



**8th Annual Big Brothers Big Sisters of NYC
RBC Race for the Kids
Part of the Nickelodeon Worldwide Day of Play**

Event Summary

“The Big Brothers Big Sisters of NYC RBC Race for the Kids – part of Nickelodeon’s Worldwide Day of Play is a tremendous event that touches thousands of lives by making the gift of mentoring possible for our city’s most vulnerable young people.”—Jon May, Big Brothers Big Sisters of New York City Trustee and Event Chairman

RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play
Executive Summary

For over 108 years, Big Brothers Big Sisters of New York City has provided valuable mentoring services to New York City's youth. Today, our dedicated professional Social Work staff works tirelessly to provide guidance and support to the thousands of children, families and volunteer mentors that we serve. In doing so, we ensure that the mentoring relationships we foster are safe, successful and empowering for both mentor and mentee.

The Big Brothers Big Sisters of NYC RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play is a celebratory day that raises valuable awareness and funds for the critical services provided by Big Brothers Big Sisters of NYC.

- 8th Annual Big Brothers Big Sisters of NYC RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play
 - Saturday, September 29, 2012
 - Riverside Park, New York City
 - 4k fun run/walk
- Over 3,500 registrants
- More than \$835,000 raised to support the agency's mentoring programs
- Nearly \$1 million in media coverage
- 17 sponsors/partners
- Healthy lunches provided by Whole Foods Market
- Pre-Race stretching, post-Race cool down and demonstrations by Crunch fitness instructors
- Nickelodeon entertainment including: a live version of Figure it Out and a musical performance by Rachel Crow
- Nickelodeon activities including: a rock climbing wall, coloring wall, design your own lunch bag, and field activities
- Appearances by Nickelodeon characters: Dora the Explorer and the Teenage Mutant Ninja Turtles

The incredible media coverage the Race received both prior to the event and on Race day allowed the BBBS of NYC message to be spread while featuring our sponsors throughout the New York metro area in the months surrounding the Race.



Event Sponsors

Event sponsors and partners received significant acknowledgement for their participation with logo placement on promotional materials including:

- Captivate Networks :15 second digital Race PSA on 2,711 elevator screens in 246 buildings throughout NYC, New Jersey and Stamford
- Bloomberg Markets Magazine full page ad in October issue
- 4 Daily News ads and editorial
- 24 Email blasts to individuals in our database to promote the Race, including: past participants, Young Professionals Committee, Corporate Partners and Board of Trustees
- 5,000 Save the Date and brochure distributed to potential participants
- Promotional Race brochures, brochure holders and posters
- Race for the Kids website, www.raceforthekids.org
- Start line banner
- Finish line banner
- Sponsor banner at finish line
- Participant and staff T-shirts

In addition to RBC and Nickelodeon, the RBC Race for the Kids part of Nickelodeon's Worldwide Day of Play featured the following partners and sponsors: Verizon, Fox 5, Whole Foods, Crunch, NFL Play 60, USTA, The Daily News, Captivate Networks, ClearChannel, Emmis, WCBS-FM, WBLS-FM, Narrin's, GoGo Squeeze, Zico and BODYARMOR.



Title Sponsor: Royal Bank of Canada

RBC was once again the event's largest and top fundraising team. Nearly 1,000 participants on Team RBC raised over \$370,000 to support BBBS of NYC. Over the past four years as Title Sponsor, RBC has raised more than \$1,310,500.



Four RBC team members were among the top Race finishers

“Supporting and contributing positively to the communities where our employees live and work is a significant part of our corporate culture. As we continue to grow our presence in the New York banking community, it has been inspiring to watch Big Brothers Big Sisters of New York City bring the gift of mentoring to more young people in need each year.”—**Mark Standish, Big Brothers Big Sisters of New York City trustee and President and Co-CEO of RBC Capital Markets**

Presenting Sponsor: Nickelodeon

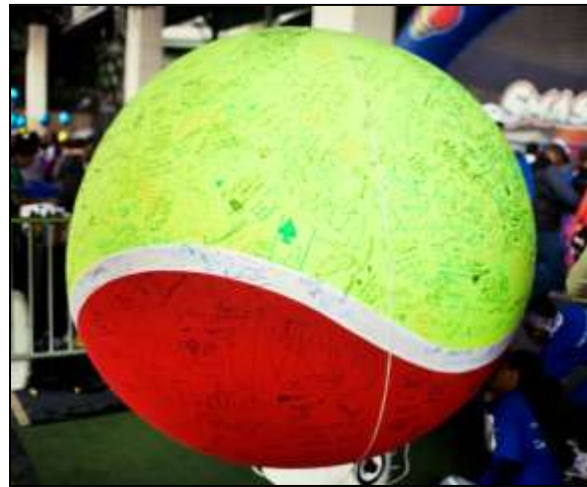
Nickelodeon put on a festival following the race with kids activities, entertainment and performances: a live version of Figure It Out and a performance by Rachel Crow to end the day. The festival was filmed as part of the Nickelodeon Worldwide Day of Play, which took place on October 6, 2012.



