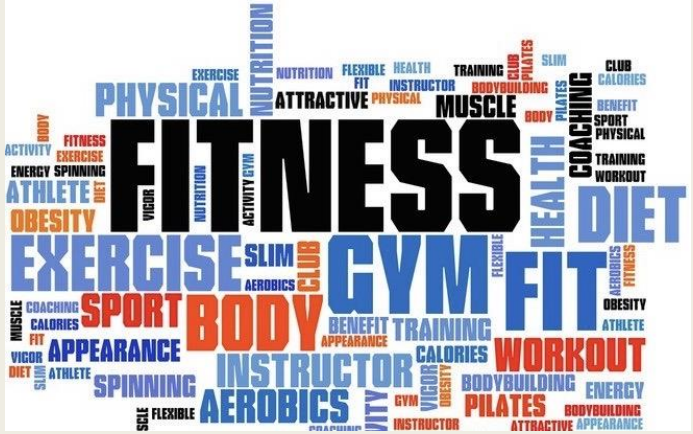
METROPOLITAN COLLEGE OF NEW YORK

MCNY

FOUNDED BY AUDREY COHEN IN 1964



MCNY POWER OF PURPOSE VIRTUAL FITNESS CHALLENGE

Metropolitan College of New York At-A-Glance

Audrey Cohen, an educational visionary and activist, founded the Women's Talent Corps in 1964. Through development and training for new professional positions, the Talent Corps created employment for thousands of people. It became The College for Human Services, later Audrey Cohen College, and today Metropolitan College of New York (MCNY). Now, over 50 years later, MCNY has 12,000+ alumni and has continued the tradition of offering highly motivated learners an education that combines applied skills with professional knowledge to effect personal transformation and positive change in the workplace and community. MCNY is a non-profit, accredited, private college. Year-round offerings accelerate degree completion and a unique approach to learning close integration of workplace activities and study. The College serves approximately 1,000 students per semester across three schools: The Audrey Cohen School for Human Services and Education, The School for Business and The School for Public Affairs and Administration, on two campuses in the Financial District in Manhattan and the South Bronx.

About MCNY Students:

- The typical MCNY student is a 31-year-old, African-American woman, who is a single mother, working full-time while attending college full-time.
- 79% of all are above the age 25
- MCNY ranks among the top 10 colleges in the nation educating the highest percentage of adult students, according to US News and World Report.
- 85% are either Black and/or Latino;
- 72% are women
- Our students are from underrepresented populations and many are the first in their families to attend college.

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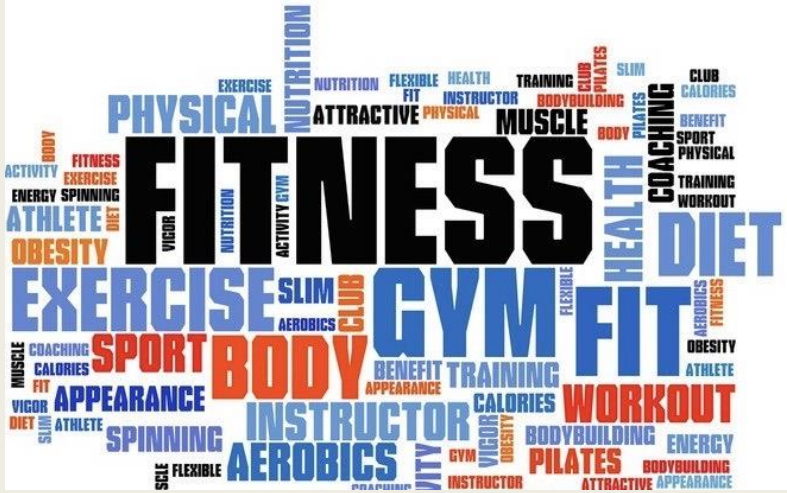

About MCNY Power of Purpose Virtual Fitness Challenge

Did the 2020-21 quarantine get the best of us? Let's just say it did and continue to say good-bye to Covid-19.

