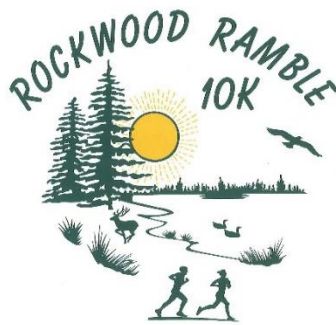




A TRAIL RACE WITH SOMETHING FOR EVERYONE

Whether it's your first time off road or your 100th, the Rockwood Ramble 10K (6/6/20) and Rocky's 5K (10/24/20) have something for everyone. Small town races with big time course appeal!

- Wide carriage roads allow ample room for passing and going at your own pace. Runners looking to PR, walkers looking to enjoy the views and support the Preserve, **everyone is welcome**.
- Each race features its own **unique course**, highlighting RSPP's varied terrain, scenic views and rolling hills. The Ramble starts and ends in historic Rockwood Hall, while Rocky's 5K starts and finishing on Swan Lake.
- They are fundraisers. **Construction began on the first carriage road over 100 years ago**, their longevity and beauty are due to careful planning and meticulous construction. In partnership with the State, it is **the Friends mission is to restore and maintain this unique system of carriage roads**. We could not do this without your support. The carriage roads look and feel like a natural part of the landscape, preserving that for future generations is our goal.





ABOUT THE FRIENDS AND ROCKEFELLER STATE PARK PRESERVE

The Friends of Rockefeller State Park Preserve (FRSPP) is a 501(c)(3) nonprofit organization that works with the New York State Office of Parks, Recreation & Historic Preservation to protect and maintain the Rockefeller State Park Preserve located in Pocantico Hills, NY. The FRSPP was established in 1996 to encourage public participation in protecting the Preserve's wildlife and habitat, sustaining its historical and archaeological features, and most importantly - maintaining its unique system of carriage roads. The Friends support educational programs, major exhibits, habitat restoration and carriage road maintenance.

Rockefeller State Park Preserve has been made possible by the farsighted and generous gift of the Rockefeller family. Since 1983, over 1,700 acres have been deeded to the State of New York, to protect the scenic and natural beauty of the area for the public to enjoy.

It was in 1893 that John D. Rockefeller, Sr., first bought land on the Hudson River near Tarrytown, NY. The proximity to NYC, where the family's life was centered, and to his brother William's estate, Rockwood Hall, was very inviting. That same year, John D. Rockefeller Jr., also known as Junior, entered Brown University. Junior was involved from the start in purchasing the land with his father. They acquired land immediately around the family home, Kykuit, forming an enclosed estate of approximately 300 acres. Pocantico Hills, as the property came to be called, gradually grew to more than 3,000 acres of the surrounding rolling farmlands and woods. Beginning in 1910, John D. Rockefeller Sr. and Jr. worked together to lay out a system of broken stone roads surrounding Kykuit. As the system of carriage roads extended into outlying family properties, Junior assumed the lead role in overseeing their construction. He incorporated the work and concepts of Frederick Law Olmsted, whose firm had been involved with the Rockefeller Westchester property since William Rockefeller had created his estate in 1887.

Echoing Olmsted's steadfast belief in the democratizing effect of public parks, Junior made a commitment to a social compact by ensuring that the roads were open to the public for walking, riding, and carriage driving as soon as they were built. Olmsted's work in Central Park put into a practical context what Junior already understood and believed in as a builder: that roads and paths were needed to give access to open space. By 1950, there were 55 miles of carriage roads winding through the Pocantico property. With meticulous attention to detail, Junior incorporated plantings, water features, and vistas to create an inviting, tranquil, and healing environment. The resulting carriage park is an exceptional resource and unique environment. And above all, it reflects Junior's lifelong commitment to sharing his good fortune by giving back and providing for the benefit of all.

With the creation of Rockefeller State Park Preserve, Junior's legacy and vision — of preserving the historic, scenic, and natural beauty of the area, while providing an open and healing environment to be enjoyed by everyone — has been secured. Today's annual attendance figures exceed 350,000 people. Most visitors have no idea that they are in a designed environment, which attests to the genius of Junior's design and insight as a landscape architect and naturalist.

- Rockefeller State Park Preserve is designated by the National Audubon Society as an Important Bird Area (IBA)
- In 2018 the Rockefeller State Park Preserve was listed on the New York State Register of Historic Places
- In 2019 the Rockefeller State Park Preserve was listed on the National Register of Historic Places



Friends of the Rockefeller State Park Preserve **ROCKWOOD RAMBLE 10K & ROCKY'S 5K**

2020 TITLE SPONSORSHIP

\$5,000 - both races

- Name/logo in event marketing materials
- Name/logo prominently displayed on race t-shirts (1,000+ t-shirts)
- Name/logo on banner displayed at events
- Name/logo on FRSP website and FB page
- FB and Instagram post acknowledgments prior to and after each event
- 2 Complimentary tickets to our Peony Celebration in May



2020 COMMUNITY SPONSORSHIP

\$1,500 - both races

- Name/logo in event marketing materials
- Name/logo displayed on race t-shirts (1,000+ t-shirts)
- Name/logo on banner displayed at events
- Name/logo on FRSP website and FB page
- FB and Instagram post acknowledgments prior to and after each event



Custom sponsorship packages are available.

*Shirt for demonstration only.
Sponsors, logos, color and image size TBD.*

OUR IMPACT



Since 2009, the Rockwood Ramble 10K and Rocky's 5K have raised over \$100,000, all of which has gone to carriage road maintenance. As two of our three annual events, they showcase the diversity of the carriage road experience with sweeping vistas, stone bridges, ambling brooks and soaring trees. Preserving these treasured roads, which have been open to the public since their inception, for future generations, is near and dear to all of our hearts.

With long term growth potential, these events have the charm of a small town race and courses that would appeal to the pros. Running the *Rockies* cannot be missed!



Friends of the Rockefeller State Park Preserve
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Rockwood Ramble 10K – June 6, 2020 & Rocky's 5K – October 24, 2020