



PHILADELPHIA
OUTWARD BOUND SCHOOL

BUILDING ADVENTURE

Sponsorship Packet 2025



Are YOU ready to go Over the Edge?

OCTOBER 17, 2025 | COMMERCE SQUARE

Partner with Philadelphia Outward Bound School

Philadelphia Outward Bound School (POBS) is a non-profit educational organization with a mission to change lives through challenge and discovery.

In 1992, Philadelphia leaders, including former Mayor Michael Nutter, established POBS to help our region’s young people succeed in school and life through outdoor education programs that build powerful social-emotional and leadership skills. Over the past 33 years, POBS has delivered Outward Bound’s internationally acclaimed programming to over 80,000 students through one-day programs at our locations in Philadelphia and multi-day expeditions along the Appalachian Trail and the Delaware River.



Most of our students attend School District of Philadelphia middle and high schools, and over 80% come from low-income households in the Philadelphia region.

Support from individuals and organizations helps underwrite our programs and impacts thousands of students every year.

Building Adventure Supports POBS Programming

Building Adventure is our biennial peer-to-peer fundraiser in which participants who meet their fundraising goal earn the opportunity to rappel down the side of a skyscraper in Center City.

The high-adrenaline rappel begins at Two Commerce Square (2001 Market Street), where over 100 participants go Over the Edge and descend 315 feet to the cheering crowd below.

Photographers from above and below capture the experience for participants, who range in age from 13 to 83 (no prior experience is necessary).

In 2023, with the support of our corporate sponsors and rappellers, the event raised over \$225,000 to support POBS outdoor education programs for more than 100 public and charter schools in Philadelphia and across the region.



Brand Awareness

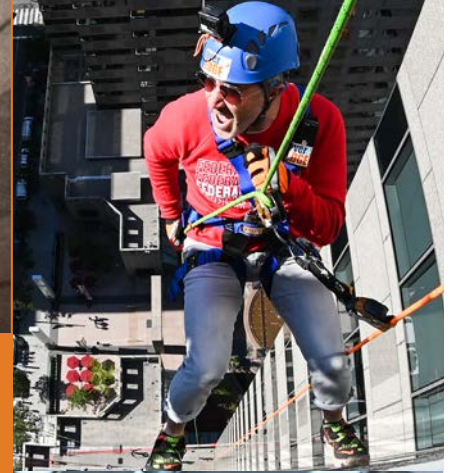
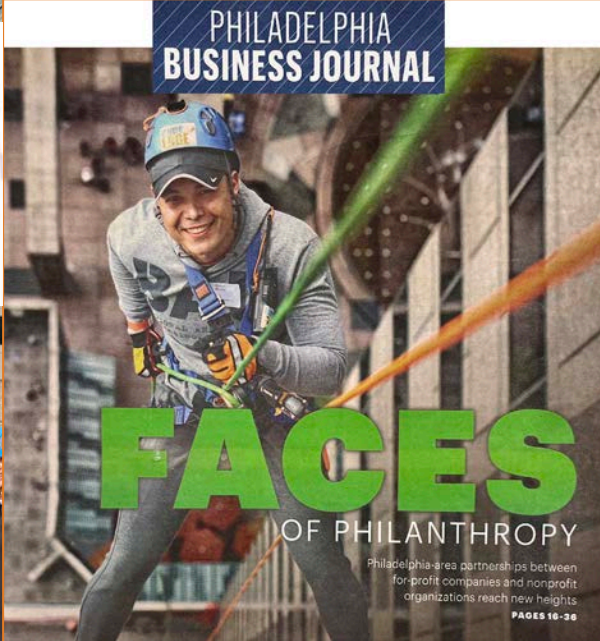
Building Adventure typically receives extensive local and national media coverage, earning millions of print and broadcast impressions and getting major play on social media channels. Exposure on event day includes a YouTube livestream (featured on Commerce Square’s 25 foot media wall), garnering thousands of viewers.



The Philadelphia Inquirer

FRIDAY, OCTOBER 23, 2021 | PHILLY INQUIRER | CITY & SUBURBS | C | \$2.95

Look, No Hands!



Building Adventure sponsor Akin Gump's Rubén Muñoz was featured on the cover of Philadelphia Business Journal.



Sponsor Building Adventure 2025

Corporate sponsorship affords your organization the opportunity to **build brand awareness** around this high profile event while **supporting the mission of the Philadelphia Outward Bound School**, a leading youth-serving nonprofit in the region. Not only will you be giving back to the community, you also receive the ultimate perk of **participating in the 30-story rappel!**

| SPONSORSHIP LEVEL | PRE-EVENT OPPORTUNITIES | RAPPEL DAY OPPORTUNITIES | POST EVENT OPPORTUNITIES |
|-------------------------------------|---|---|--|
| TRAILHEAD \$3,000 | Name/logo on event website 3 tagged social media posts | Logo placement in event signage and live stream 1 complimentary rappel with GoPro camera | Name in POBS 2025 Annual Report |
| EXPEDITION \$5,000 | SAME AS ABOVE PLUS: Name/logo on all event-related email blasts (~10,000 contacts) | SAME AS ABOVE PLUS: 1 event banner on Market Street 1 additional complimentary rappel with GoPro camera (2 rappels total) | Logo in POBS 2025 Annual Report |
| TREELINE \$10,000 | SAME AS ABOVE PLUS: Company name in media alerts | SAME AS ABOVE PLUS: 1 event booth with opportunity to distribute branded giveaways 1 additional complimentary rappel with GoPro camera (3 rappels total) | SAME AS ABOVE Personalized thank-you video from POBS staff, promoted on social media |
| PEAK \$25,000 | SAME AS ABOVE PLUS: 1 POBS newsletter article featuring company rappeller | SAME AS ABOVE PLUS: Ad placement in event's live stream 1 additional complimentary rappel with GoPro camera (4 rappels total) | SAME AS ABOVE PLUS: 1 Outward Bound Professional team building program for up to 30 people on our Aerial Teams Challenge Course (ATC) or at your site |



BUILDING ADVENTURE

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GET IN ON THE ACTION: Sponsor Building Adventure!

Contact Lori Salganicoff, Development Director: lori@pobs.org • (215) 372-8938



www.buildingadventure.org