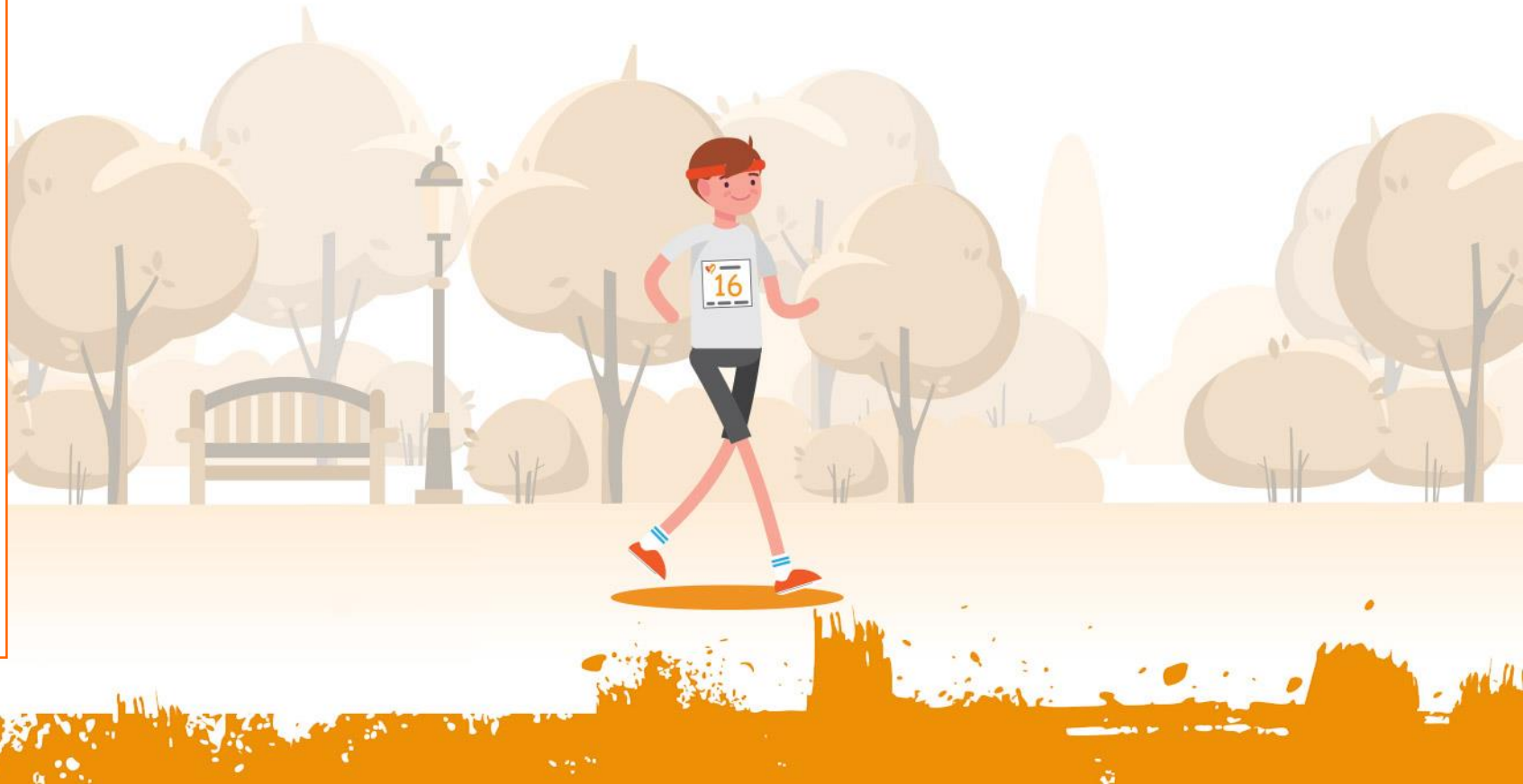


Cooperation Offer

Poland Business Run 2018



1. Poland Business Run.
2. They talk about us.
3. Well-known and much-liked joined us!
4. Plans for 2018.
5. Meet our Sponsors.
6. Sponsor packages.
7. Additional options.
8. Organizing events.
9. Poland Business Run 2018 Patron.
10. Videos, pictures and contact.



