

# FROM PARKS AND RECREATION



*Dear valued partner,*

*At Greensboro Parks and Recreation, we take pride in providing a wide range of exciting, engaging and entertaining programs and special events, beautiful open spaces, and facilities that meet our community's health, wellness, and enrichment needs.*

*One way to do this is supporting the 13th Annual Downtown Greenway Run & Block Party to be held Saturday, October 8, 2022.*

*We need the help of sponsors like you – the individuals, nonprofits, and businesses who make tax deductible, charitable donations to events like this.*

*Thank you for considering a charitable contribution to the 13th Annual Downtown Greenway Run & Block Party. Together we can help make a difference in our community!*

*Thank you,  
Paula Barger  
Development & Engagement Administrator  
City of Greensboro  
Parks and Recreation*



# DOWNTOWN GREENWAY RUN & BLOCK PARTY

*Greensboro Parks and Recreation is committed to enhancing the department's existing assets; expanding offerings by strengthening partnerships and creating transformational programs; and connecting our communities with a vibrant, healthy, and equitable park system.*

## Event Details

*Run & Block Party  
4-8 pm, Saturday, October 8  
Downtown Greenway & LoFi Park  
500 N. Eugene St.*

In its 13th year, the Downtown Greenway Run & Block Party is designed to support the Downtown Greenway and promote health and wellness in our community. The event includes a 4 mile race and a 1 mile fun walk/run, followed by a block party with music, food, and vendors. The run will be held on the Downtown Greenway.

The Downtown Greenway is a planned 4 mile walking and biking trail that encircles downtown Greensboro and serves as a major economic catalyst for the community. It enhances the urban landscape with a green space that promotes fitness, encourages alternative transportation, and provides connectedness and well-being. Extensive public art tells the



community's stories. In addition, as the central hub of the existing and planned trails systems in the city and the county, this loop connects residents from all parts of the community and beyond.

## Your Sponsorship

Being a Downtown Greenway Run & Block Party sponsor provides your organization access to a group of

diverse, local residents.

Your support directly impacts the Downtown Greenway and its users.

You choose your sponsorship level, and we will provide you with recognition in our event marketing or at the event itself. We welcome you to donate, volunteer, and participate!

## 2022 Downtown Greenway Run & Block Party Recognition Levels

	Title - \$7500	Gold - \$4000	Silver - \$2000	Bronze - \$1000
Logo recognition on t-shirts (title sponsor only), posters/ yard signs (title/gold only), event banners/ads (title/gold/silver only), e-newsletters, social media, websites	●	●	●	●
Table and tent at the event (prominent location for title sponsor)	●	●	●	●
Complimentary race entries (10 title, 5 gold, 2 silver, 1 bronze)	●	●	●	●
Mention in press releases and promotion of event	●			
Seat on the Run & Block Party Planning Committee	●			

*Donations may be cash or in-kind. Please contact Paula Barger for full sponsorship details.*

**SPONSOR TODAY! CONTACT US AT 336-373-7601 OR PAULA.BARGER@GREENSBORO-NC.GOV.**