and logo

Sponsor 1 - Recovery Zone

This includes the finisher's medals, water and food station and step and repeat

Sponsor 2 - Kid's Zone

This space will have children's activities lasting from 9 AM until 11:15 AM (when the family walk begins to line up)



Photography sponsor - \$1,000

- + Company logo will appear on all race photos taken at the race

Swag Bag Sponsorship - \$500

- + Place an item in our race bag to be seen by each participant
- + Sponsor listing on Harlem Run and Harlem United websites and in pre/post event social media

Pre-race Sponsor - \$500 plus a food/drink/ discount to all registered runners (2 businesses)

- + Host packet pick up on Friday evening OR Saturday afternoon
- + An electronic special event invitation will be created and publicized encouraging the community at large to attend, regardless of race participation
- + Inclusion on race registration page and website leading up to the event
- + Sponsor listing on Harlem Run and Harlem United websites and in pre/post event social media

After Party Sponsor - Provide a food/drink item for all registered runners

- + The official post-race snack/drink for consumption
- + A special electronic event invitation will be created and publicized encouraging the community at large to stay after the race for a post-race picnic
- + Inclusion on race registration page and website leading up to the event
- + On stage pre and post-race acknowledgement
- + Sponsor listing on Harlem Run and Harlem United websites and in pre/post event social media

Sponsor Runners \$15 - \$500 (specify the amount)

Please consider a donation that will allow under served members of our Harlem community, including children and clients of Harlem United, an opportunity to participate in the #Harlem1Miler.

** This is only available prior to creation of the product*

For More Information, contact

Info@harlem1miler.com



Harlem Run Fact Sheet

Established in November 2013, Harlem Run is a transformative movement of trendsetters, fitness experts, and community organizers that create an authentic experience around a healthy lifestyle. Our mission is to empower urban communities to get fit.

Website:

59,549 visits since 2014

125,260 visits since 2014

Instagram: Followers = 11,165

Twitter: Followers = 1,666

Facebook:

Page Likes = 4,521

Demographics:

Women = 66%; Men = 32%

Ages 25-34 = 36%; Ages 35-44 = 34%

Reviews = 110 w/ 4.9 Star Rating

Harlem Run leadership has been featured in/on

- + MSNBC
- + The Huffington Post
- + NY1
- + Runner's World
- + ABC
- + NBC
- + PBS
- + ESPNw
- + Vogue



Harlem United Fact Sheet

For more than 30 years, Harlem United has served as a beacon of hope, providing comprehensive health care, housing and support services to underserved individuals and families in Harlem and beyond. Today, as a leader in building stronger communities, Harlem United continues with our unwavering commitment to meet and exceed the ever changing needs of our clients.

Local Leader:

One of the largest providers of housing for homeless New Yorkers, giving a home to over 750 individuals and families. Each year we serve more than 50,000 hot meals to those affected by HIV/AIDS. Operating out of 9 sites and 2 mobile units which go to three boroughs, Harlem United provides comprehensive care to tens of thousands of New Yorkers each year.

National Expert:

Harlem United has been featured in/on

- + The Huffington Post
- + BuzzFeed
- + The Body
- + poz.com
- + ABC7
- + New York 1
- + Rolling Stone
- + NBC

Our critically-acclaimed "Swallow This" PrEP education campaign was seen by over 1 million people throughout New York City and has been licensed in a growing number of cities around the country.

Website:

78,000 average annual visits
175,000 average annual page views

Newsletter Subscribers: 3,510

Instagram: Followers = 1379

Twitter: Followers = 1,679

Facebook: Page Likes = 2,814