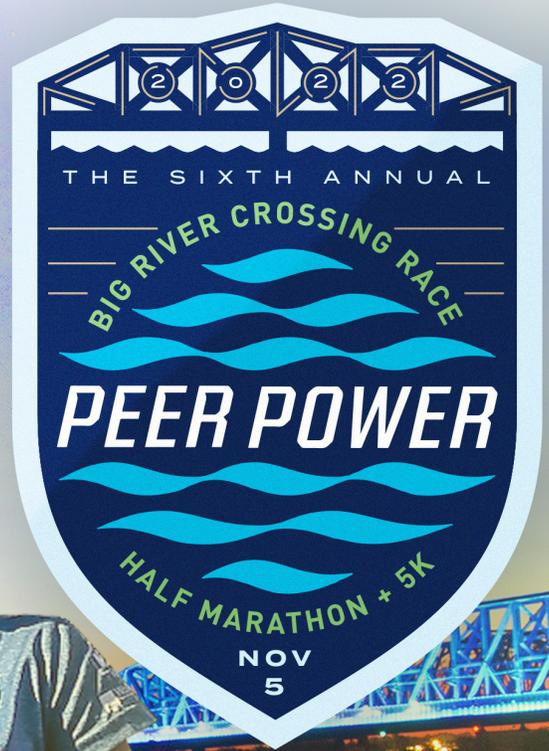




*Good Race.
Good Run.
Good Reason.*



2022 SPONSORSHIP OPPORTUNITIES

INSPIRE

EMPOWER



Charles McVean, Founder

ONE RACE. TWO STATES.

SATURDAY / NOVEMBER 5 / 2022

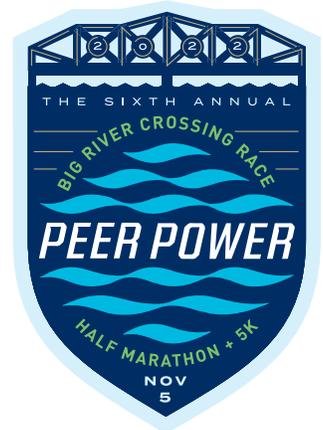
RACE ACROSS THE RIVER

01

GOOD RACE

On November 5, 2022, The Peer Power Foundation will present its 6th annual Big River Crossing Race. The half-marathon and 5K is an interstate trek across the Mississippi River's longest public pedestrian bridge.

In partnership with the Memphis Runners Track Club (MRTC), the Peer Power Big River Crossing Race is featured in their Road Race Series. With an estimated 1,000 additional runners incorporated from MRTC, the 2022 race will be our biggest event to date.



GOOD RUN Starting at Channel 3 Drive, the half-marathon course takes runners over the Big River Crossing bridge, through the Big River Trail on the Arkansas flood plain and along Dacus Lake. The event also includes a 5K across the bridge with inspiring views of downtown Memphis and the Mississippi River.

The 6th Annual Peer Power Big River Crossing Race supports Peer Power Foundation's mission to inspire and empower student success through a peer-to-peer tutoring and mentoring model. Your sponsorship will create a public connection with this unique event and the transformative work it supports.



THE GOOD REASON



Charles McVean, Founder

Peer Power Foundation is a **youth development** organization that seeks to close equity gaps that exist within the public education system. Since 2004, we have created opportunities for

Memphis students to grow into productive adults who contribute to the city and nation in accordance with their passion.

In 2015, Peer Power Foundation created the “**Memphis Model**” in partnership with Memphis- Shelby County Schools (MSCS) and University of Memphis. The program employs more than 150 University of Memphis tutors called “**Success Coaches**” who are trained and placed within high school classrooms. This unique configuration reduces the student-to-adult ratio from about 30-to-1 down to roughly 10-to-1. **Success Coaches are paid, earn college credit, gain professional experience and help MSCS students, while classroom teachers experience higher job satisfaction and retention.**

We also hire and train 11th and 12th grade students to tutor students in lower grades, helping to close literacy gaps during crucial academic development stages.