It's time to get moving! Don't sit…commit and get FIT!

Metropolitan College of New York (MCNY) invites you to participate in the first **"MCNY Power of Purpose Virtual Fitness Challenge"** Fundraising event. For three months starting Summer 2021, this exciting endeavor will raise money to provide our students with the tools they need for their educational and sometimes, personal success.

How does it work?

Challenge participants are invited to take the Challenge personally, solicit sponsors or build a team. The MCNY Community of students, alumni, friends, staff, faculty and family can keep it moving anyway that they see FIT. Walk, run, swim, bike, skate, row, dance, rumba, aerobicize, or march and as long as they are moving, they are fundraising! And the longer they keep it going, the more attention they help bring to the cause! Participants are encouraged to record their progress/fitness routine with creative videos clips that will be used to promote the Challenge. These videos will also be judged as part of a friendly competition culminating at the final event.

The College is working with *Mighty Cause* to create interactive webpages which include registration, rules, progress tracking and promotes opportunities for individual postings on social media platforms.

The Challenge ends with a live event on September 25th, 2021, the **"Power of Purpose Challenge Finish Line Awards"** in early fall, where teams and/or individuals will receive 3 awards in 2 categories; Money Raised and Most Creative Video Clips.

Proceeds from the MCNY POP Challenge will fund scholarships, academic support services and the Student Emergency Fund, all of which help students reach the finish line and earn their degrees. Let's increase the odds of their success, and improve our own fitness, by joining this challenge!

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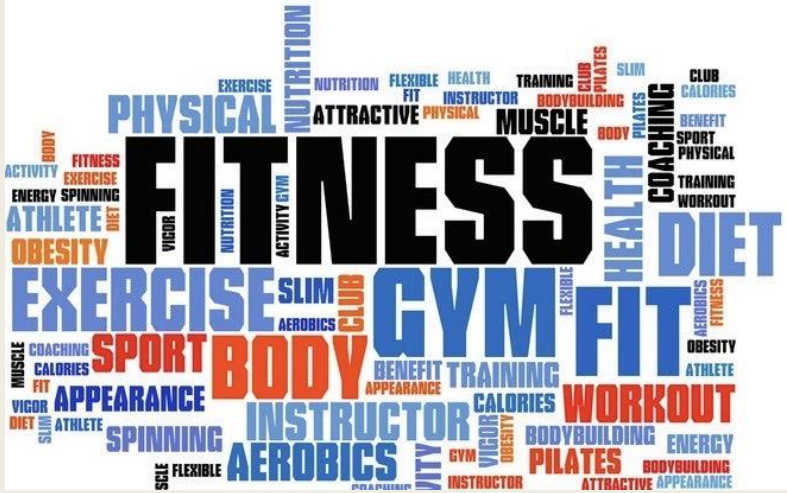

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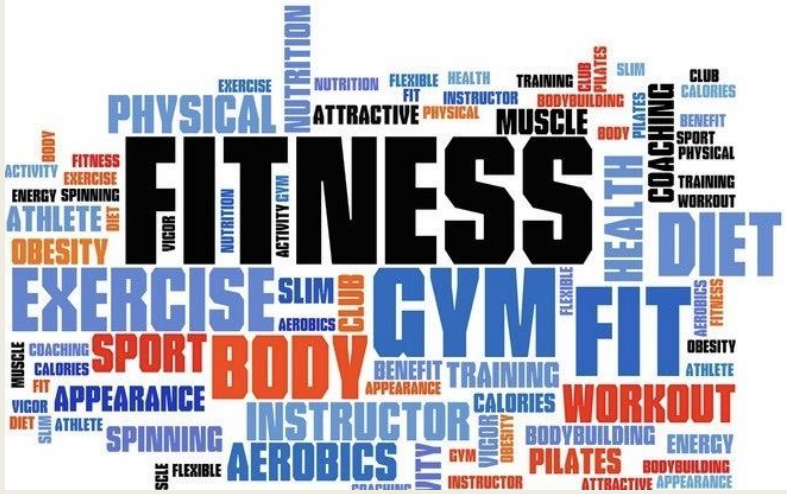

