



5th Annual Slide-A-Thon

Friday, October 9 & Saturday, October 10, 2026



What Is the Slide-A-Thon?

Similar to a walk-a-thon or dance-a-thon, Smith's Slide-a-thon is a fundraising event that helps support the staffing and maintenance of Smith Memorial Playground and Playhouse, which welcomes roughly 150,000 visitors each year and is free to the public.

This year's event spans two days: teams race head-to-head down the slide in one of three divisions on Friday, October 9 and Saturday, October 10, while kids compete individually by age group in silly slide games on Saturday. Medals go to 1st, 2nd, and 3rd place in every division, and trophies are given to the top fundraisers. The weekend also includes food, music, arts & crafts, and plenty of playground fun.

Sponsorship Opportunities

Support the Slide-A-Thon — With or Without a Team!

You don't have to enter a team to make a big impact. As a Slide-A-Thon sponsor, you'll support Smith's mission to provide free, high-quality play to thousands of children each year — while enjoying a fun-filled weekend of community and connection.

If you choose not to enter a team, you can still take part by sponsoring a group of children or a partner nonprofit to slide on your behalf.

All sponsors receive visibility through on-site signage, our website (averaging 11,000 views per month), social media (over 25,000 followers), and e-newsletters (reaching 15,000+ subscribers). Smith engages over 160,000 annual visitors and maintains a strong presence across the Philadelphia region. Slide-A-Thon also attracts media coverage through print, digital, and broadcast outlets — offering meaningful community impact alongside valuable promotional exposure.

Sponsorship Levels

Benefit	Cheer Squad \$1,000	First Time Slider \$2,500	Competitive Slider \$5,000
Team Registration	1 Division III team (up to 5 sliders)	1 Division I team (up to 10 sliders)	2 Division I teams (10+ sliders each)
Time Block Selection	Standard registration	Priority pick, ahead of general registration	Guaranteed marquee time block
Logo Placement	Name / small logo	Medium logo	Large logo + step-and- repeat / banner
On-Site Branding	—	—	Reserved table or tent
Social Media Feature	—	—	One (1) dedicated feature

All levels can be paired with sponsoring a group of children or a partner nonprofit to slide on your behalf instead of fielding your own team.

Questions? Contact Frances Hoover — frances@smithplayground.org