



# 2024 PEER POWER

# BRUN

MEMPHIS HALF MARATHON • 10K  
NOV 2ND 5K • 1-MILE RUN/WALK



BENEFITTING



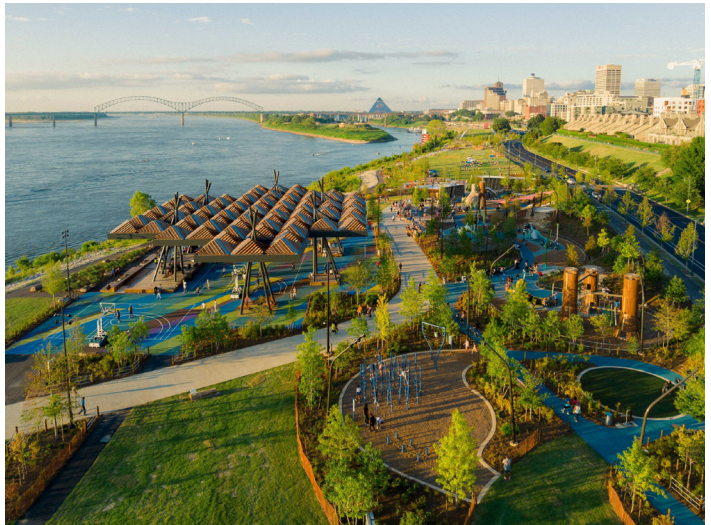


GREAT RACE. GREAT CAUSE.

On November 2, 2024, the Peer Power Foundation will present its 8th annual Big River Crossing Race. The half-marathon and 10K are interstate treks across the Mississippi River’s longest public pedestrian bridge. This year’s event will also feature a 5K plus a fun 1-mile family walk/run from Martyrs Park through the New Tom Lee Park and back.



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 2024 race will be our biggest event to date.



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 as well as a 5K run and a 1-mile walk/run through the new Tom Lee Park.

**The 8th 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.



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.**

THE SECOND  
**LARGEST**  
*employer of University of Memphis students only behind the University itself*

**84%**  
*of Success Coaches completed graduation requirements at the U of M, a higher rate than the University's honors college*

SURPASSED  
**1.5M**  
*hours of tutoring and mentoring since founding*

ACT PREP UNIVERSITY STUDENTS QUALIFIED FOR  
**OVER \$5M**  
*in TN hope scholarships*

OUR PARTNERS



**WORKFORCE DEVELOPMENT**

Peer Power is committed to empowering youth by providing access to exceptional workforce development opportunities. Our Workforce Cohort program equips students with the skills and resources necessary to embark on rewarding non-traditional career paths. Furthermore, our partnership with YEP, Tennessee's Youth Employment Program, allows us to connect ambitious young adults with diverse employers across Memphis. These initiatives are just a glimpse into our comprehensive efforts to serve and support the city's youth, ensuring they have the tools to thrive in their chosen professions.



Over 350 of Memphis' Youth will have employment at numerous businesses all across Memphis this summer through our Earn and Learn Program sponsored by YEP.