Poland Business Run is

the largest charity business run in Poland taking place in 8 cities simultaneously; Warsaw, Kraków, Poznań, Wrocław, Łódź, Gdańsk and Lublin.



Poland Business Run is

a 5-runner relay run where teams of employees from businesses and corporates are drawn together by their passion to help others and to spend their free time actively. Runners are often accompanied by their whole families who have a number of attractions to choose from during the Run.



Poland Business Run is

businesses, corporates, your clients and business partners you will meet at press conferences and on the day of the Run. In 2017 as many as 20 135 people from 1363 companies lined up on the starting line.



Poland Business Run is

vast promotional and branding opportunities before, during and after the Run.



Wy też, biegacze, 3 września możecie poczuć się jak mistrzowie pomocy. Zachęcamy
byście zaprosili do biegu swoich znajomych.
Zapisy do biegu na stronie www.lodzbusinessrun.pl/pl/sign-in.

Do zobaczenia na starcie,
Zespół Łódź Business Run 2017

Dołącz do naszej społeczności na Facebooku!

Współorganizatorzy:



Sponsorzy główni:



Aby nie otrzymywać więcej informacji od nas, użyj [tego linka](#).
Jeżeli ponizszy newsletter nie wyświetla się poprawnie, użyj [tego linka](#).
Mail został wysłany za pomocą systemu [SAGE](#).

Poland Business Run is

support for people with motor disabilities with buying prostheses, orthopaedic supplies, rehabilitation and psychological consultations if need be.

[Download the 2016 support report and see whom we managed to help.](#)



Józef Tatar



Beata Wosiecka



Mateusz Donocik

Poland Business Run is

Poland Business Run is continuously developing and as much as **PLN 1 651 197 gross** was collected for our beneficiaries only in 2017.



Kraków Business Run

Kraków Business Run

Poznań Business Run

Katowice Business Run

Poland Business Run

Kraków

Poznań

Katowice

Warszawa

Łódź

Poland Business Run

Kraków

Poznań

Katowice

Warszawa

Łódź

Wrocław

Poland Business Run

Kraków

Poznań

Katowice

Warszawa

Łódź

Wrocław

Gdańsk

Poland Business Run

Kraków

Poznań

Katowice

Warszawa

Łódź

Wrocław

Gdańsk

Lublin

# Runners	1 025	4 555	9 955	13 635	16 025	20 135
Fund collected gross	40.000 PLN	400.000 PLN	753.122 PLN	1.005.648 PLN	1.019.216 PLN	1.651.197 PLN
	2012 r.	2013 r.	2014 r.	2015 r.	2016 r.	2017 r.

Poland Business Run is

a tried and tested CSR and Employer Branding tool



It creates a positive company image on job market; present and potential staff perceive the organization as friendly, caring for employee satisfaction and for local community.



Not only does the project integrate the employees but also is a means to increase satisfaction and pride as well as employer loyalty – a perfect team building tool.



Support for this initiative fosters sport and healthy lifestyle among the employees.



Joining Poland Business Run is an opportunity to integrate not only own employees but also local business.



Participation in the Run improves company reputation. Our runners are corporate employees, leaders, decision makers, your business partners.



Poland Business Run is

a number of benefits from cooperation backed with many recommendations.

„There are at least three reasons why Katowice Business Run is a great initiative. Firstly, its purpose is to provide real help to people in need. Secondly, Business Run promotes healthy lifestyle. And thirdly, this unique Run brings people together; enables people of different ages, representing different professions, professional sports persons and amateurs to meet together.”

Marcin Krupa,
President of Katowice

„We are happy our employees take part in the charity relay because, apart from the most important aspect of helping the beneficiaries, our people have an opportunity to train for the Run together what gives them much fun and, at the same time, allows them to get to know each other better which integrates and translates into commitment.”