“Nickelodeon and Big Brothers Big Sisters of NYC share a common goal of enriching the lives of kids, and The *Big Brothers Big Sisters of NYC RBC Race for the Kids* is a perfect opportunity to work together on an event that encourages kids to lead active and healthy lives.” – **Marva Smalls, Big Brothers Big Sisters of New York City Trustee and Executive Vice President of Public Affairs and Chief of Staff, Nickelodeon Group**



Additional Sponsors and Partners



USTA, featured its SmashZone tennis activity, which encourages youth to engage in tennis.



NFL Play 60 provided activities including football drills and obstacle courses. Participants also challenged themselves on the rock wall and had the opportunity to design their own lunch bags



BBBS of NYC event sponsors NY Daily News and Verizon were featured in the festival area with product sampling, raffles and kids activities.

News Media Sponsor: Fox 5 New York

- PSAs
 - Through a new partnership, Fox 5 New York produced and featured a Race for the Kids PSA featuring meteorologist, Mike Woods
 - Began airing 9/10
 - Media Value: \$250,000



- Tai Hernandez interviews Mark Standish and a BBBS of NYC Match, Eric and Ruben, on Good Day Street Talk
 - Aired 9/22 – 6:00am



Fox 5 NY Mascot, Cemore, posed for pictures, while Mike Woods introduced Crunch fitness instructors to lead the post-Race cool-down

Event Media Coverage

The Race secured the support of major media outlets generating nearly \$1 million in pre-Race promotional support. The event was promoted on all traditional media platforms, including television, radio, print and web.

Advance Coverage

Television

- **NBC New York**
 - BBBS of NYC secured PSAs and promotional spots through a Verizon sponsored ad buy
 - 138 spots
 - 9/10-9/28
 - :15 second Race PSA on NBC NY with voiceover from Matt Lauer ran throughout September
 - :30 second agency PSA featured on NBC NY stations and NJ PATH Trains
 - Media Value: \$461,825
 - **NBC NY Nonstop**
 - Roseanne Colletti interviews Jon May and a match on New York Nightly News
 - Aired 9/27 – 7:45pm
 - Segment featuring Verizon Workplace Bigs – Aired 9/28



Print and Online

- **JackRabbit Sports e-newsletter**
 - Included race information at the beginning of weekly e-newsletter on group runs
 - Blasted to list of 3,500 runners - 9/21
- **The West Side Spirit**
 - “Big Brothers Big Sisters Race in Riverside Park”
 - Ran 9/27 – pg. 4
- **New York Press**
 - “Big Brothers Big Sisters Race in Riverside Park”
 - Ran 9/27 – online
- **New York Family “Weekend Planner”**
 - Included race information in “Weekend Planner” e-newsletter
 - Emailed to readers - 9/27

- **Daily News**

- 4 PSA placements
 - Full Page: 9/16
 - Quarter Pages: 9/23, 9/24, 9/28
- Media Value: \$137,662

- **Captivate Networks**

- :15 second Race PSA featured on 2,776 elevator screens in 256 buildings in New York City, Stamford and New Jersey
- September 10-14
- Media Value: \$49,081



- **Bloomberg**

- RBC Race for the Kids banner ad featured on Bloomberg Terminals, 9/27
- 310,000 Bloomberg Terminal subscribers worldwide

- **Blogs**

- A number of blogs featuring RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play leading up the event

Radio

PSAs ran on local New York stations leading up the RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play.

- **Total Media Value: \$26,640**

- **Clear Channel (Z100, KTU, LiteFM, Q104.3 & Power 105.1) - 9/17-9/29**

- 35 :10 second PSAs & BBBS of NYC logo on station websites
- 20 million weekly listeners
- Media Value: \$5,035

- **CBS Radio (WCBS AM, WCBS FM, WWFS FM, WXRK FM, WFAN AM, WINS AM) - 9/17-9/29**

- 100 :10 second PSAs
- Over 15 million weekly listeners
- Media Value: \$6,896

- **Emmis (Hot 97 & 98.7 KissFM) - 9/17-9/29**

- Web Exposure
- Media Value: \$723

- **WEMP – FM News - 9/17-9/29**

- 50 PSAs

- **WBLS & WLIB - 9/17-9/29**

- 10 :10 second PSAs; 30 :30 second PSAs & BBBS of NYC logo on stations websites
- 578,727 daily listeners
- Media Value: \$13,986

Post-Race Coverage

- **ABC 7**

- Race feature on Morning News
- 9/30—6:45am
- Viewership: 88,545
- Media Value: \$5,257



