

SPONSORSHIP LEVELS

FRANK LLOYD WRIGHT RACES Sponsorship Benefits <i>(marketing impressions)</i>	Presenting Sponsor	Youth Mile Sponsor	Community Sponsor \$1500	On-Site Sponsor \$500	In-Kind Sponsor ^a
Premium Co-Branding on Event Collateral	SOLD OUT	SOLD OUT			
Premium Placement of Logo	✓	✓			
PRINT					
Posters and Flyers <i>distributed at Park District recreational centers (7 locations); facilities (24 locations); local businesses, events, and sponsor sites</i>	✓	✓	✓		<i>a</i>
Postcards <i>distributed regionally (5,000)</i>	✓	✓	✓		<i>a</i>
Wednesday Journal Ads <i>ads (15); marketing impressions (150,000)</i>	✓	✓	✓		<i>a</i>
Fall Program Guide <i>distributed Oak Park households (25,000) & throughout Oak Park (4,000)</i>	✓	✓	✓		<i>a</i>
Event Banners <i>distributed throughout Oak Park (4 rotating locations; 1 fixed location)</i>	✓	✓	✓		<i>a</i>
Packet Pick Up <i>signage at packet pick-up location (1,300)</i>	✓	✓	✓		<i>a</i>
Race T-Shirts <i>Exclusive logo placement on youth mile t-shirts (300 shirts; postrace impressions - unlimited!)</i>		✓			
Race T-Shirts <i>logo placement on 5k and 10K t-shirts (2,600 shirts; postrace impressions - unlimited!)</i>	✓	✓	✓		<i>a</i>
DIGITAL					
Reach Screens <i>Ridgeland Common (3,000) and Gymnastics Recreational Centers (1,500)</i>	✓				
Email Blasts <i>targeted population (20,000 residents)</i>	✓	✓	✓		<i>a</i>
Website Logo Placement and Link <i>marketing impressions (19,000 event site visits)</i>	✓	✓	✓		<i>a</i>



(continue)



**FRANK
LLOYD
WRIGHT
RACES**
10.20.2019

PARK DISTRICT of OAK PARK ■ 5K 10K YOUTH MILE

SPONSORSHIP LEVELS *(continued)*

FRANK LLOYD WRIGHT RACES Sponsorship Benefits <i>(marketing impressions)</i>	Presenting Sponsor \$1,000	Youth Mile Sponsor \$2,000	Community Sponsor \$1500	On-Site Sponsor \$500	In-Kind Sponsor^a
PRE-EVENT / PACKET PICK UP					
Activity and Promotional Items <i>supplied by sponsor (1,300)</i>	✓	✓	✓		<i>a</i>
EVENT					
Company Vehicle as Youth Mile lead vehicle <i>(2,600)</i>		✓			
Booth - Prime Location <i>10x10 tent, table and chairs; staffed by sponsor (4,500)</i>	✓	✓			
Booth <i>10x10 tent, table and chairs; staffed by sponsor (4,000)</i>			✓	✓	
Booth Activity and Promotional Items <i>supplied by sponsor (4,000)</i>	✓	✓	✓	✓	
"Thank You Sponsors" Banner <i>(50,000)</i>	✓	✓	✓		<i>a</i>
Finish Line Banner <i>supplied by sponsor (2,600)</i>	✓	✓	✓	✓	<i>a</i>
Public Emcee Announcements <i>sponsor recognition (5,000)</i>	✓	✓	✓	✓	<i>a</i>
Complimentary Race Registration, T-Shirt and Oatmeal Bar Tickets	custom	3	3	1	<i>a</i>
Product Placement <i>Supplied by sponsor (2,600)</i>	n/a	n/a	n/a	n/a	✓

^aIn-Kind partners provide goods and services, increasing dollars raised that go directly to the event. In-Kind benefits are based on the approximate value of the in-kind donation and is at the discretion of the Park District of Oak Park.