Mariusz Bielawski,
Director of Corning factory

"Each year employees of many different departments and ranks take part in the event what enables us to get to know each other outside work. We share the same goal, many people train together, we talk and joke about it and, without even noticing when, the bonds between the employees (...) grow stronger. Wise as it is, nature has installed in each of us the need to help others and to share. PBR enables us to do it rewarding both the participants and the organizers.”

Wojciech Mach,
Managing Director
Luxoft Cental
Europe



We're hot news all year round!

RMF

Record-breaking Poland Business Run 2017! Collected over 1.5 m PLN

A record number of over 20K runners gathered on the start line of this year's charity run Poland Business Run!

As many as 9 cities in Poland got involved in this initiative. In total over 1.6 m PLN was collected to help amputees.

interia

Year on year Poland Business Run enjoys growing interest. The event attract both company employees, famous actors, sportsmen and journalists.



Potential of runs are also recognized by brands which are happy to become sponsors or partners of such events.



Stars ran for charity cause. Who took part in Warsaw Business Run? Robert Korzeniowski, Karolina Gorczyca, Jan Klimont and other stars took part in charity run Warsaw Business Run.

Rain, run and unique purpose; helping can be fun.

dziennik
WSCHODNI

We have run for Mateusz. Best relay, best in Poland!

wyborcza.pl
— TRÓJMIASTO —

Social responsibility is becoming a standard. . CSR is reflected in activities in many different areas; for local community, natural environment, clients and staff of a given organization..



Do some CSR in your company! With Poland Business Run

Run, help, educate. Surely, each and every employer has heard of corporate social responsibility. , pomagaj i uświadamiaj. Poland Business Run the largest charity run in Poland, is one of such initiatives. It often becomes the first step the companies make to get addicted to helping others and to CSR activities related to it.

onet.

A special type of events are those which evoke emotions, e.g. combining sport and charity. One of such events is Poland Business Run – the largest charity relay in Poland which collects funds to help amputees.

DZIENNIK POLSKI

Charity action will help amputees in their rehab.

Value of PR and promotion online (AVE) by 18/09/2017 amounted to **4 550 920 PLN**

Well-known and much-liked joined us!