Committee Co-Chairs

- Warachal Eileen Faison, MD, CMD
  Pfizer
  MCNY Trustee
- Michael Goodwin BPS'12, MPA'13
  MCNY Alumni Networks
- Matthew Metzger
  Siebert Williams Shank & Co.
  MCNY Trustee
- David F.A. Walker
  MCNY

Committee Members - Alumni

- Aja Stubbs, MPA'21
- Giselle Tineo, MPA'20
- Carol Smith, BPS'19, MPA'20
- Kassiana Parris, MPA'17
- Troy Oliver, BPS'13, MBA'17
- Kci Rosado, BPS '19
- Eugene David, BPS'18, MPA'20
- Sade Hawkins, BPS '21
- Karena Nicholas-Oreagan, BPS'19, MSEd'20

Committee Members - Faculty & Staff

- Joanne Ardovini, PhD, Dean of ACSHSE, MCHED, CASAC
- John Edwards, MPA'13, Executive Director Bronx Campus and Career Development
- David Hahn, Associate Dean for Academic Affairs
- Desi K. Robinson MBA'08, Adjunct Professor

SponsorFITs

We realize that sponsorships are not one size FITs all.

Pick a speed as you see FIT!

Runaway with the Lead!	Leadership Sponsor	$25,000
Walkaway with the Prize!	Pace Sponsor	$10,000
Make a Splash!	Jump Sponsor	$ 5,000
Two Wheel Drive!	Pedal Sponsor	$ 2,500
1K Run!	Sneaker Sponsor	$ 1,000
Skating	Spin Sponsor	$ 250

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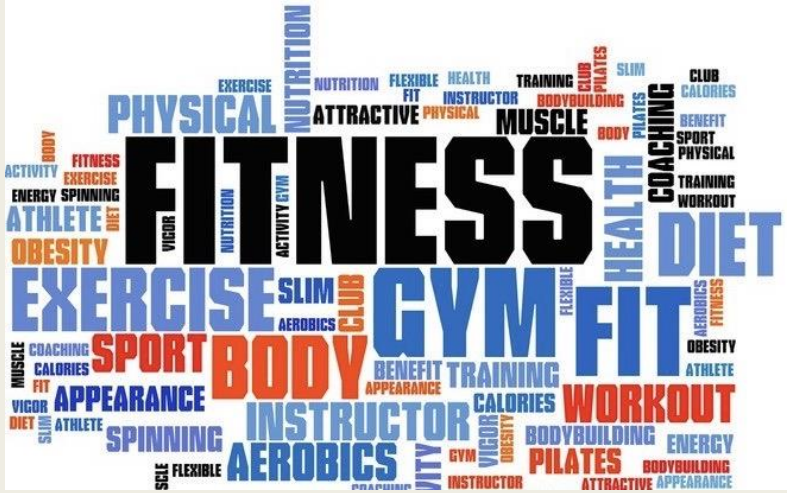

