

# Neighbors Helping Neighbors Let's Out Run, Walk n' Roll this Virus Virtually



September 16-30, 2020

Dear Friends, Community Leaders, and Business Partners,

COVID-19 has affected all of us, and we hope you and your organizations are persevering through this challenging time. Orion Communities and the Phoenixville Area Time Bank would like to thank you for your sponsorship of the 2019 "Run, Walk, n' Roll 5k/1M" and **offer you complimentary base-level sponsor status in 2020.**

First and foremost, we want to ensure participants' health and safety by making this year's event virtual. **"Let's Out Run, Walk, n' Roll This Virus Virtually"** will have lots of flexibility built in to maximize participation and accommodate for social distancing. In addition to reducing costs, the move to virtual has also yielded new, creative opportunities for participants to interact with sponsors. This is something that we believe is especially important now, more than ever.

The need to secure shelter, food and life's basics continues to grow. Orion supports its area residents that fall through the cracks of the social service safety net and those who don't know where to turn in their time of crisis. The Phoenixville Area Time Bank's goal is to reward and promote the spirit of volunteerism and give back to the community through a pay-it-forward mindset. PATB provides a network of support for individuals and partner nonprofits like Orion Communities, and as a result, more people are reaching out to PATB. Your Sponsorship at any level, helps both Orion and PATB to reach those in need in these difficult times.

Know that your contributions to our organizations will help us continue to support the increased community's needs due to COVID-19, such as those listed below.

#### Orion Communities has seen:

- 4x the number of requests for housing/shelter assistance
- 5x the number of non-English speaking clients
- an increase in the number of households seeking assistance with large unpaid bills
- an increase in the personal trauma presented to case managers

#### Phoenixville Area Time Bank has seen:

- an increase in the number of people and nonprofit organizations requesting support
- a 30% increase in volunteer hours helping out while following CDC guidelines
- an increase in requests for support for lower income community members

This collaborative community event includes everyone, is safe, and gets us all moving for a good cause plus it helps our neighbors in need. We are excited to be organizing the event and look forward to your feedback as to how you'd like to be involved. We hope you will get excited to jump in and support this community event! Many of the ideas are no- or low-cost to our sponsors. **Please respond by July 31st to let us know you would like to be involved this year though our GoogleForm: <https://forms.gle/F2b8n4V9udPFNPYy9>.**

We appreciate your generosity in past years and hope to continue our partnership.

With gratitude,



  
Kris Keller  
Orion Executive Director



  
Diana Baldi  
PATB Board President

#### **A Collaborative Community Event**

Attachments:

Sponsor Participation Ideas, Participant Entry Form, Higher Sponsorship Levels, & Sponsorship Form



**Attachment: Ideas for Sponsor Participation.**

Because the race will be entirely virtual, we have come up with a variety of ways sponsors can participate. Some have not been available in previous years. These options fall into the three categories below. Please review the options below and let us know which option(s) you are interested in by July 24th via the Google Form: <https://forms.gle/F2b8n4V9udPFNPYy9>.

Sponsorship Categories:

- A. No cost. No action needed by sponsors.
- B. No cost. Minor action by sponsor needed to participate.
- C. Other options with some investment by sponsors.