- **Fox 5**

- Race featured with Hector Batista and Leon Thomas interviews
 - 9/30 – 12:25am
 - Viewership: 129,732
 - Media Value: \$13,670.40 per :30 seconds
- Race feature on Good Day Wake Up with Hector and Leon interviews
 - 10/1 – 5:36am, 7:12am & 9:16am
 - Viewership: 56,188
 - Media Value: \$11,895
- Race mentions on Good Day New York during weather hit
 - 10/1 – 7:12am, 8:00am & 9:16am
 - Viewership: 253,494
 - Media Value: \$18,625



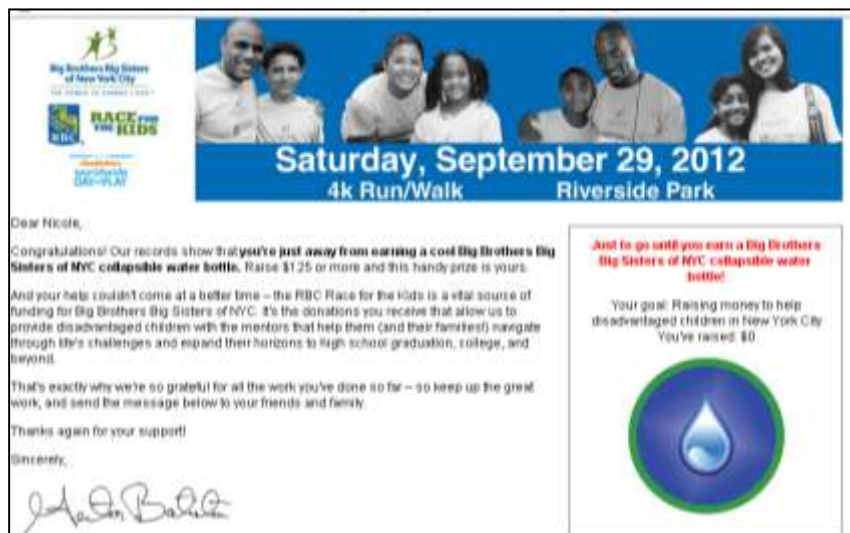
Social Media

- 2,000 BBBS of NYC Facebook likes
- 1,000 BBBS of NYC Twitter followers
- Created Race hashtag (#RaceforKids), which was used and shared by Race attendees
- Steady stream of Tweets with sponsor mentions
- Cross promotion with Crunch Fitness
 - Featured video segments on Youtube, Race for the Kids website, and Facebook with Crunch expert trainers, demonstrating stretches and strength training
 - Resulted in views, likes and re-Tweets by our followers and fans
- Cross promotion with Nickelodeon, featuring their Road to the Worldwide Day of Play posts
- Live Tweets and Facebook updates during event, including photo and video posts



Email Blasts

This year BBBS of NYC partnered M+R Strategic Consultants to develop a comprehensive Race email campaign to include automatic messages, goal updates and fundraising reminders. A total of 24 emails went out to current participant, past participants, agency event attendees, and entire agency email database. An average of 2,800 receipts received each email blasts with an open rate of more than 20%.



Website

www.raceforthekids.org is designed to create a user-friendly interface featuring our event video on the homepage. All eligible sponsors received recognition on the website footer. The website is also used as a tool for personal and team fundraising tracking, featuring a Participant Center toolkit with fundraising updates and copy for solicitation and thank you emails.

The screenshot displays the homepage for the 8th Annual Big Brothers Big Sisters of New York City RBC Race for the Kids. At the top, a banner features a group of diverse children and adults smiling, with the text "Saturday, September 29, 2012" and "4k Run/Walk Riverside Park". Below the banner are four navigation buttons: "SIGN UP", "START OR JOIN A TEAM", "SPONSOR A RUNNER OR TEAM", and "DONATE", along with a "SHARE" button. On the left, a green box shows the fundraising goal of \$1,000,000 and the amount raised, \$821,723. The main content area contains the event title, "Part of the Nickelodeon Worldwide Day of Play", the hashtag #RaceforKids, and the event location: "Saturday, September 29, 2012, Riverside Park at 72nd Street". The footer is a grid of logos for various sponsors, including Verizon, Play60, RBC, Nickelodeon, GoGo Juicez, BodyArmor, Clear Channel, and many others.

The Event In Pictures

Registration Opens



Welcome, Stretching, National Anthem and Race Start



Opening remarks from Jon May, Race Co-Chair and BBBS of NYC Trustee and Mark Standish, Co-CEO of RBC Capital Markets and BBBS of NYC Trustee, followed by fitness instructors from Crunch leading group stretching



Finish Line



Post-Race Lunch



Participants enjoyed a healthy lunch and snacks from Whole Foods Market Upper West Side



BODYARMOR, GoGo Squeez and Zico provided product samples for all festival attendees

Thank you for your support and see you in 2013 for the RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play!



"We're a Big and Little forever."—BBBS of NYC Big Brother