



Leaders and Legends of North Philadelphia
A Black History Month Exhibit
February 6-28, 2021

Sponsorship Opportunities and Benefits

Become a Corporate Sponsor for Smith's Black History Month exhibition: *Leaders and Legends of North Philadelphia!* Smith will celebrate African American individuals and organizations that have become a part of North Philadelphia's history and have inspired us. Leaders and Legends will be open for outdoor, socially distanced viewing on Smith's property in East Fairmount Park and will allow families to enjoy a shout out to local history, while staying safe.

Who is being honored?

Sports: Joe Frazier and Kyle Lowry

Business: Ken Frazier and Floyd Alston

Arts: Jill Scott and John Coltrane

Public Service: Malcolm Kenyatta and Cecil B. Moore

Education: Linda Cliatt-Wayman and Delores Mitchell-Andy

Activism: Rev. Dr. Leon H. Sullivan and David and Falaka Fattah

Promotional opportunities include acknowledgement in Smith's bi-weekly, electronic newsletter which reaches 15,547 subscribers and social media blasts, which reaches over 22,000 followers (Facebook, Twitter and Instagram).

For your convenience, please visit [Smith's website to become a Corporate Sponsor](https://smithplayground.org/leadersandlegends/) for this event.
<https://smithplayground.org/leadersandlegends/>

Broad Street Sponsor: \$10,000 **LEAD SPONSOR**

- Lead sponsor featured signage during month-long exhibit
- Acknowledgement on Smith's television show, Play Jawn (logo placement)
- Recognition on Smith website, press materials, on-site signage and Smith e-newsletter
- One (1) e-newsletter feature story
- Two (2) social media feature stories
- Four (4) Group Visit opportunities for your employees and their children (*100 children per Group Visit*)
- Two (2) Smith rentals (3-hour blocks) for events of your choice (happy hour, staff retreat, family party)
- Complimentary [Play Hero](#) memberships for 25 employees (\$100 membership tier)
- Complimentary team for The Annual Slide-A-Thon (September 2021)

Erie Avenue Sponsor: \$7,500

- Acknowledgement on Smith's television show, Play Jawn (logo placement)
- Recognition on Smith website, press materials, on-site signage and Smith e-newsletter
- One (1) e-newsletter feature story
- One (1) social media feature stories
- Three (3) Group Visit opportunities for your employees and their children (*100 children per Group Visit*)
- One (1) Smith rental (3-hour block) for an event of your choice (happy hour, staff retreat, family party)
- Complimentary [Play Champion](#) memberships for 25 employees (\$75 membership tier)
- Complimentary team for The Annual Slide-A-Thon (September 2021)

Germantown Avenue Sponsor: \$5,000

- Acknowledgement on Smith's television show, Play Jawn (logo placement)
- Recognition on Smith website, press materials, on-site signage and Smith e-newsletter
- One (1) social media feature story
- Two (2) Group Visit opportunities for your employees and their children (*100 children per Group Visit*)
- Complimentary [Play Ally](#) memberships for 25 employees (\$30 membership tier)
- Complimentary team for The Annual Slide-A-Thon (September 2021)

Allegheny Avenue Sponsor: \$2,500

- Recognition on Smith website, press materials, on-site signage and Smith e-newsletter
- One (1) social media feature story
- One (1) Group Visit opportunity for your employees and their children (*100 children per Group Visit*)
- Complimentary [Play Ally](#) memberships for 10 employees (\$30 membership tier)
- Complimentary team for The Annual Slide-A-Thon (September 2021)

Oxford Street Sponsor: \$1,000

- Recognition on Smith website, press materials, on-site signage and Smith e-newsletter
- One (1) Group Visit opportunity for your employees and their children (*100 children per Group Visit*)

Girard Avenue Sponsor: \$500

- Recognition on Smith website, press materials, on-site signage and Smith e-newsletter

For more information about *Leaders and Legends of North Philadelphia*, please email Cheryl Carson, Senior Director of Development at cheryl@smithplayground.org or call 267-254-7207.

