



**Big Brothers Big Sisters  
of New York City**

THE POWER TO CHANGE LIVES™



**RACE FOR  
THE KIDS**

PART OF THE  
**nickelodeon™**  
WORLDWIDE DAY  
**PLAY OF**

September 20, 2014  
Prospect Park | Brooklyn







## *10<sup>th</sup> Annual RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play*

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*September 20, 2014 | Prospect Park, Brooklyn*

- This 5k run/walk attracts nearly 3,500 participants.
- Celebrates the power of mentoring as our Bigs and Littles race alongside their families, community leaders, corporate teams, and agency volunteers
- Since its inception, the event has raised over \$5 million
- Race supporters have included:
  - Royal Bank of Canada
  - Nickelodeon
  - Verizon
  - Fox 5
  - Whole Foods
  - Crunch
  - U.S. Tennis Association
  - NFL Play 60









## *What is the Nickelodeon Worldwide Day of Play?*

**nickelodeon™**

- The day of our race, Nickelodeon features activities in the park with partners including the NFL, MLB and the U.S. Tennis Association.
- Your company will have access to Nickelodeon activities with your sponsorship





## ***10th Annual RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play***

### ***Corporate Race Team Opportunity:***

***\$5,000 corporate sponsorship &  
\$5,000 team fundraising goal***

- Join colleagues for a day of community service and volunteerism
- Encourage employees, friends and family to represent your company at the race
- Funds raised will support mentoring programs for over 3,600 at-risk youth
- Benefits include:
  - Logo placement on official race T-shirts
  - Access to Nickelodeon activities
  - Opportunity to host a sampling station at the post-race activities
  - Team meeting area banner
  - Opportunity to wear corporation's T-shirts, exposing brand to all race participants





## A FEW OF OUR CORPORATE SUPPORTERS

Bloomberg



nickelodeon™



Deutsche Bank 

GARDAWORLD



SONY®



Deloitte.



razorfish™



McKinsey&Company







## SPONSORSHIP OPPORTUNITIES

### *10th Annual RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play*

***Registration &  
Team Meeting Area Sponsor: \$20,000***  
*Also available separately at \$10,000 each*

- Exclusive naming rights of both registration and team meeting areas, where participants check in, featuring prominent company logo
- Mention in race day start program, awards ceremony and announcements
- Invitation to form a corporate race team
- Company logo on race website, e-mail blasts, collateral, onsite signage and t-shirts
- Strategic press and social media campaigns
- Inclusion in BBBS of NYC Newsletter to all agency donors and supporters







*Registration,  
Check-In and  
Photo Area*







## SPONSORSHIP OPPORTUNITIES

### *10th Annual RBC Race for the Kids part of the Nickelodeon Worldwide Day of Play*

***Starting & Finish Lines Sponsor: \$20,000***

*Also available separately at \$10,000 each*

- Exclusive naming rights of both the starting and finish lines, gaining exposure to all participants at beginning and end of race
- Opportunity for company representative at photo finish, holding of the finish line ticker
- Mention in Race Day start program, awards ceremony and announcements
- Invitation to form a corporate race team
- Company logo on Race website, e-mail blasts, collateral, onsite signage and t-shirts
- Strategic press and social media campaigns
- Inclusion in BBBS of NYC Newsletter to all agency donors and supporters





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### *Additional Opportunities*

- ***Gift Cards:*** Other teams may benefit by receiving gift cards as fundraising incentives
- ***Additional naming rights*** are available for the following:
  - Photo Area Sponsor - \$15,000
  - Hydration Station Sponsor - \$15,000
  - Mile Sponsor - \$7,500 for one mile or \$15,000 for both miles





## *About Big Brothers Big Sisters of NYC*

- In existence for 110 years, we are the **first** and NYC's **largest mentoring organization** and the national organization's **flagship agency**.
- We serve over 3,600 youth, ages 7 to 18, in all five NYC boroughs by matching them with a fully screened, caring adult role model 21 years or older.
- Each match relationship is supported by a Master's-level social worker.
- Nearly 100 percent of our youth are from low-income, minority households.







# THANK YOU

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*For more information,  
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