

SPONSORSHIP OPPORTUNITIES



Charles McVean, Founder



REGIONS

THE 7TH ANNUAL PEER

POWER

BRX

RACE

11
04
23

This year marks Lucky Number 7 and this race is beating the odds.

GOOD RACE

On November 4, 2023, The Peer Power Foundation will present its 7th 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 2023 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 10K across the bridge with inspiring views of downtown Memphis and the Mississippi River and a 1-mile walk/run.

The 7th 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



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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

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 + 10k race + 1 mile 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 + 10k race + 1 mile 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 + 10k race + 1 mile 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 + 10k race + 1 mile 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 + 10k race + 1 mile 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 + 10k race + 1 mile 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 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

Andrew Paslay

andrew.paslay@peerpowerfoundation.org



THANK YOU FOR YOUR SUPPORT

**OF THE 2023 PEER POWER BRX HALF MARATHON,
10K, + 1 MILE WALK/RUN**



Charles McVean, Founder

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

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