



PHILADELPHIA
OUTWARD BOUND SCHOOL

BUILDING ADVENTURE

October 20-21

|

Commerce Square



Seek a new summit. Inspire hope and change in our community. Join the Philadelphia Outward Bound School as a partner for Building Adventure 2016, a high-adventure rappel fundraiser from atop the Center City skyline. Your support helps us meet the challenge of educating Philadelphia's leaders of tomorrow.

New Building. New Adventure.
Are YOU ready to go Over the Edge?

Build a Better Region.

Partner with the Philadelphia Outward Bound School

The Philadelphia Outward Bound School (POBS) is taking to the skies in 2016 in a one-of-a-kind adventure rappel at our NEW event site—Commerce Square! Your sponsorship will not only give you and your team the opportunity to rappel **315 feet** into the Commerce Square Courtyard, but it will also provide a high-profile marketing opportunity and a chance to position your company as a visionary leader in the corporate community by supporting our mission of *changing lives through challenge and discovery*.

We work to prepare students of all ages and circumstances with the strength of character and determination they need to thrive—in the classroom, workplace, family and world. In 2015 we served over **5000 students**. Support Building Adventure and help us serve even more in 2016 and beyond!

Check out our website (www.outwardboundphiladelphia.org) for more information!

HOW CAN YOUR COMPANY GET INVOLVED?

1. SPONSOR

By sponsoring this event your company will align with a respected brand committed to making the Philadelphia region a better place to live for youth of all ages and circumstances. Additionally, you will be participating in a unique event with a huge viewership—BA receives extensive national and local coverage with over **419,160,445 media impressions** and **6,000+ live stream check-ins** on event day—allowing for new community and consumer connections.

2. CREATE A RAPPEL TEAM

Is your team ready to go over the edge? Create a corporate rappel team and take on this once in a lifetime opportunity for civic engagement by scaling one of Philadelphia's iconic skyscrapers, while raising funds for the city's youth. Here are some ideas to make the most of this opportunity:

- **Matches the funds your team raises**
- **Sponsor your team**
- **"Toss Your Boss" - if your team meets their fundraising goal, the boss has to rappel!**

3. SPONSOR A STUDENT RAPPELLER

Our students take on different challenges each day of their Outward Bound expeditions, help them take on this challenge back home! Sponsor a student (with the option to choose your deserving recipient) and give them a once in a lifetime opportunity to participate in the rappel.

WE WANT TO HEAR FROM YOU!

FOR SPONSORSHIP CONTACT:

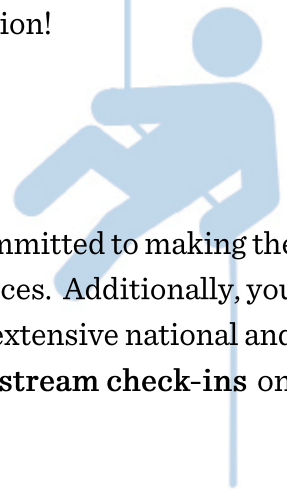
Keenan Corrigan

Corporate Relations Manager

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www.buildingadventure.org



WHY SPONSOR?

ALIGNMENT WITH A RESPECTED BRAND:

POBS is committed to making the Philadelphia region a better place to live for all people. Your sponsorship dollars will have a tangible impact on the communities with the greatest youth development need.

UNIQUE EVENT WITH HUGE VIEWERSHIP:

BA receives extensive national and local coverage in the media from August to November with over **419,160,445 media impressions** and **6,000+ live stream check-ins** on event day.

NEW COMMUNITY AND CONSUMER CONNECTIONS:

Aside from the thousands of daily foot traffic at the rappel site, over **2,000** guests will spend time in our Commerce Square Courtyard sponsor area,

IMMEDIATE AND HIGHLY CUSTOMIZABLE BENEFITS:

Sponsor benefits and exposure opportunities can be customized to align with your company's goals. Take a look at the below and let us know how you would like to engage with us!

SPONSORSHIP LEVEL	PRE-EVENT OPPORTUNITIES	RAPPEL DAY OPPORTUNITIES	POST-EVENT OPPORTUNITIES
ROPE \$2500		Exclusive opportunity to put a flag branded with your company's logo on one of our four rappel ropes	
EXPEDITION \$5000	Company name/logo mentioned in all press releases, email blasts, and event website	1 complimentary rappel spot and GoPro Footage of your rappeller 1 event banner	Sponsor and attend an Outward Bound school expedition graduation ceremony. Recognition in POBS 2016 Annual Report
RIDGE \$10,000	Company name/logo mentioned in all press releases, email blasts, and event website	Exclusive signage at the top and bottom of YOUR sponsored rappel rope 3 complimentary rappel spots and Go Pro footage	Tagged Facebook or Twitter post featuring a company rappeller Recognition in POBS 2016 Annual Report
PEAK \$15,000	Host/sponsor of the pre-event Liquid Courage cocktail party	3 complimentary rappels with live streaming and Go Pro footage. 1 sponsored student rappel	Tagged social media post featuring a company rappeller Recognition in POBS 2016 Annual Report