Option	Description	Category
<b>Publicity of Sponsor Logos</b>	Publicity of sponsor logos is included for those who sponsored in 2019: Orion Communities and Phoenixville Area Time Bank website event pages, Runsignup.com registration page, and social media features on Facebook and Instagram (for Orion, PATB, and “Let’s Out Run, Walk, n’ Roll this Virus Virtually”).	A
<b>A Virtual Scavenger Hunt / Crossword</b>	We will send a virtual scavenger hunt for registered participants to complete with a list of sponsors’ websites and a crossword puzzle. If you would like to be included in the list, please send us a fact you want participants to know about your business as a hint for the crossword. This will increase traffic on your sites and inform participants about your local business!	B
<b>Website Advertisement</b>	To help us gain more visibility and participation in our race, sponsors would put our race headline, logo, and registration link on their website showing their support.	B
<b>Employee Participation</b>	Similar to the option above, sponsors would encourage their employees to participate in the race. We always welcome more participants!	B
<b>Sponsor Employee Participation</b>	Sponsoring employees would not only promote the race and increase participation, but also increase their morale while simultaneously raising money for the cause.	C
<b>In-Person Scavenger Hunt</b>	For a wider impact, we will also be providing our participants with a potential route they could take on their run that would pass by our sponsor locations. Sponsors can post a sign promoting the race and include a clue participants can collect. Their completed puzzle would become an entry for prizes.	C
<b>Coupons</b>	Upon registration, participants could receive a coupon/coupon code to sponsors’ products or services. The coupon would incentivize participants to support their local businesses.	C
<b>Prizes</b>	Sponsors can offer prizes or discounts for either all participants or as a few door prizes.	C
<b>Cash Donations:</b>	Directly help support Orion Communities and the Phoenixville Area Time Bank and help us provide a swag item for the participants that can be mailed.	C



## September 16-30, 2020

### Location

- Wherever you are!

### Course Length

You choose! Maybe you always wanted to do a marathon! Now you can do it over the 15 days of the virtual race...at your own speed!

- 1M, 5K, 10K, half marathon or marathon options

### Amenities

- Scavenger hunt
- Raffle prizes
- Printable souvenir bib
- Facebook page to post photos and build support for our neighbors in need

### Recognition

- Most team members
- Most money raised
- Participant farthest from Phoenixville
- More surprises

### Results will be posted on

[www.OrionCommunities.org/run-walk-roll-2020](http://www.OrionCommunities.org/run-walk-roll-2020) and  
[www.patimebank.org/run-walk-roll-2020](http://www.patimebank.org/run-walk-roll-2020)

### Entry Fees

#### Preregister by September 16<sup>th</sup>

Adults \$25, Children 17 & under \$15

#### After September 16<sup>th</sup>:

Adults \$30, Children 17 & under \$20

**Register online:** [https://bit.ly/Virtual\\_Run\\_Walk\\_Roll](https://bit.ly/Virtual_Run_Walk_Roll)  
**or Mail check and form below to:**

Orion Communities, Attn: 5K, 237 Bridge Street,  
 Phoenixville, PA 19460

### Questions?

Email: [diana@patimebank.org](mailto:diana@patimebank.org)

<input type="checkbox"/> 1 mi	<input type="checkbox"/> 5K	<input type="checkbox"/> 10K	<input type="checkbox"/> Half-Marathon	<input type="checkbox"/> Marathon (26.2mi)
<input type="checkbox"/> Individual		<input type="checkbox"/> Team	<input type="checkbox"/> Wheelchair Participant	
Team Name				
First Name				Last Name
Phone				Email
Addresses				
City			State	Zip
Birth Date	/ /	Race Day Age	Gender	<input type="checkbox"/> M <input type="checkbox"/> F
Please read Waiver to the right before signing (if under 18, guardian must sign).				
				/ /
Signature				Date

**Waiver:** I know that participating in a race is a potentially hazardous activity. I should not enter unless I am physically able and properly trained. I also know that there may be traffic on the course and assume the risk for running, walking, rolling in traffic. I also assume all other risks associated with the event including but not limited to: falling, contact with other participants, the effects of the weather and the condition of the course, all such risks being known and appreciated by me. Knowing these facts and in consideration of you accepting my fee, I hereby for myself, my heirs, executors, administrators or anyone who may claim on my behalf, covenant to sue, and waive, release and discharge Orion Communities, Inc., Phoenixville Area Time Bank, and all subcontractors they utilize, all municipalities in which the event is held, the race committee, volunteers, any and all sponsors including their agents, employees, assigns or anyone acting in their behalf or anyone else associated in anyway with the event, from any or all claims of liability for death, out of, or in the course of my participation in this event. This waiver extends to all claims of every kind or nature whatsoever, foreseen or unforeseen, known or unknown.

