

SPONSORSHIP LEVELS

FRANK LLOYD WRIGHT RACES Sponsorship Benefits <i>(marketing impressions)</i>	Presenting Sponsor \$4,500	Youth Mile Sponsor \$2,500	Community Sponsor \$1500	On-Site Sponsor \$500	In-Kind Sponsor^a
Premium Co-Branding on Event Collateral	✓				
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)*

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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.



In partnership with the community, we enrich lives by providing meaningful experiences through programs, parks, and facilities.