

2021 VIRTUAL LEPRECHAUN
RUN SPONSORSHIP BENEFITS



Special Olympics
Pennsylvania





Virtual/MLK Drive

Sat, Feb 27 - Sat, Mar 13



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

Special Olympics PA (SOPA)'s mission is 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



15,860
FOLLOWERS

Special Olympics PA - Philly



1,799
FOLLOWERS

Twitter

Special Olympics Pennsylvania



3,118
FOLLOWERS

Special Olympics PA - Philly



2,664
FOLLOWERS

2020 CAMPAIGN REACH

25,000 +



MEDIA SPONSORS



cbsphilly.com



SPONSORSHIP OPPORTUNITIES



	Presenting Sponsor \$10,000	Rainbow Sponsor \$5,000	4-Leaf Clover Sponsor \$2,500	Gold Sponsor \$1,000
Available	1	3	Unlimited	Unlimited
Company name tied to:	Virtual Leprechaun Run	Lucky 7-Mile Race, Classic 5-Mile Race, or 2-Mile Fun Run/Walk		
Full promotional rights, including license to use Leprechaun Run logo & SOPA marks				
Recognition in press releases	All pre- and post- event releases	All pre-releases		
Opportunity for company representative to speak				
Opportunity for check presentation				
Logo placement on t-shirt	front and back			
Logo recognition: digital media				
SOPA Philadelphia Newsletter				
Leprechaun Run Website				
Facebook posts	6 pre event, 1 post event	3 pre event, 1 post event		
Twitter Posts	6 pre event, 2 post event	3 pre event, 1 post event		
Intsagram Posts	6 pre event, 2 post event	3 pre event, 1 post event		
Representatives invited to participate in event	150	75	50	20

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

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For more information about the Leprechaun Run,
please visit:

www.LeprechaunRun.org