Mateusz Janicki



Rafał Sonik



Bartłomiej Topa



Jan Kliment



Anna Dereszowska



Ada Palka



Rafał Brzozowski



Karolina Gorczyca



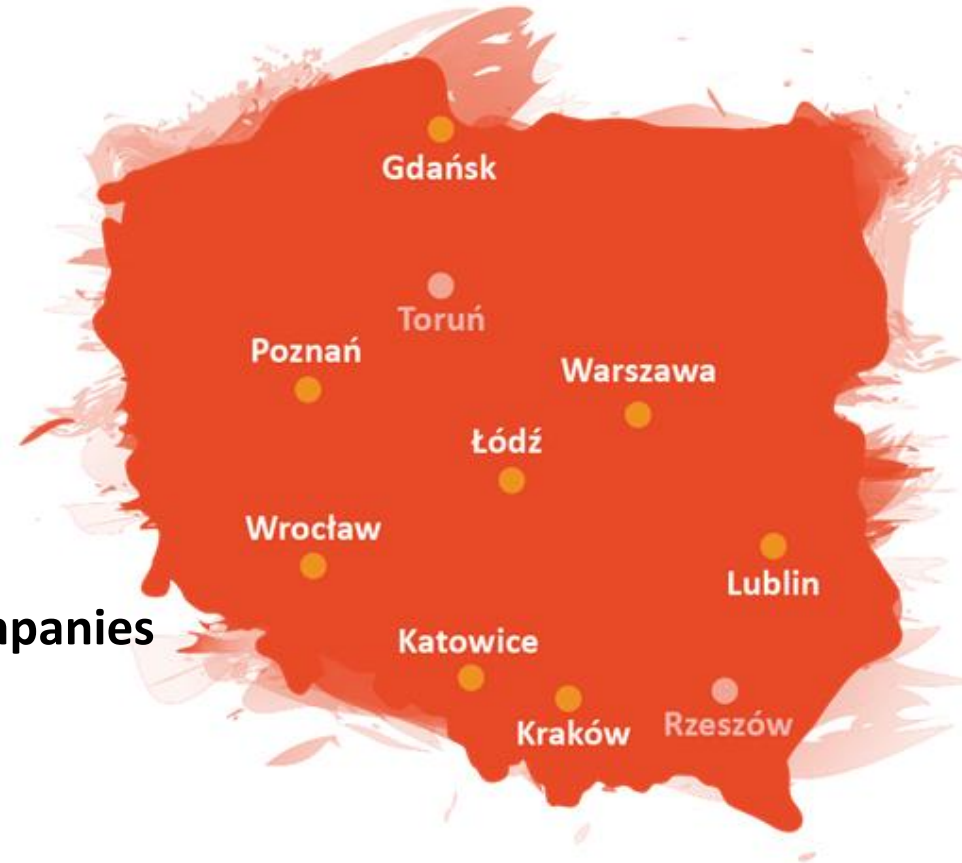
Robert Korzeniowski



Mateusz Janicki + Team

We have ambitious plans for 2018

- 10 cities
- 25 000 Participants
- Advertising and PR equivalent PLN +5 m
- Collecting PLN 2 000 000
- Support for 100 beneficiaries
- Participation of employees from 1500 companies
- Brand and Run recognition strengthening



- These cities are with us
- Planning to join in 2018



Meet selected 2017 Sponsors

Is your company joining them?



Dealer BMW
Dobrzański



BNY MELLON



Post-trade made easy



We have prepared several packaged for you

Click the name of a given provision and see its pictures.



Provisions	Main Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
ON THE DAY OF THE RUN				
Individual logo on the LED screen	x			
Logo on collective display on the LED screen		x	x	x
Banners along the route of the Run (possible to change to flags at 1:1 ratio)*	30 items.	20 items.	10 items.	
Insert in the runner's bag**	x	x		
Acknowledgment from the stage	x	x		
Logo on the press photo wall	x	x		
Promotion tent provided by the Organizer (dimensions 3x4.5 m)	x			
Logo on the start/finish gate	x			
Logo on the banner by the stage	x			
Logo on runner's t-shirt	x			
BEFORE THE RUN				
Logo on the website	x	x	x	x
Possibility to use the title in own materials	x	x	x	x
Reservation for teams (entry fee covered by the Sponsor)	10 Teams	5 Teams	3 Teams	1 Team
Publication of an article on the blog	x	x	x	
Facebook post presenting the Sponsor (the event)	x	x	x	
Press conference	Participation	Invitation		
Description and logo on the Sponsor's sub-site	x	x		
Logo in mailings	x			
AFTER THE RUN				
Logo in the video summing up the Run	x			
Logo on the collective display summing up the Run		x	x	x

By choosing a package you support organization of the Run next year.

Funds from Sponsors allow us to cover the costs of organizing the Run: stage, sound, security, etc. Thanks to this support we can transfer more money to our beneficiaries.



MAIN SPONSOR

Kraków	50.000
Warszawa	65.000
Łódź	40.000
Wrocław	50.000
Katowice	40.000
Poznań	50.000
Gdańsk	50.000
Lublin	35.000

GOLD SPONSOR

Kraków	35.000
Warszawa	45.000
Łódź	28.000
Wrocław	35.000
Katowice	28.000
Poznań	35.000
Gdańsk	35.000
Lublin	24.000

SILVER SPONSOR

Kraków	20.000
Warszawa	26.000
Łódź	16.000
Wrocław	20.000
Katowice	16.000
Poznań	20.000
Gdańsk	20.000
Lublin	14.000

BRONZE SPONSOR

Kraków	10.000
Warszawa	13.000
Łódź	8.000
Wrocław	10.000
Katowice	8.000
Poznań	10.000
Gdańsk	10.000
Lublin	7.000

Options for more than 1 city:

2 cities – 5% discount from the basic package value in each of the selected cities.

