



Dear valued partner,

The Downtown Greenway is more than just another walking and biking path in a city full of trails. It's a place of community fellowship, where neighbors meet. It's a space of wellness, rejuvenation and learning, where you can be immersed in nature and art.

With more than 200 unique programs and signature events every year, the Greensboro Parks and Recreation Department has a lot to offer the 117,000+ annual Downtown Greenway visitors. From fitness classes and kids activities to environmental education and volunteer opportunities, the Downtown Greenway is hopping year-round with free programs.

You, too, can have a place in this special community space. Tax-deductible financial contributions from sponsors like you allow us to provide high quality programs and events to serve our diverse community.

Please join the Greensboro Parks Foundation in our effort to keep these programs free! If you become a 2025 Downtown Greenway sponsor, you will see benefits throughout the year.

In community,

Paula Barger
Development & Engagement Administrator
Parks and Recreation Department
City of Greensboro



DOWNTOWN GREENWAY SPONSORSHIP

Become a Downtown Greenway sponsor for 2025, and your organization could receive benefits during our three annual signature events, and a host of community programs offered to residents and visitors all year long.

Sponsor Benefits

Our sponsors have access to:

117,000+ ANNUAL VISITORS

45,000+ SOCIAL MEDIA FOLLOWERS

2,700+ NEWSLETTER SUBSCRIBERS

1,400+ DIVERSE LOCAL PARTICIPANTS



Signature Events



10th Annual Wheels on the Greenway
Saturday, May 3, 2025



16th Annual Run & Block Party
Saturday, September 27, 2025



4th Annual Community Picnic
Sunday, October 12, 2025

2025 Sponsorship Recognition Levels

	Title - \$10,000	Gold - \$6,000	Silver- \$3,000	Bronze - \$1,500
Logo on Run T-shirt and Signature Event Signage	●	●	●	●
Complimentary Run Registrations	10x	6x	4x	2x
Table at Signature Events	● <i>All 3 events</i>	● <i>Choose 2 events</i>	● <i>Choose 1 event</i>	● <i>Choose 1 event</i>
Social Media Mentions (45K+ followers)	10x	6x	4x	2x
Organization Logo on Downtown Greenway Kiosk	●	●	●	
E-Newsletter Spotlight (45% open rate)	3x	2x	1x	
Community Programs Presented by Your Organization	● <i>Choose 4 programs</i>	● <i>Choose 2 programs</i>	● <i>Choose 1 program</i>	
Signature Events Presented by Your Organization	●			

Become a sponsor today!

Contact Paula Barger at 336-373-7601 or paula.barger@greensboro-nc.gov