

Supporting Youth - Honoring Legacy

SATURDAY,
SEPTEMBER 26

So We Bo
GATEWAY

5K



SPONSOR PACKET



Supporting Youth - Honoring Legacy

THE RACE / THE COLLABORATION

The SoWeBo Gateway 5k is a collaboration between the Southwest Sports and Fitness Alliance (SSFA) and South Baltimore Gateway Partnership (SBGP).

This year's race honors two major milestones

- 15 years of the Sowebo Landmark 5K
- 10 years of transformative investment by SBGP in South Baltimore and the Middle Branch corridor

These achievements represent a strategic and symbolic alignment of legacy and forward progress.

What began as a neighborhood run has grown into a movement that celebrates health, culture, connection, and the future of Baltimore.

With an expanded course through South Baltimore and Middle Branch Park, participants will experience communities shaped by resilience, investment, and opportunity while supporting programs that strengthen local youth and families.

SOUTH BALTIMORE GATEWAY PARTNERSHIP

Since 2016, SBGP has invested in the vitality of 17 South Baltimore communities, through funding generated by the Local Impact Grants program and Horseshoe Casino.

Their work focuses on:

- Community Development & Revitalization
- Environmental Sustainability
- Health & Wellness

Through partnerships and direct community investment, SBGP has supported projects ranging from neighborhood improvements to major capital initiatives that strengthen quality of life across the District.

For more information, visit: sbgpartnership.org

**SBGP is not an agency of the City of Baltimore or the State of Maryland. It is governed by a Board of Directors comprised primarily of residents of the District and representatives of businesses located in the District.*

SPONSORSHIP OPPORTUNITIES

Monetary and in-kind donations make this event possible. Sponsorship opportunities are available at multiple levels, offering businesses and organizations meaningful community visibility while supporting youth sports, recreation programs, and school-based activities, and scholarships for young athletes in need.

WHY THIS MATTERS FOR SPONSORS

The SoWeBo Gateway 5K offers a unique opportunity to align with:

- Youth sports leagues and recreational programs
- Scholarships for high-level training and sports camps
- Community wellness initiatives
- Safe, active spaces for Baltimore youth and families

CONTRIBUTIONS ARE TAX-DEDUCTIBLE

The Southwest Sports and Fitness Alliance (SSFA), the fiscal agent for the event, is a 501(c) 3 organization. All contributions are tax-deductible. Please make all checks payable to the SSFA. All contributions collected between SSFA and SBGP will be divided equally.

SOUTHWEST SPORTS AND FITNESS ALLIANCE

SSFA was founded to ensure children and youth in Southwest Baltimore have access to sports, recreation, mentorship, and healthy pathways to success. The organization supports community-based athletic and wellness programming while investing in long-term neighborhood impact.

The organization identified the Poppleton Rec Center (PRC), which fell into major disrepair and had remained closed for 20 years, as a project to focus on. Along with the Southwest Partnership, SSFA embarked on a \$3 million fundraising campaign to renovate and reopen the center. The PRC officially reopened for programming serving children, youth, adults, and seniors on June 12, 2026.



PRESENTING SPONSOR
\$15,000

- Opportunity to display your banner on site
- Your name or logo prominently displayed on the SoWeBo Gateway 5k website with a link to your website
- Your logo on 5k marketing materials, including signage, flyers, and postcards.
- Your logo prominently displayed on the race t-shirts
- Recognition in press and online promotions, including press releases and online media outreach, and over PA at the event
- Opportunity to include promotional items at packet pickup



PLATINUM SPONSOR
\$10,000

- Opportunity to display your banner on site
- Your name or logo displayed on the SoWeBo Gateway 5k website with a link to your website
- Your logo on 5k marketing materials, including signage, flyers, and postcards
- Your logo on the race t-shirts
- Recognition in all press and online promotions, including press releases and online media outreach, and over PA at the event
- Opportunity to include promotional items at packet pickup



GOLD SPONSOR
\$5,000

- Your name or logo displayed on the SoWeBo Gateway 5k website with a link to your website
- Your logo on the race t-shirts
- PA system recognition
- Opportunity to include promotional items at packet pickup



SILVER SPONSOR
\$2,500

- Your name or logo displayed on the SoWeBo Gateway 5k website, with a link to your website
- Your logo on the race t-shirts and the Start banner
- PA system recognition



FINISH LINE SPONSOR
\$1,500

- Your banner at the finish line
- Logo on the race t-shirts



**MILE MARKER /
WATER STATION
SPONSOR \$1,000**

- Your name or logo on a mile marker or water station signage



AWARDS SPONSOR
\$500

- Recognition over the Public Address system at the Awards Ceremony

NOTE:

In-Kind Donations Accepted

Your donation of goods or services and your time are of tremendous value to us, because this event is only possible with the gracious contribution of time and energy of all the planners and volunteers.



Supporting Youth - Honoring Legacy

SPONSORSHIP AGREEMENT

My company/organization wishes to become a sponsor of the So•We•Bo Gateway 5K scheduled for September 26, 2026, in Baltimore, Maryland, at the sponsor level indicated below.

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor (\$15,000) | <input type="checkbox"/> Finish Line Sponsor |
| <input type="checkbox"/> Platinum Sponsor (\$10,000) | <input type="checkbox"/> Mile Marker/Water Station Sponsor |
| <input type="checkbox"/> Gold Sponsor | <input type="checkbox"/> T-Shirt Sponsor |
| <input type="checkbox"/> Silver Sponsor | <input type="checkbox"/> Awards Sponsor |

In-Kind Donations Accepted

Your donation of goods or services and your time are of tremendous value to us, because this event is only possible with the gracious contribution of time and energy of all the planners and volunteers.

For more information, contact: trice@sportsfitnessalliance.org

Company/Donor Name (Please print name exactly how it should appear on printed material.)

Primary Contact/Title _____

E-mail Address _____

Address _____

City, State, Zip _____

Phone _____ Alternate Phone _____

As part of this agreement, the race organizer agrees to provide the services outlined in the accompanying list of SPONSORSHIP BENEFITS. Payment for the sponsor level chosen is due within thirty (30) days of the date this AGREEMENT is signed. I further understand that these benefits will not be valid until this agreement is paid in full. As a sponsor, I further agree to provide a final payment check, payable to Southwest Sports and Fitness Alliance (SSFA), 1049 W. Saratoga St., Baltimore, MD 21223, ATTN: SG5K, or pay by credit card via the DONATE button at sportsfitnessalliance.org, and submit a logo in digital form for all promotional materials by **August 28, 2026**.

Signature of Authorized Person _____ Date _____

Please submit vector files for your logo in ai, eps or PDF format to trice@sportsfitnessalliance.org