



## Why Sponsor the Frank Lloyd Wright Races with the Park District of Oak Park?

**A Chicagoland Tradition:** Celebrating its 49<sup>th</sup> year in 2024, this popular annual event is one of the longest running racing events in Illinois individuals, friends and families participating in a 5K Run/Walk, 10K Run and Youth Mile for ages 7-14. Approximately 2,000 participants enjoy a run, jog, or walk through the tree-lined streets of Oak Park and take in the remarkable architecture of Frank Lloyd Wright as they make their way through the uniquely architecturally scenic course.

**Supporting our Community:** Sponsors enjoy a meaningful and well attended event with an opportunity for direct interaction with runners and spectators from Oak Park and surrounding areas. All volunteers and runners receive a long-sleeved shirt wherein all proceeds from runner registrations go towards financial assistance for Park District programming to better serve eligible members of the community.

## Maximize Community Reach! Early Signup Encouraged

**Sponsor Marketing and Advertising Deadlines:** To maximize marketing outreach (applicable especially to Community, Youth Mile and Presenting Sponsorship levels, early signup is encouraged. **See below deadlines for logo submission & inclusion** (for applicable sponsorship categories). Dates are approximate.

- **May 15<sup>th</sup>** : Fall/Winter Guide (distributed to 25,000 Oak Park Households late July/early August and available online)
- **May 15<sup>th</sup>**: Flyers (posted in all Park District display cases at all 18 locations, distributed to local businesses and sponsor sites, and available at spring/summer community events.)
- **July/August:** Postcards (mailed to all 25,000 Oak Park Household and distributed to 7 Chicago area Fleet Feet Stores.)
- **August:** Banners (posted at 4 park locations throughout OP)
- **September:** Race T-shirt (distributed to all runners, volunteers, and at least one per sponsor (over 2,000 printed).

**For more information, please contact** Sponsorship Coordinator, Jillian Sims, at [jillian.sims@pdop.org](mailto:jillian.sims@pdop.org) (708.725.2073)



## SPONSORSHIP LEVELS 2024

<b>Sponsorship Benefits (marketing impressions)</b>	<b>Presenting Sponsor \$4,500</b>	<b>Youth Mile Sponsor \$1,500</b>	<b>Community Sponsor \$1,500</b>	<b>On-Site Sponsor \$500 (\$250 nonprofit*)</b>	<b>In-Kind Sponsor<sup>a</sup></b>
<b>Premium Co-Branding on Event Collateral</b>	✓				
<b>Premium Placement of Logo</b>	✓	✓			
<b>Flyers</b> <i>Posted in Park District display cases (8 locations), local businesses and sponsor sites; distributed at summer community events</i>	✓	✓	✓		<i>a</i>
<b>Postcard</b> <i>Distributed to Oak Park Households in August (25,000)</i>	✓	✓	✓		<i>a</i>
<b>Fleet Feet Postcard</b> <i>On display at Chicagoland Fleet Feet stores (7 stores)</i>	✓	✓			
<b>Event Banners</b> <i>Distributed throughout Oak Park (4 locations)</i>	✓	✓	✓		<i>a</i>
<b>Packet Pick Up</b> <i>Signage at packet pick-up location (1,300 impressions)</i>	✓	✓	✓		<i>a</i>
<b>Youth Mile Race T-Shirts</b> <i>Exclusive logo placement on <b>youth mile</b> t-shirts (Approx. 300 shirts; postrace impressions - unlimited!)</i>		✓			
<b>Race T-Shirts</b> <i>Logo placement on <b>5k and 10K</b> t-shirts (2,000 shirts; postrace impressions - unlimited!)</i>	✓	✓	✓		<i>a</i>
<b>Reach Screens</b> <i>Event promotion on video screens at Ridgeland Common, Gymnastics &amp; Recreation Center and Oak Park Conservatory</i>	✓				
<b>Email Blasts – 3+</b> <i>Event promotion in August, September &amp; October (16,000 subscribers)</i>	✓	✓	✓		<i>a</i>

For more information, please contact Sponsorship Coordinator, Jillian Sims, at [jillian.sims@pdop.org](mailto:jillian.sims@pdop.org) (708.725.2073)



## SPONSORSHIP LEVELS 2024 (continued)

Sponsorship Benefits (marketing impressions)	Presenting Sponsor \$4,500	Youth Mile Sponsor \$1,500	Community Sponsor \$1,500	On-Site Sponsor \$500 (\$250 nonprofit*)	In-Kind Sponsor <sup>a</sup>
<b>Website Logo Placement</b> <i>On FLW event and special events page (19,000 event site visits), including links to sponsor website</i>	✓	✓	✓		
<b>Social Media Marketing</b> <i>Includes 3+ event promotion posts via the PDOP account, plus 3 targeted paid posts</i>	✓				
<b>Activity and/or Promotional Items in Racer's Packet</b> <i>Supplied by sponsor - giveaways or collateral can be distributed at packet pick-up (1,300 impressions)</i>	✓	✓	✓		
<b>EVENT</b>					
<b>Booth - Prime Location</b> <i>10x10 tent, table and chairs; staffed by sponsor (4,500 impressions)</i>	✓	✓			
<b>Booth</b> <i>10x10 tent, table and chairs; staffed by sponsor (4,000 impressions)</i>			✓	✓	
<b>Booth Activity and Promotional Items</b> <i>Supplied by sponsor (4,000 impressions)</i>	✓	✓	✓	✓	
<b>"Thank You Sponsors" Banner</b> <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>
<b>Finish Line Banner</b> <i>Supplied by sponsor (2,600 impressions)</i>	✓	✓	✓	✓	<i>a</i>
<b>Public Emcee Announcements</b> <i>Sponsor recognition (3,000 impressions)</i>	✓	✓	✓	✓	<i>a</i>
<b>Complimentary Race Registration(s) and T-Shirt</b>	5	3	3	1	<i>a</i>
<b>Product Placement</b> <i>Supplied by sponsor (2,600 impressions)</i>	n/a	n/a	n/a	n/a	✓

<sup>a</sup>In-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 Sponsorship Coordinator, Jillian Sims, at [jillian.sims@pdop.org](mailto:jillian.sims@pdop.org) (708.725.2073)



## Special Non-Profit Organization Offer:

Non-profits are eligible for a special \$250 booth rate, subject to space and Park District resource availability (space, tents, table and chairs). Bringing your own tent is preferred if possible.

## Other Ways to Support the Race: Brand Recognition through Volunteering!

Volunteers are always needed and appreciated! Organizations and businesses may volunteer at various positions throughout the race and have the option to wear their own company or organization branded apparel. This can be in addition to other levels of sponsorship or at no cost with commitment to at least two volunteer positions (efforts will be made to pair volunteers together in capacity such as water station or course monitors. Early commitment and signup for volunteering ensures likelihood of desired volunteer positions).

**Ready to volunteer?** Let our Sponsorship Coordinator know, and we will connect you with our volunteer coordinator for the race. (Ps. Volunteers will also receive a race T-shirt to wear and enjoy after the event.)



**For more information, please contact** Sponsorship Coordinator, Jillian Sims, at [jillian.sims@pdop.org](mailto:jillian.sims@pdop.org) (708.725.2073)