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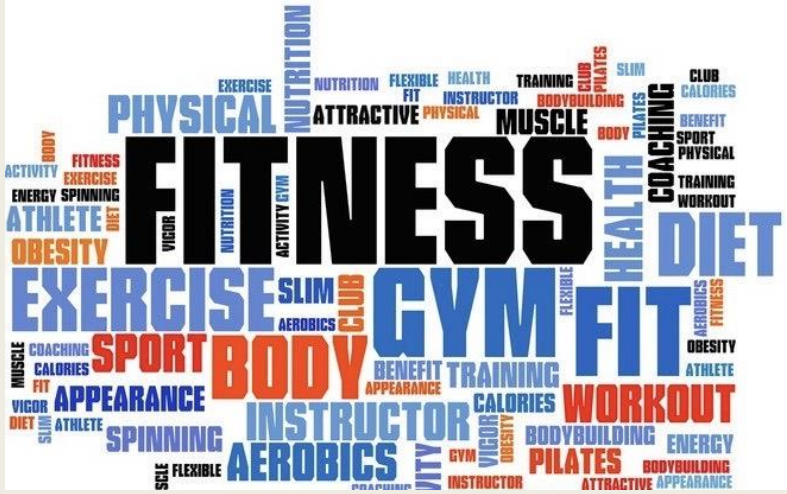

BeneFITs continued…

How the BeneFITs FIT your promotional needs:

- Pre-Event

Social Media – Pre-event social media gives you inclusion in all social media posts across 4 MCNY platforms including LinkedIn, Instagram, Facebook and Twitter with 20K Fans/Followers. Promotion will run for 8 weeks @ 6 per week for a minimum of 48 posts .

Website Presence – Inclusion with logo and link on homepage of Mighty Cause/MCNY Event website

Email Blasts – Logo inclusion on 3 eBlasts (Introduction, Reminder & Last Chance) to minimum 8K mailing list of MCNY Community of Students, Alumni , Friends and Staff. In addition, your logo/name is included on automated eblasts generated by participant registration for the event.

Press Release – Inclusion in three press releases pushed out via Meltwater to a minimum of 400 media outlets

- Event Recognition

Logo on Progress – Logo/Name will be included on the progress page of the website

Social Media – Inclusion in all social media posts across 8 MCNY pages on LinkedIn, Instagram, Facebook and Twitter with 20K Fans/Followers. Promotion will run for 8 weeks @ 6 per week for a minimum of 48 posts .

Speech in Recorded Video Promo – Opportunity to speak for :30 seconds as part of the promotional promo that will appear on the Mighty Cause/MCNY Event Website

- Post-Event

Inclusion in the live event, the **"Power of Purpose Challenge Finish Line Awards"** in early fall, where teams and/or individuals will receive 3 awards in 2 categories; Money Raised and Most Creative Video Clips.

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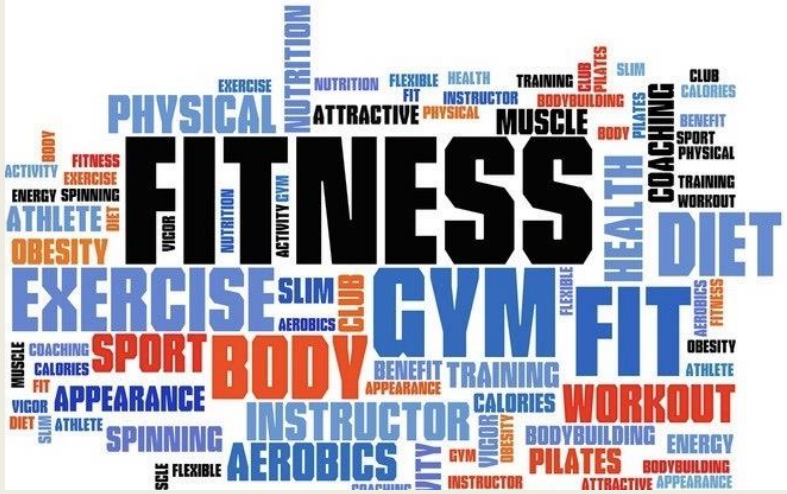

Runaway with the Lead!

Leadership Sponsor $25,000

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Media – Inclusion in Media sponsorship on Radio, TV, Digital and Print.