PEER POWER FACTS

THE SECOND
LARGEST

*employer of University
of Memphis students
only behind the
University itself*

SURPASSED

1.5M

*hours of tutoring and
mentoring since founding*

84%

*of Success Coaches
completed graduation
requirements at the
University of Memphis,
a higher rate than the
U of M honors college*

SERVES

13,000

students everyday

MORE THAN

75

*Success Coaches
have begun careers
in education as teachers,
guidance counselors,
or administrators*

ACT Prep University Students

QUALIFIED FOR

**MORE
THAN
\$5M**

in TN Hope scholarships



SAVE THE DATE

Fieldaze is a three-day outdoor festival in downtown Memphis with activities for everyone.

FEATURING

THE PEER POWER BIG RIVER CROSSING RACE

20, 26, & 32 MILE GRAVEL GRINDER BIKE RACE

2 MILE KAYAK RACE

LEARN MORE AT MEMPHISADVENTURES.COM/FIELDAZE

TITLE SPONSOR | \$35,000 (EXCLUSIVE)

As title sponsor, your organization will have the first and strongest affiliation with this exciting event and the transformative work it supports.

Sponsor Benefits:

- **Provides one semester of classroom support for 5 local public high school teachers**
- Company incorporation into primary race logo
- Company logo inclusion in the following:
 - › Official Half-Marathon + 5K race shirts
 - › Half-Marathon finisher medals
 - › Runner bibs
 - › Race website, Peer Power website and Big River Crossing website
 - › All Peer Power database email marketing including more than 3,500 subscribers to date
 - › All collateral including posters and flyers
 - › Start2Finish and Memphis Runners Track Club email and social media marketing
 - › BRX on Facebook and Instagram video ads
- Brand recognition in pre- and post-race public relations features
- Social media shout-outs on both Peer Power and Big River Crossing Facebook channels, which comprise 10,000+ followers to date
- Race registration discount codes and free registration for your race team (up to 50 runners)
- Opportunity for branded tents to be displayed at event
- Race day booth and product placement opportunities
- Speaking opportunity at start of race
- Exclusivity from industry competition, if desired
- First right of refusal for sponsorship at the same price in 2023

PRESENTING SPONSOR | \$25,000 (4 AVAILABLE)

Sponsor Benefits:

- **Covers costs for 50 students to receive one round of ACT Prep University, a 6-week ACT test preparatory programming for high school students**
- Company logo inclusion in the following:
 - › Official Half-Marathon + 5K race shirts
 - › Race website
 - › All collateral including posters and flyers
- Brand recognition in pre- and post-race public relations features
- Social media shout-outs on both Peer Power and Big River Crossing Facebook channels, which comprise 10,000+ followers to date
- Race registration discount codes and free registration for your race team (up to 25 runners)
- Race day booth and product placement opportunities
- Speaking opportunity during awards ceremony

ADVANCING SPONSOR | \$15,000

Sponsor Benefits:

- **Provides 400 hours of tutoring for local public high school students**
- Company logo inclusion in the following:
 - › Official Half-Marathon + 5K race shirts
 - › Race website
 - › All collateral including posters and flyers
- Brand recognition in pre- and post-race public relations features
- Social media shout-outs on both Peer Power and Big River Crossing Facebook channels, which comprise 10,000+ followers to date
- Race registration discount codes and free registration for your race team (up to 15 runners)
- Race day booth and product placement opportunities

CONTRIBUTING SPONSOR | \$10,000

Sponsor Benefits:

- **Covers training materials for 150 Peer Power tutors**
- Company logo inclusion in the following:
 - › Official Half-Marathon + 5K race shirts
 - › Race website
- Social media shout-outs on both Peer Power and Big River Crossing Facebook channels, which comprise 10,000+ followers to date
- Race registration discount codes and free registration for your race team (up to 10 runners)

RACE PARTNER | \$5,000

Sponsor Benefits:

- **Funds tutoring and mentoring programs that help local high school students:**
Improve academically • Graduate • Achieve post-secondary opportunities
- Company logo inclusion in the following:
 - › Official Half-Marathon + 5K race shirts
 - › Race website
- Race registration discount codes and free registration for your race team (up to 5 runners)

BRIDGE SPONSOR | \$3,500

Sponsor Benefits:

