



Dear valued partner,

The Downtown Greenway is more than just another walking and biking path in a city full of trails. It is a place where neighbors connect and friendships are formed. It is a space for wellness, rejuvenation, and learning – an urban oasis where nature, art, and community come together.

With nearly 200 unique programs and signature events each year, the Downtown Greenway serves more than 150,000 annual visitors through free, year-round experiences. From fitness classes and children's activities to environmental education workshops and hands-on art programs, the Downtown Greenway creates meaningful opportunities for people of all ages to engage with their community.

Sponsors play a critical role in making this possible. Financial contributions allow us to keep programs free and accessible while delivering high-quality experiences that strengthen connection, well-being, and civic pride across Greensboro.

We invite you to join the Greensboro Parks Foundation in supporting free community programming along the Downtown Greenway. As a 2026 sponsor, your organization will receive meaningful visibility and recognition throughout the year while directly investing in measurable local impact.

In community,

Chelsea Phipps
Greenway & Gardens Program Coordinator
Greensboro Parks and Recreation



DOWNTOWN GREENWAY SPONSORSHIP

Become a Downtown Greenway sponsor for 2026, 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:

150,000+ ANNUAL VISITORS

45,000+ SOCIAL MEDIA FOLLOWERS

3,800+ DIVERSE LOCAL PARTICIPANTS

3,000+ NEWSLETTER SUBSCRIBERS



Signature Events



11th Annual Wheels on the Greenway
Saturday, May 2, 2026



17th Annual Run & Block Party
Saturday, September 26, 2026



4th Annual Community Picnic
Saturday, October 17, 2026

2026 Sponsorship Recognition Levels

	Title - \$10,000	Gold - \$6,000	Silver - \$3,000	Bronze - \$1,500
Logo on Run T-shirt and Signature Event Signage	●	●	●	<i>Text only</i>
Complimentary Run Registrations	10x	6x	4x	2x
Table at Signature Events	● <i>All 3 events</i>	● <i>Choose 2 events</i>	● <i>Choose 2 events</i>	● <i>Choose 1 event</i>
Social Media Mentions (45K+ followers)	10x	6x	4x	2x
Organization Logo on Downtown Greenway Kiosk	●	●	●	
E-Newsletter Spotlight (52% open rate)	3x	2x	1x	
Organization Mentions in Media Interviews	●	●		
Signature Events Presented by Your Organization	●			

BECOME A SPONSOR TODAY!

Contact Chelsea Phipps at 336-373-5826 or chelsea.phipps@greensboro-nc.gov