**I have read and understand this waiver:** (If under 18, legal guardian must sign). I also agree that Orion Communities, Inc. and Phoenixville Area Time Bank may use my image and/or name on the website or other forms of media/communications relating to the event.



### A Collaborative Community Event

Check it out! Wherever you are, participate in an event where you can run, walk, or roll (in a wheelchair, pushing a stroller, on roller blades, or on a bicycle!).

For more than 40 years, Orion Communities has been a grassroots organization addressing unmet needs in our community - including shelter, food, transportation and programs - to help children and families from low income households move towards a brighter future.

Since 2004, the Phoenixville Area Time Bank’s goal has been to reward and promote the spirit of volunteerism and give back to the community through a pay-it-forward mindset. PATB provides a network of support for individuals and partner nonprofits like Orion Communities.

Please consider joining in the fun – we will give all of our sponsors high profile visibility in recognition of your generous support! Know that your contributions to our organizations will help us continue to support the increased community’s needs due to COVID-19.

**Ideas for using extra event registrations**

Give away your event registrations to encourage wellness among your employees, a local sports team, your customers, or anyone else you choose!

**All gifts are tax deductible.**  
Thank you!

#### **\$1500 Super Nova Sponsor**

- Logo on Orion and PATB websites
- Name in Orion & PATB newsletters
- Mention in all press releases
- Verbal recognition during closing ceremony (held via Zoom)
- 56 event registrations

#### **\$1000 Pulsar Star Sponsor**

- Logo on Orion and PATB websites
- Name in Orion & PATB newsletters
- Mention in all press releases
- Verbal recognition during closing ceremony (held via Zoom)
- 36 event registrations

#### **\$750 Neutron Star Sponsor**

- Logo on Orion and PATB websites
- Name in Orion & PATB newsletters
- Mention in all press releases
- Verbal recognition during closing ceremony (held via Zoom)
- 26 event registrations

#### **\$500 Red Giant Star Sponsor**

- Logo on Orion and PATB websites
- Name in Orion & PATB newsletters
- Mention in all press releases
- Verbal recognition during closing ceremony (held via Zoom)
- 16 event registrations

#### **\$250 T Tauri Star Sponsor**

- Logo on Orion and PATB websites
- Name in Orion & PATB newsletters
- Verbal recognition during closing ceremony (held via Zoom)
- 8 event registrations

#### **\$150 Proto Star Sponsor**

- Logo on Orion and PATB websites
- 4 event registrations

#### **\$ 50 Supporter**

### **Base-Level sponsorship** *for those who sponsored in 2019 includes:*

*Publicity of sponsor name on Orion Communities and Phoenixville Area Time Bank website event pages, Logo on Runsignup.com registration page, and social media features on Facebook and Instagram.*



A Collaborative Community Event

# Sponsorship Form

Company Name

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Company Address

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City

State

Zip

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Contact Name

Title

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Phone

Email

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## Sponsorship Level (please check one)

- \$1500 Super Nova Sponsor
- \$1000 Pulsar Star Sponsor
- \$750 Neutron Star Sponsor
- \$500 Red Giant Star Sponsor
- \$250 T Tauri Star Sponsor
- \$150 Proto Star Sponsor
- \$50 Supporter

[OrionCommunities.org/run-walk-roll-2020](http://OrionCommunities.org/run-walk-roll-2020)

I would like to make a donation. Amount:

(Any amount is appreciated!)

Please submit logo and/or website link to be included along with your name for the Orion Communities website to [diana@patimebank.org](mailto:diana@patimebank.org) by August 15, 2020.

Please make checks payable to:

**Orion Communities**  
**Attn: Virtual RWR**  
**237 Bridge Street**  
**Phoenixville, PA 19460**

**All gifts are tax deductible – thank you for your generosity and support!**

Orion Communities and Phoenixville Area Time Bank are both registered charitable organizations. A copy of the official registration and financial information may be obtained directly from Orion or from the Pennsylvania Department of State by calling toll free 1-800-732-0999.

Registration does not imply endorsement.