- **Funds 1-week summer exposure, tutoring and mentoring program that helps local high school students**
- Company logo inclusion in the following:
 - › Official Half-Marathon + 5K race shirts
 - › Race website
 - › Race registration discount codes and free registration for your race team (up to 3 runners)

START-LINE SPONSOR | \$2,500

Sponsor Benefits:

- **Funds tutoring and mentoring programs**
- Company logo inclusion in the following:
 - › Exclusively on the start banner
 - › Race website
 - › Race registration discount codes and free registration for your race team (up to 5 runners)

FINISH-LINE SPONSOR | \$2,500

Sponsor Benefits:

- **Funds tutoring and mentoring programs**
- Company logo inclusion in the following:
 - › Exclusively on the finish banner
 - › Race website
 - › Race registration discount codes and free registration for your race team (up to 5 runners)

STAGE SPONSOR | \$1,500

Sponsor Benefits:

- **Funds tutoring and mentoring programs**
- Company logo inclusion in the following:
 - › Race stage
 - › Race website
 - › 3 free registrations



SPONSORSHIPS *ARE COMPLETELY CUSTOMIZABLE*

07



Sponsorships are a major part of what makes it possible for us to put on this event every year.
Please contact us about customizing your package to reach your clients.

GET IN TOUCH TODAY TO BE PART OF THIS HISTORIC EVENT:

Cortney Richardson, CEO, Peer Power Foundation

cortneyinspires@peerpowerfoundation.org

901-734-4311

OR

Gabi Xa

gabi.xa@peerpowerfoundation.org

SHIRT DESIGNS

08

SPONSOR LOGOS WILL BE PRINTED IN ONE COLOR ON THE BACK OF HALF-MARATHON AND 5K SHIRTS



TSHIRT FOR 5K
PARTICIPANTS
ADULT AND
YOUTH SIZES



LONG-SLEEVE DRI FIT SHIRT
FOR HALF-MARATHON
PARTICIPANTS

CUSTOM
NECK RIBBON

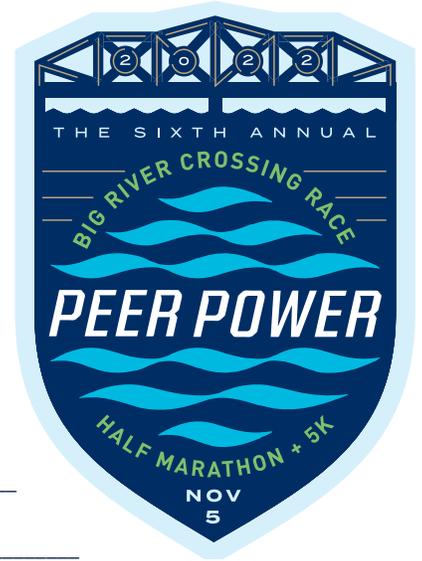


CUSTOM
MEDAL



THANK YOU

FOR SUPPORTING THE PEER POWER BIG RIVER CROSSING HALF-MARATHON + 5K RACE



Name: _____

Company: _____

Level of Commitment:

- Title Sponsor - \$35,000
- Presenting Sponsor - \$25,000
- Advancing Sponsor - \$15,000
- Contributing Sponsor - \$10,000
- Race Partner - \$5,000
- Bridge Sponsor- \$3,500
- Start-Line Sponsor - \$2,500
- Finish-Line Sponsor - \$2,500
- Stage Sponsor - \$1,500
- Other: _____

For additional information or questions,
please reach out to:

CORTNEY RICHARDSON | CEO, Peer Power Foundation
cortneyinspires@peerpowerfoundation.org
901-734-4311

GABI XA | Director of Organizational Development
gabi.xa@peerpowerfoundation.org

For further coordination of benefits, please contact:

Name: _____

Email: _____ Phone: _____

Your sponsorship is tax-deductible to the extent allowed by law. If applicable, please send your logo for inclusion in materials in high-res vector art .eps files or .pdfs to **Cortney Richardson at cortneyinspires@peerpowerfoundation.org**.

Make checks payable to:

Peer Power Foundation
P.O. BOX 111249
Memphis, Tennessee 38111