



HOSTS



HALF MARATHON • 10K • 5K • 1-MILE WALK/RUN

NOVEMBER 15, 2025



THE 2025 PEER POWER BIG RIVER CROSSING RACE IS PRESENTED BY



RACE ACROSS THE RIVER



PEER POWER

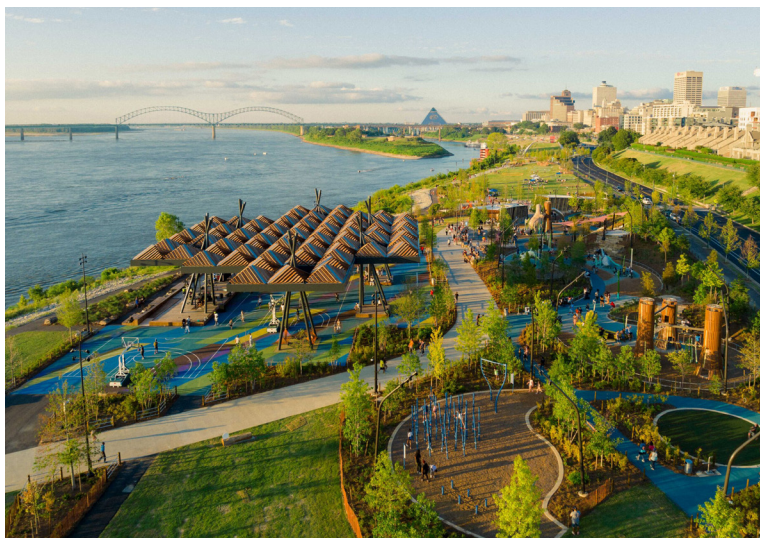


NOV 15 2025

GREAT RACE. GREAT CAUSE. GREAT PARTNERS.

On November 15, 2025, the Peer Power Foundation will present its 9th 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 2025 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 9th 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.

REGISTER AT [PEERPOWERFOUNDATION.ORG/BRX](https://peerpowerfoundation.org/brx)

PEER POWER'S IMPACT



PEER POWER SERVES OVER 10,000 STUDENTS ACROSS 8 SCHOOLS DAILY

Established in 2004, the Peer Power Foundation is a nonprofit organization dedicated to enhancing student success through a peer-to-peer tutoring and mentoring model.

By recruiting and training high-performing college students, known as Success Coaches, Peer Power provides in-classroom support to high school students. This innovative approach has led to significant improvements in academic performance, including an average ACT score increase of 3.2 points among participants and a major increase in Memphis' Workforce Development.

**AWARDED DESIGN CHALLENGE GRANT
FROM JOHNS HOPKINS UNIVERSITY'S
PATHWAYS TO ADULT SUCCESS PROGRAM**



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
2,000,000

*hours of tutoring
and mentoring since
founding*

ACT PREP UNIVERSITY
AVERAGE INCREASE OF
3.2 POINTS

*on the ACT and nearly \$1M
in TN HOPE scholarships
earned annually*

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.*

TITLE SPONSOR



Serving as title sponsor of the Big River Crossing Race for four consecutive years, Regions Bank is proud to work hand-in-hand with Peer Power Foundation to help drive educational success across Memphis.

Learn more at regions.com/personal-banking

Regions' investment and commitment directly supports Peer Power's mission to support and empower youth through high-quality, life-enhancing tutoring and mentoring services yielding significant outcomes:



- Recruitment and training of Peer Power Success Coaches.
- Elevated self-confidence and self-esteem among program participants.
- Improved academic performance and graduation rates.



PRESENTING SPONSOR | \$25,000 (EACH RACE)

Sponsor Benefits:

- **Will help implement Workforce Development initiatives into our core model at Peer Power schools providing pathways to success for all students, regardless of their desired future.**
- 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

B E C O M E A S P O N S O R



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:

- **Help's provide resources for First Gen Friday Program**
- 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)

START/FINISH-LINE SPONSOR | \$2,500

Sponsor Benefits:

- **Provides Learning Camp Access for 25 students**
- Company logo inclusion in the following:
 - › Logo on the start banner
 - › Official race shirts
 - › Race website
- Race registration discount codes and free registration for your race team (up to 3 runners)



B E C O M E A S P O N S O R



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

OR

Marlon Ross

marlon@peerpowerfoundation.org | 901.517.1193

B E C O M E A S P O N S O R

RACE MEDAL AND SHIRT





THANK YOU FOR YOUR SUPPORT

OF THE 2025 PEER POWER BRX HALF MARATHON,
10K, 5K, 1-MILE WALK/RUN

Name: _____

Company: _____

Level of Commitment:

☐ Presenting Sponsor - \$25,000

☐ Advancing Sponsor - \$15,000

☐ Contributing Sponsor - \$10,000

☐ Race Partner - \$5,000

☐ Start/Finish-Line Sponsor - \$2,500

☐ In Kind/Other: _____

For additional information or questions,
please reach out to:

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

Make checks payable to:

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

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.