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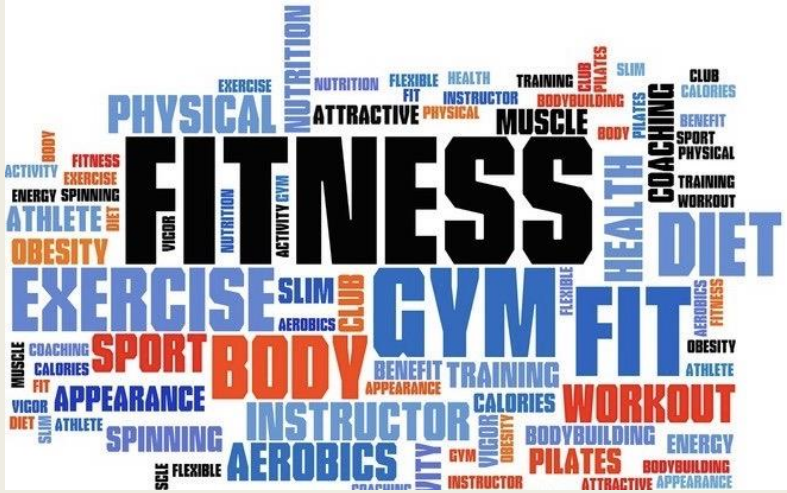

Walkaway with the Prize!

Pace Sponsor $10,000

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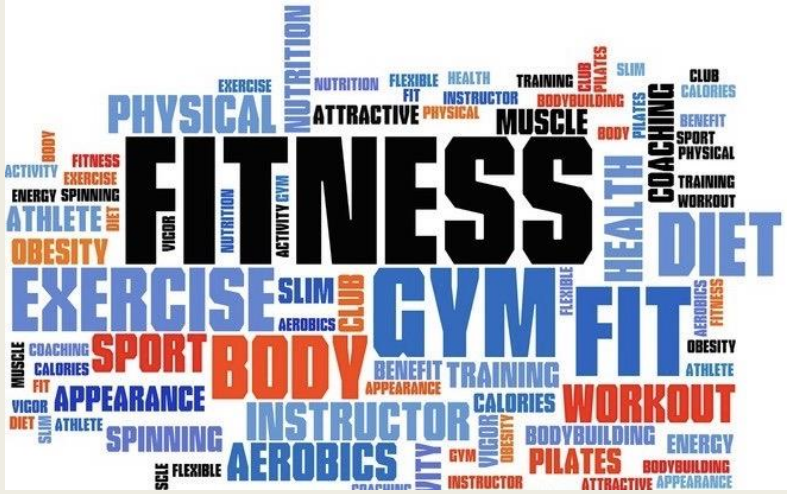

Make a Splash!
Jump Sponsor $5,000

How the BeneFITs FIT your promotional needs:

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- **Event Recognition**

Logo on Progress – Logo/Name will be included on the progress page of the website

Inclusion of logo and name in promotional materials of the final event.

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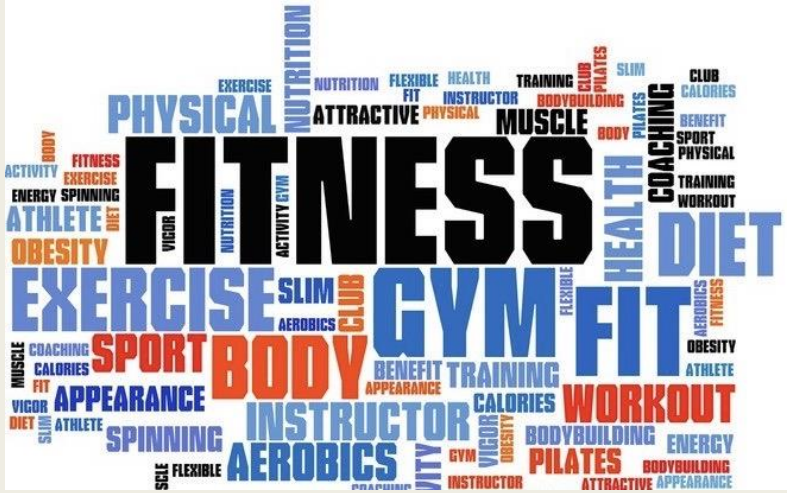

Two Wheel Drive!

