2023
Wissahickon Trail Classic

SPONSORSHIP OPPORTUNITIES
The Wissahickon Trail Classic was established in 2006 to highlight the Wissahickon Valley Park as one of the best trail running destinations on the East Coast. Back for it’s 14th anniversary after a 3 year hiatus, the Wissahickon Trail Classic will engage hundreds of trail runners throughout the region, providing a unique race experience in Philadelphia's premier park. Benefiting Friends of the Wissahickon, funds raised through the Trail Classic will go directly back into the stewardship of the Wissahickon trail system and watershed.
2023 Wissahickon Trail Classic

Sponsorship of the Wissahickon Trail Classic offers valuable opportunities to engage with thousands of health and fitness enthusiasts. FOW will work with you to develop a customized marketing plan that will reach thousands of spectators, fans, and runners, both in-person and through our highly engaged social network. Want to learn more? Call 215-381-2940 or email marley@fow.org.

$10,000 PRESENTING SPONSOR
- Your logo incorporated into the Trail Classic logo on all marketing materials
- Brand presence throughout the race course and exclusive presence at pre-race packet pickup
- Press release announcing sponsorship
- Brand recognition as a sponsor at 2 additional FOW events in 2023
- Plus all the benefits listed below

$5,000 PATRON SPONSOR
- Brand presence at the race Start/Finish Line
- Brand recognition in FOW’s Newsletter in Wissahickon Magazine
- Custom marketing benefits
- Plus everything at the $1,000 level

$2,500 WATER STATION PARTNER
- Brand presence at one water station along the race course
- Plus everything at the $1,000 level

$1,000 CONTRIBUTING SPONSOR
- Logo inclusion on all race marketing materials, including race shirt
- Tagged posts during race promotion on all FOW social media channels
- Logo inclusion in FOW’s 2023 Annual Report
- Logo and link as a Business Supporter for one year on fow.org
PLEASE INDICATE YOUR LEVEL OF SUPPORT:

- $10,000: PRESENTING SPONSOR (1 AVAILABLE)
- $5,000: PATRON SPONSOR
- $2,500: WATER STATION PARTNER (2 AVAILABLE)
- $1,000: CONTRIBUTING SPONSOR

Custom sponsorship opportunities are available. Contributions or gifts in-kind are welcome. All contributors will be listed in our quarterly newsletter and Annual Report. Please contact Sarah Marley at marley@fow.org to discuss custom sponsorship opportunities.

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HABITAT
 FOw is fostering ecologically diverse and functional habitats in the Wissahickon Valley Park’s forests and watersheds through scientific management principles that respect native flora and fauna.

- Planting over 1,000 native trees and shrubs and removing over 42,000 square feet of invasive plants to restore the forest and make the park a better home for local wildlife.

- Collecting habitat data to identify what lives in the Wissahickon and monitoring changes across the park to inform future habitat restoration projects.

- Removing over 11 tons of trash and recycling annually. Litter removal from the Park serves as a pretreatment of the Wissahickon Creek and improves water quality to meet federal and state water quality standards.

INFRASTRUCTURE
 Strategic capital investment makes the park more accessible and protects its wild beauty and delicate ecosystem.

- Investing nearly $1 million to restore an essential trailhead link and provide an opportunity for meaningful donor recognition through the Valley Green Run Streambank Restoration and Pedestrian Bridge Project.

- Identifying locations for potential bathrooms to increase the park user experience through our Restroom Facilities Master Plan.

- Creating and improving trail networks in a small piece of parkland along Harvey Street, which offers valuable greenspace to Germantown residents and creates a connective opportunity to the main trail system.

ENGAGEMENT
 FOw engages individuals of all ages in the Wissahickon Valley Park through volunteering experiences and educational opportunities.

- Welcoming over 1,000 volunteers annually to help with stewardship work throughout the Wissahickon Valley Park. These volunteers contribute over 11,000 hours each year in service to the health of the park and creek.

- Training volunteer Trail Ambassadors to monitor park trails, provide information and assistance to the public, and offer over 100 educational lectures and walks annually, free of charge within the park.

- Connecting Philadelphia’s public school kindergartners and first graders to Wissahickon Valley Park through the Little Friends of the Wissahickon program, which encourages them to explore and experience the Valley and Creek.
2022 FOW REACH

MEMBERS: 3,050 HOUSEHOLDS

VOLUNTEERS OVER 1,030 VOLUNTEERS IN 2022

Volunteers contributed over 11,000 hours of service in 2022

NEWSLETTER: 6,500 READERSHIP

E-NEWSLETTER: 6,650 E-NEWS EMAILS

EVENTS 1,922 IN-PERSON & VIRTUAL REGISTRANTS IN 2022

SOCIAL MEDIA

FACEBOOK 23,200 FOLLOWERS

Average organic post reach in 2021: 4,550 engagements

INSTAGRAM 29,000 FOLLOWERS

ALL TRAILS CHALLENGE 2022 SUMMARY

1,000 DONORS & CHALLENGERS ENGAGED

OVER $25,000 RAISED FOR PARK PRESERVATION

6,894 MILES explored

FOW.org Let’s be friends.