3 cities – 10% discount from the basic package value in each of the selected cities.

4 cities – 15% discount from the basic package value in each of the selected cities.

Additional options are novel

they, just like Sponsor packages, help us help.



Świadczenia	Dodatkowe informacje	Kwota
Logo on starting numbers – exclusivity*	Logo in the bottom part of starting number	One city – 25 000 PLN All cities – 140 000 PLN
Logo on starting numbers	Logo in the bottom part of starting number together with maximum two other logos	One city – 15 000 PLN All cities – 85 000 PLN
Logo on runner's bags – exclusivity*	Production cost included	One city – 30 000 PLN All cities – 160 000 PLN
Logo on runner's bags	Logo together with maximum two other logos(production cost included)	One city – 15 000 PLN All cities – 100 000 PLN
Individual logo on volunteer's t-shirts across Poland	Number of t-shirts: 1500 items (production cost included)	20 000 PLN
Possibility to provide branded water for the runners	Water inserted in runner's bags or handed out on the day of the Run	3 000 - 5 000 PLN** / city
Car and approval for hostesses on the day of the Run	Provision includes a tent by the car	10 000 - 15 000 PLN** / city
Sponsor gate on 1st, 2nd or 3rd km of the route	Delivery and assembly costs covered by the Sponsor	3 000 - 5 000 PLN** / gate
Logo on the runner's t-shirt sleeve		15 000 - 25 000 PLN** / city
Branding batons for runners across Poland	Includes branding and branding removal costs for 5000 batons	50 000 PLN
Inflated balloon of diameter 2-5 meters in the Run village	Delivery and assembly costs covered by the Sponsor	3 000 PLN** / balloon
Water curtain on the route	Delivery and assembly costs covered by the Sponsor	3 000 – 5 000 PLN** / curtain

Submissions for the above offer shall be accepted on the first come first served basis. Booking of starting numbers and runner's bags per city possible from February 1, 2018.

*Exclusivity does not apply if the Patron title has been granted.

** Amount determined by selected location.

Even more additional options

You are invited to prepare with us the Run Village. Such cooperation will be communicated to the Runners so that they know what attractions are prepared for them.



Name	Description	Rules	Scope of promotion
Kids' zone with toddlers' zone	Includes attractions for kids with accessories for babies (e.g. baby changing station) and infrastructure (tent, small fences, tables, accessories, etc.).	Branding with Partner's materials: 2 tents, banners, others. Form of co-operation: Option 1. 20 000 PLN – execution on the part of Foundation. Option 2. Comprehensive organization of the zone by the Partner according to Foundation's guidelines.	Promotion before the Run: <ul style="list-style-type: none"> •Exclusive title of Partner of the given zone •Partner's logo on the website •Information about the zone and its Partner on the village map •Zone and Partner's description in newsletter •Zone and Partner's description on website •Presentation of the zone and its Partner on Facebook •Zone description and information about Partner in mailing presenting the village
Kids' Run	Organization of run for max of 100 kids, including starting packages, sound, security, etc.	Branding with Partner's materials: tent, banners, package insert, others. Form of co-operation: Option 1. 20 000 PLN - execution on the part of Foundation. Option 2. Comprehensive organization of the run by the Partner according to Foundation's guidelines.	
Chillout Zone	Providing up to 50 seats. Delivery, assembly and disassembly on the Partner's side.	Branding with Partner's materials: up to 50 items bean bags/sunbeds. Form of co-operation: 5 000 - 10 000 PLN* / city.	
Health Zone	Medical consultations and checks zone. Delivery, assembly and disassembly on the Partner's side.	Branding with Partner's materials: 2 tents, roll-up, others. Form of co-operation: 5 000 - 10 000 PLN* / city.	Promotion on the day of the Run: <ul style="list-style-type: none"> •Information about the zone and its Partner from the stage •Zone Partners' logos on collective display on the LED screen •Individual agreements depending on a given zone
Sport Zone	Area where Runners get to know sport accessories trends and news and will have a chance to support the Foundation by sport activity (bikes, treadmill). Delivery, assembly and disassembly on the Partner's side.	Branding with Partner's materials: 2 tents, gym equipment. Additionally, shoes tests, feet checks, possibility to sell products. Form of co-operation: 10 000 PLN* / city + financial support from kilometers covered on the equipment.	