Pedal Sponsor $2,500

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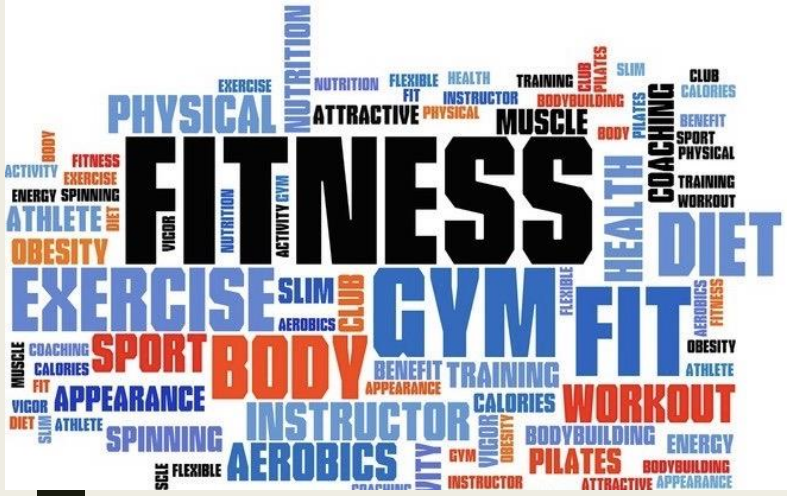
1K RUN!
Sneaker Sponsor $1000



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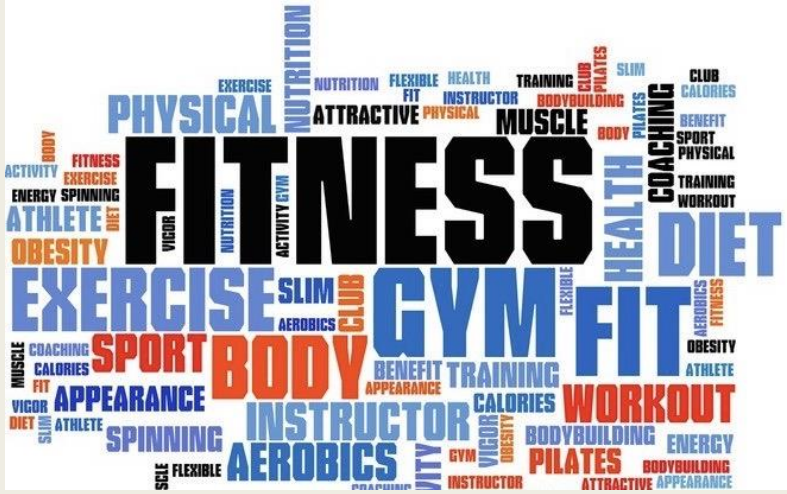

Skating

Spin Sponsor $250

Name/Team Name on Progress Report - included on the progress page of the website

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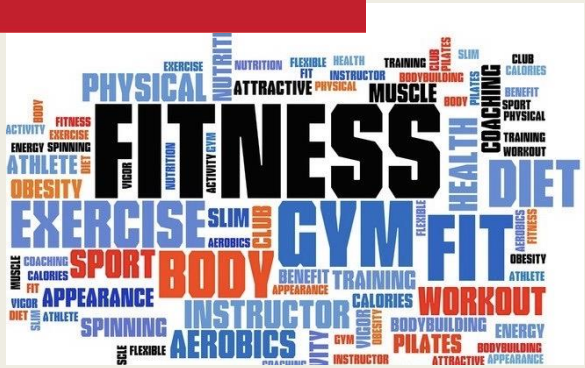

LET'S WORK THIS OUT!

MCNY Power of Purpose Virtual Fitness Challenge

THANK YOU!