# PEER POWER SCHOOLS REPORT CARD AND PROGRESS REPORT

Source: Tennessee Department of Education 2022-2023 TVAAS & Letter Grade Report

EAST HIGH	A
UNIVERSITY MIDDLE	A
UNIVERSITY HIGH	A
WHITEHAVEN HIGH	B
WHITE STATION HIGH	A



Charles McVean, Founder

★★★★★

**BOOKER T. WASHINGTON**

Level 5- Algebra I and Algebra II

★★★

**CENTRAL HIGH**

Level 1 to Level 3- Algebra I, Algebra II and Geometry

★★★★★

**CORDOVA HIGH**

Level 1 to Level 5 - Algebra 1

★★★★★

**DOUGLASS HIGH**

Level 1 to Level 5 - Algebra I and English II

★★★

**MELROSE HIGH**

Level 1 to Level 3 in English II

★★

**KINGSBURY HIGH**

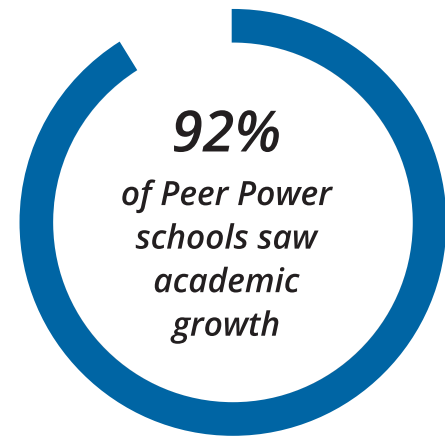
Moved two levels in English I and II

★★★★★

**RALEIGH EGYPT HIGH**

Level 1 to Level 5- Algebra I and Geometry

9% INCREASE IN ACT 



BOOKER T. WASHINGTON



RIDGEWAY HIGH



**50.6%** of seniors increased ACT Scores



**32%** increase ACT scores by 3 points



**100%** of seniors applied to college





## 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 race shirts
  - › Half-Marathon finisher medals
  - › Runner bibs
  - › Race website, Peer Power 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 Peer Power's channels
- 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
- First right of refusal for sponsorship at the same price in 2025

## 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 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 Peer Power's channels
- Race registration discount codes and free registration for your race team (up to 40 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 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 Peer Power's channels
- Race registration discount codes and free registration for your race team (up to 30 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 race shirts
  - › Race website
- Social media shout-outs on Peer Power's channels
- Race registration discount codes and free registration for your race team (up to 20 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 race shirts
  - › Race website
- Race registration discount codes and free registration for your race team (up to 10 runners)





**WORKFORCE DEVELOPMENT SPONSOR | \$4,000**

**Sponsor a workforce development cohort**

- social media post
- website post
- 2 tickets to the sponsor party
- 2 free race registrations
- opportunity to meet with and take photo with team
- logo on shirt

**Your contribution helps with:**

- Cohort Certification \$5,000
- Social Emotional Support, Anger Management, and Conflict Resolution \$3,500 (weekly)
- Transportation to Worksites \$2,500
- Incentives for encouragement with achievements along the way \$1,000
- Food for a day \$500





## TEAM SPONSOR | \$4,000

### Sponsor a team from 1 of Peer Power schools

- social media post
- website post
- 2 tickets to the sponsor party
- 2 free race registrations
- opportunity to meet with and take photo with team
- logo on shirt







## 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 race shirts
  - › Race website
  - › Race registration discount codes and free registration for your race team (up to 5 runners)

## START-LINE SPONSOR | \$2,500

### Sponsor Benefits:

- **Funds tutoring and mentoring programs**
- Company logo inclusion in the following:
  - › Logo on the start banner
  - › Race registration discount codes and free registration for your race team (up to 3 runners)

## FINISH-LINE SPONSOR | \$2,500

### Sponsor Benefits:

- **Funds tutoring and mentoring programs**
- Company logo inclusion in the following:
  - › Logo on the finish banner
  - › Race registration discount codes and free registration for your race team (up to 3 runners)

## STAGE SPONSOR | \$1,500

### Sponsor Benefits:

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

## IN KIND DONATIONS

There are several opportunities for in-kind donations. We welcome your support.



**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](mailto:cortneyinspires@peerpowerfoundation.org)

901-734-4311

OR

**Andrew Paslay**

[andrew.paslay@peerpowerfoundation.org](mailto:andrew.paslay@peerpowerfoundation.org)



# RACE MEDAL AND SHIRT

FOR 10K, 5K, AND 1-MILE WALK/RUN PARTICIPANTS



FOR HALF MARATHON PARTICIPANTS





# THANK YOU FOR YOUR SUPPORT

**OF THE 2024 PEER POWER BRX HALF MARATHON,  
10K, 5K, 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
- Workforce Development Sponsor - \$5,000
- Team Sponsor - \$4,000
- Bridge Sponsor- \$3,500
- Start-Line Sponsor - \$2,500
- Finish-Line Sponsor - \$2,500
- Stage Sponsor - \$1,500
- In Kind/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 **Andrew Paslay** at **andrew@peerpowerfoundation.org**.

Make checks payable to:

**Peer Power Foundation**  
850 Ridge Lake Blvd.  
Suite 1  
Memphis, Tennessee 38120