* Sum depends on the city

And some more

with so many different attractions together we can make that each group of attendees; runners, guests, families, will find some attractions for themselves.



Name	Description	Rules	Scope of promotion
Leisure Zone	Includes tables, benches, umbrellas and possibility to consume (e.g. drinks) provided by Partner. Delivery, assembly and disassembly on the Partner's side.	Branding with Partner's materials: 8 umbrellas, tables, benches and other. Additionally space with Partner's products. Form of co-operation: 15 000 – 20 000 PLN* / city	Promotion before the Run: <ul style="list-style-type: none"> •Exclusive title of Partner of the given zone •Partner's logo on the website •Information about the zone and its Partner on the village map •Zone and Partner's description in newsletter •Zone and Partner's description on website •Presentation of the zone and its Partner on Facebook •Zone description and information about Partner in mailing presenting the village
Game Zone	Min 4 Partner's tents with prepared stations (game consoles, pinballs and other). Delivery, assembly and disassembly on the Partner's side.	Branding with Partner's materials: 4 tents, others. Form of co-operation: 10 000 – 15 000 PLN* / city	Promotion on the day of the Run: <ul style="list-style-type: none"> •Information about the zone and its Partner from the stage •Zone Partners' logos on collective display on the LED screen •Individual agreements depending on a given zone
Fruit for Runners Zone	Handing out fruit to Runners finishing the Run. Delivery, assembly and disassembly on the Partner's side.	Branding with Partner's materials: 4 tents, others. Form of co-operation: 10 000 – 15 000 PLN* / city	Individual agreements
Mobile app	Used to communicate with the Runners with regard to registration, payment, informing about the attractions and the Run Village.	Branding: individual agreement Form of co-operation: joint organization	
PBR Game	Charity game based on the specified scenario, enabling integration and engagement of teams.	Branding: individual agreement Form of co-operation: joint organization	

* Sum depends on the city

Another novelty in our offer is event organization.

We will be happy to support your company with preparing:

- Sponsor's stand
- support zone on the route of the Run
- company events
- promotional gadgets
- Conferences
- Trainings
- fairs
- and many others.



EVENT COSTS



AGENCY MARGIN



EVENT BUDGET

Choose Poland Business Run
Foundation for your partner and
support our growth purposefully.



SUPPORT FOR
POLAND BUSINESS RUN
FOUNDATION

We are on the look out for the Patron of Poland Business Run 2018

New company role?



Are you ready for Poland-wide promotion among 25 000 Runners in 10 cities? Are long-term cooperation and building CSR strategy at the heart of your company? Your organization will receive in 10 cities:

- Provisions of General Sponsor
- Distinguished logo on t-shirts
- Logo on 25 000 runner's bags
- Logo on starting numbers
- All-year-round communication of our cooperation
- Possibility to use the logo of Patron of Poland Business Run 2018
- Individually agreed communication



Videos, pictures and contact

[Poznań Business Run 2017](#)

[Kraków Business Run 2017](#)

[Katowice Business Run 2017](#)

[Łódź Business Run 2017](#)

[Wrocław Business Run 2017](#)

[Gdańsk Business Run 2017](#)

[Photo gallery](#)

Coverages of companies participating in the Run

[BMW Dobrzański – Kraków Business Run 2017](#)

[GLS – Poznań Business Run 2017](#)



 Fundacja
**Poland
Business
Run**

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