



Frank Lloyd Wright Races October 19, 2025

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

A Chicagoland Tradition: Celebrating its 49th year in 2025, 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. In 2024, approximately 68% of these participants were repeat racers of this traditional community race.

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 race proceeds go towards financial assistance for Park District programming to better serve eligible members of the community. In 2024 this amount totaled \$33,365.

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).**

- **January 15 :**
 - Spring/Summer Guide Event ad (distributed to 25,000 Oak Park Households in March and available online)
- **June 15th :**
 - Fall/Winter Guide (distributed to 25,000 Oak Park Households late July/early August and available online)
 - Flyers (posted in all Park District display cases at 15 locations and available at spring/summer community events.)
- **July 1st:**
 - Postcards (mailed to all 25,000 Oak Park Household and distributed to 15 Chicago area Fleet Feet Stores)
 - Banners (posted at 4 park locations throughout OP)
- **September 1st:**
 - Race T-shirt (2,000 + distributed to all runners, volunteers, and at least one per sponsor)
- **October 1st:**
 - “Thank You” Finish Line Banner (displayed on Lake Street post-race for one month)

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

Sponsorship Benefits 2025

Sponsorship Benefits <i>(marketing impressions)</i>	Presenting Sponsor \$4,500	Youth Mile Sponsor \$1,800	Community Sponsor \$1,500	On-Site Sponsor \$500 (\$300 nonprofit*)	In-Kind Sponsor^a
Marketing Collateral					
Premium Co-Branding on Event Collateral	✓				
Premium Placement of Logo	✓	✓			
Logo Placement in Program Guide(s) Event Ad <i>Distributed to Oak Park Households in March and July/August (25,000)</i> Logo Submission by January 15 and June 15th respectively	✓	✓			
Flyers <i>Posted in Park District display cases (15 locations) and distributed at spring and summer community events</i> Logo Submission by June 15	✓	✓	✓		<i>a</i>
Postcard <i>Distributed to Oak Park Households in August (25,000)</i> Logo Submission by July 1st	✓	✓	✓		<i>a</i>
Fleet Feet Postcard <i>On display at Chicagoland Fleet Feet stores (7 stores)</i> Logo Submission by July 1st	✓	✓			
Event Banners <i>Distributed throughout Oak Park (4 locations)</i> Logo Submission by July 1st	✓	✓	✓		<i>a</i>
Packet Pick Up <i>Signage at packet pick-up location (1,300 impressions)</i>	✓	✓	✓		<i>a</i>
Race T-Shirts <i>Logo placement on 5k and 10K t-shirts (2,000 shirts; postrace impressions - unlimited!) Presenting and Youth Mile Sponsors given premium placement as "Presenting Sponsor" and "Youth Mile Sponsor"</i> Logo Submission by October 1st	✓	✓	✓		<i>a</i>
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 (16,000 subscribers)</i>	✓	✓	✓		<i>a</i>

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Marketing Collateral Cont'd					
Website Logo Placement <i>On FLW event and special events page (19,000 event site visits), including links to sponsor website</i>	✓	✓	✓		
Social Media Marketing <i>Includes 3+ event promotion posts via the PDOP account, plus 3 targeted paid posts</i>	✓				
EVENT					
Booth - Prime Location and Additional Activation Space <i>2 10x10 tents, table and chairs; staffed by sponsor (4,500 impressions) to be used for sponsor provided activation</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> Logo Submission Deadline: Oct 1	✓	✓	✓	✓	<i>a</i>
Finish Line Banner <i>Supplied by sponsor (2,600 impressions) to be hung along finish line barricade</i> Logo Submission Deadline Oct 1	✓	✓	✓	✓	<i>a</i>
Public Emcee Announcements <i>Sponsor recognition (3,000 impressions)</i>	✓ (Throughout Event + Short Script)	✓ (Youth Mile and Additional + Short Script)	✓ (Sponsor Name and Short Script)	✓ (Name of Sponsor Only)	<i>a</i>
Complimentary Race Registration (includes 1 t-shirt per registrant)	2	2	2	0	<i>a</i>
Complimentary T-Shirt	3	2	2	2	<i>a</i>
Product Placement <i>Supplied by sponsor (2,600 impressions)</i>	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.

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Special Non-Profit Organization Offer:

Non-profits are eligible for a special \$300 booth rate, subject to space and Park District resource availability (space, tents, table and chairs). Bringing your own tent is preferred if possible due to PDOP limited availability.

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 stations or course monitors (especially needed). 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.)



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