



SPONSORSHIP LEVELS 2023

Sponsorship Benefits <i>(marketing impressions)</i>	Presenting Sponsor \$4,500	Youth Mile Sponsor \$1,500	Community Sponsor \$1,500	T-shirt Sponsor \$750	On-Site Sponsor \$500	In-Kind Sponsor ^a
Premium Co-Branding on Event Collateral	✓					
Premium Placement of Logo	✓	✓				
PRINT						
Flyers <i>Posted in Park District recreational center display cases (8 locations), local businesses and sponsor sites; distributed at summer community events</i>	✓	✓	✓			<i>a</i>
Postcard <i>Distributed to Oak Park Households in August (25,000)</i>	✓	✓	✓			<i>a</i>
Postcard <i>On display at Chicagoland Fleet Feet stores (7 stores)</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 impressions)</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 (2,100 shirts; postrace impressions - unlimited!)</i>	✓	✓	✓	✓		<i>a</i>
DIGITAL						
Reach Screens <i>Event promotion on video screens at Ridgeland Common, Gymnastics & Recreation Center and Oak Park Conservatory</i>	✓					
Email Blasts – 3+ <i>Event promotion in August, September & October (25,000 Oak Park and surrounding areas)</i>	✓	✓	✓			<i>a</i>



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

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Website Logo Placement <i>On FLW event and special events page (19,000 event site visits)</i>	✓	✓	✓			
Social Media Marketing <i>Includes 3+ event promotion posts via the PDOP account, plus 3 targeted paid posts</i>	✓					
PRE-EVENT / PACKET PICK UP						
Activity and/or Promotional Items <i>Supplied by sponsor - giveaways or collateral can be distributed at packet pick-up (1,300 impressions)</i>	✓	✓	✓			
EVENT						
Booth - Prime Location <i>10x10 tent, table and chairs; staffed by sponsor (4,500 impressions)</i>	✓	✓				
Booth <i>10x10 tent, table and chairs; staffed by sponsor (4,000 impressions)</i>			✓	✓	✓	
Booth Activity and Promotional Items <i>Supplied by sponsor (4,000 impressions)</i>	✓	✓	✓	✓	✓	
"Thank You Sponsors" Banner <i>Displayed outside Ridgeland Common on Lake Street for a minimum of four weeks before/after the event (50,000 impressions)</i>	✓	✓	✓			<i>a</i>
Finish Line Banner <i>Supplied by sponsor (2,600 impressions)</i>	✓	✓	✓	✓	✓	<i>a</i>
Public Emcee Announcements <i>Sponsor recognition (3,000 impressions)</i>	✓	✓	✓	✓	✓	<i>a</i>
Complimentary Race Registration and T-Shirt	5	3	3	1	1	<i>a</i>
Product Placement <i>Supplied by sponsor (2,600 impressions)</i>	n/a	n/a	n/a	n/a	n/a	✓

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

For more information, please contact anmarie.buczek@pdop.org.



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