

DOWNTOWN GREENWAY SPONSORSHIP

Become a Downtown Greenway sponsor in time for the 2023 Run & Block Party, and your organization will get benefits during the race, throughout the year, and at our other signature event, Wheels on the Greenway.

Sponsor Benefits

Our sponsors have access to:

100,000+ ANNUAL VISITORS

40,000+ SOCIAL MEDIA FOLLOWERS

2,700+ NEWSLETTER SUBSCRIBERS

1,200+ DIVERSE LOCAL PARTICIPANTS



Signature Events

14th Annual Run & Block Party

3-6 pm, Saturday, September 23
LoFi Park

This beginner-friendly, three-mile race and one-mile walk/run is open to participants of all abilities, fun-focused, family-friendly and welcomes dogs and children. The run ends with a block party with games, music, food trucks, local vendors, and beer for adult participants.

9th Annual Wheels on the Greenway

9 am to 12 noon, Saturday, May 4
Woven Works Park

This free community event encourages people to ride the greenway, and celebrates wheels of all kinds! Festivities will include safety education, bike repair stations, adaptive cycle demos, guided rides, children's activities, and more.

Sponsorship Recognition Levels

	Title - \$10,000	Gold - \$6,000	Silver- \$3,000	Bronze - \$1,500
Logo on Run T-shirt and Signature Event Banners	●	●	●	●
E-Newsletter Spotlight (45% open rate)	4x	3x	2x	1x
Table at Run & Block Party/Wheels on the Greenway	● <i>Both events</i>	● <i>Both events</i>	● <i>Both events</i>	● <i>Pick one event</i>
Social Media Mentions (40K+ followers)	10x	6x	4x	2x
Organization Logo on Downtown Greenway Kiosk	●	●	●	
Program Presented by Your Organization	●	●		
Signature Events Presented by Your Organization	●			

Become a sponsor today!

Contact Paula Barger at 336-373-7601 or paula.barger@greensboro-nc.gov