

2018 LEPRECHAUN RUN  
SPONSORSHIP BENEFITS



***Special Olympics***  
Pennsylvania





# MLK Drive

## Saturday, March 10

The Leprechaun Run is one of Philadelphia's oldest traditions. One of the first races of the season, the Leprechaun Run originally offered a 5-Mile Race and 2-Mile Fun Run/Walk. In 2017, the Leprechaun Run expanded to include a Lucky 7-Mile Race in addition to the other two distances. The Leprechaun Run is an event to raise funds and awareness for Special Olympics Pennsylvania's Philadelphia local program (SOPA-Philadelphia).

Funds raised from the Leprechaun Run support operating costs for nearly 1,000 athletes that participate in Special Olympics activities across the city of Brotherly Love. Special Olympics PA holds more than 250 competitions and training events each year. All training and competition opportunities are provided **free of charge** to the athletes and their families, enabling everyone to experience the benefits of Special Olympics that extend well beyond the playing field.

Join us for one of Philadelphia's oldest traditions!

## SPECIAL OLYMPICS PENNSYLVANIA'S MISSION

To provide year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community.



# LEPRECHAN RUN

## MEDIA AND COMMUNICATIONS

### SOCIAL MEDIA STATISTICS

#### Facebook

Special Olympics Pennsylvania



**9,207**  
FOLLOWERS

Special Olympics PA - Philly



**1,235**  
FOLLOWERS

#### Twitter

Special Olympics Pennsylvania



**1,728**  
FOLLOWERS

Special Olympics PA - Philly



**2,428**  
FOLLOWERS

### 2017 CAMPAIGN REACH

**20,000 +**



### MEDIA SPONSORS



**cbsphilly.com**



## PRESENTING SPONSOR \$10,000 PACKAGE INCLUDES:

- Exclusive Presenting Sponsor of the 2018 Leprechaun Run
- Full promotional rights, including license to use Leprechaun Run logo and SOPA marks
- Recognition as Presenting Sponsor in all pre and post-event press releases
- Inclusion in all SOPA media coverage from television, newspaper, radio and online partners
- Extensive publicity at race site (banners, product displays, booth, etc) including exclusive opportunity to provide scripted announcements during event
- Opportunity for company representative to speak before the race
- Opportunity for company representative to do a check presentation with SOPA - Philadelphia athletes before the race
- Logo prominently displayed on commemorative 2018 Leprechaun Run shirts, given to all run participants (over 1,000)
- Logo recognition through digital media including:
  - SOPA - Philadelphia newsletter sent to more than 2,000 athletes, coaches, volunteers, and donors
  - Leprechaun Run website ([www.LeprechaunRun.org](http://www.LeprechaunRun.org)) and registration site
  - SOPA - Philadelphia website ([www.SOPAPhilly.org](http://www.SOPAPhilly.org)) for a year
  - SOPA - Philadelphia Twitter (@SOPAPhilly) and Facebook (@SOPAPhiladelphia) - minimum 4 pre and 2 post mentions
- Premier employee volunteer opportunity at the Leprechaun Run or at future SOPA - Philadelphia competition or event
- 150 company representatives invited to run/walk in any race (Lucky 7-Mile Race, Classic 5-Mile Race, 2-Mile Fun Run/Walk)



## RAINBOW SPONSOR \$5,000 (3 AVAILABLE) PACKAGE INCLUDES:

- Sponsor naming opportunity for one of the 3 Events (Lucky 7-Mile Race, Classic 5-Mile Race, 2-Mile Fun Run/Walk)
  - Ex. Lucky 7-Mile Race presented by Business Name
- Recognition in all Leprechaun Run press releases and media alerts
- Opportunity for company representatives to pose for a check presentation with SOPA - Philadelphia athletes before the race
- Publicity at race site (banners, product displays, booths, etc) including company mentions during event and during public address at start of the event
- Logo prominently displayed on commemorative 2018 Leprechaun Run shirts, given to all run participants (over 1,000)
- Logo recognition through digital media including:
  - SOPA - Philadelphia newsletter sent to more than 2,000 athletes, coaches, volunteers, and donors
  - Leprechaun Run website ([www.LeprechaunRun.org](http://www.LeprechaunRun.org)) and registration site
  - SOPA - Philadelphia website ([www.SOPAPhilly.org](http://www.SOPAPhilly.org)) for a year
  - SOPA - Philadelphia Twitter (@SOPAPhilly) and Facebook (@SOPAPhiladelphia) - minimum 2 pre and 1 post mentions
- Optional employee volunteer opportunity on race day or at future SOPA - Philadelphia competition or event
- 75 company representatives invited to run/walk in any race (Lucky 7-Mile Race, Classic 5-Mile Race, 2-Mile Fun Run/Walk)



## FOUR-LEAF CLOVER SPONSOR \$2,500 PACKAGE INCLUDES:

- Publicity at race site (banners, product display, booth, etc) including company mentions during the event
- Logo recognition on commemorative 2018 Leprechaun Run shirts, given to all run participants (over 1,000)
- Logo recognition through digital media including:
  - SOPA - Philadelphia newsletter sent to more than 2,000 athletes, coaches, volunteers, and donors
  - Leprechaun Run website ([www.LeprechaunRun.org](http://www.LeprechaunRun.org)) and registration site
- Logo recognition on commemorative 2018 Leprechaun Run shirts, given to all run participants (over 1,000)
- Optional employee volunteer opportunity on Plunge day or at future SOPA - Philly competition or event
- 50 company representatives invited to run/walk in any race (Lucky 7-Mile Race, Classic 5-Mile Race, 2-Mile Fun Run/Walk)



## GOLD SPONSOR \$1,000 PACKAGE INCLUDES:

- Opportunity to display company banner at event
- Logo recognition on commemorative 2018 Leprechaun Run shirts, given to all run participants (over 1,000)
- Limited digital media recognition through:
  - SOPA - Philadelphia newsletter sent to more than 2,000 athletes, coaches, volunteers, and donors
  - Leprechaun Run website ([www.LeprechaunRun.org](http://www.LeprechaunRun.org))
- 25 company representatives invited to run/walk in any race (Lucky 7-Mile Race, Classic 5-Mile Race, 2-Mile Fun Run/Walk)



## SHAMROCK SPONSOR \$500 PACKAGE INCLUDES:

- Logo recognition on commemorative 2018 Leprechaun Run shirts, given to all run participants (over 1,000)
- Logo recognition on event page ([www.LeprechaunRun.org](http://www.LeprechaunRun.org))
- 10 company representatives invited to run/walk in any race (Lucky 7-Mile Race, Classic 5-Mile Race, 2-Mile Fun Run/Walk)



**Special Olympics**  
Pennsylvania



To customize a sponsorship package  
or learn more about Leprechaun Run opportunities, please  
contact:

**Kristin Craven**  
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610-630-9450 x252 or  
[kcraven@specialolympicspa.org](mailto:kcraven@specialolympicspa.org)

For more information about the Leprechaun Run,  
please visit:

[www.LeprechaunRun.org](http://www.LeprechaunRun.org)

