

*Lincolnshire-Prairie View School District 103 Parent-Teacher Organization is a registered 501(c)(3) not for profit organization. Our tax identification number is 36-3195479.*

# SPONSORSHIP PROPOSAL BOOKLET

## BACKGROUND AND SPONSORSHIP SUMMARY

Run for D103 5K Run/Walk continues to focus on funding our schools need to provide our children with their recreational programs, equipment and playgrounds. The race is representative of our District's commitment to foster both healthy minds and healthy bodies in our children and instill a lifelong passion for recreation and exercise.

Run for D103 5K Run/Walk was born in 2009 when the Parent Teacher Organization of Lincolnshire-Prairie View School District 103 identified a specific and attainable need for improvement of the athletic fields behind its Daniel Wright JHS, which were unusable much of the school year due to poor drainage and grading issues. D103 track and field team was forced to cancel meets on a regular basis in the spring due to rain and our soccer teams had to utilize Vernon Hills facilities. In 2012/2013, our soccer teams and cross country teams played at our home field for the first time in many years!

Projects funded (or co-funded) by the race:

- **2013 and 2014** - a new playground equipment at Laura Sprague School (total cost of \$100,000)
- **2015** - a new StarLab, which aligns with several grades' science curriculum and educated students in the area of astronomy
- **2016** - sound system upgrade at Daniel Wright JHS stage and band room as well as several educational tech solutions for our other two schools
- **2017** - Consumer & Family Science lab improvements
- **2018** - complete reconstruction of existing sound system at Half Day School, used regularly during physical education classes, fitness events as well as assemblies, presentations and talent shows

Since our first race in 2011, we have unqualified success with registrations increasing over 33% in just the first 3 years. Last year we had almost 600 registrants with 800 attendants at the race. District 103 is a growing school district with over 1000 families and we will again be marketing the event as a "whole family" run/walk event to maximize participation. Our focus will continue to promote the healthy minds and bodies of our children within our schools.

## **FAST FACTS:**

<b>DATE:</b>	<b>SATURDAY, MAY 19, 2018 at 8AM</b>
<b>LOCATION:</b>	<b>Daniel Wright Junior High School, Lincolnshire, IL</b>
<b>EVENTS:</b>	<b>5k Run/Walk (Chip Timed and Certified)</b>
<b>COURSE:</b>	<b>Beginning and ending at Daniel Wright Junior High School and through beautiful tree lined streets of Lincolnshire</b>
<b>VOLUNTEERS:</b>	<b>50</b>
<b>PARTICIPANTS:</b>	<b>700-1000</b>
<b>ATTENDANTS:</b>	<b>1000+</b>
<b>REGISTRATION FEE:</b>	<b>\$25/Individual \$90/Family of 4 (add'l members over 4 are \$15) \$200/Family Sponsorship w/Family Name on Tee</b>

## **SPONSORSHIP OPPORTUNITIES**

### **TITLE SPONSOR - \$3500+**

- Company/Organization **logo on race bibs**
- Company/Organization **logo on finish banner**
- Company/Organization **logo** featured first and in largest size on **race and volunteer t-shirts.**
- Company/organization **logo** posted to runners **social media site** with their results upon finish of race!
- Company/Organization **logo** on all **brochures, posters and advertisements** for the race distributed throughout community, local running stores, running associations and posted at other local businesses.
- **Top billing** on fliers sent home to all District 103 school families
- Largest Company **logo** prominently featured on **Village Kiosk sign** advertising the race for two weeks prior to race. (*Sign is visible to traffic along Route 22*).
- Prominent company **logo** shown on registration website
- Complimentary space for **table on race day**
- Recognition on all **media** promotions
- Official starter and awards presenter
- Title sponsor event day recognition including **largest logo on presenting stage banner** and "shout out" from on site race day DJ
- **Logo** displayed on banner on packet pick up site
- Company/Organization information in the race day swag bags
- 10 complimentary Individual race entries

- 1 complimentary Family race entry for referring family

### **GOLD SPONSOR - \$2,500 (TWO AVAILABLE)**

- Company/Organization **logo** featured second and in large size on all race and volunteer t-shirts.
- Company/Organization **logo** on all **brochures, posters and advertisements** for the race distributed throughout community, local running stores, running associations and posted at other local businesses
- **Mile Marker or Start/Finish Recognition**
- Company/Organization **logo** on fliers sent home to all District 103 school families.
- Company **logo** featured on **Village Kiosk sign** advertising the race for one week prior to race. (*Sign is visible to traffic along Route 22*).
- Large company **logo** shown on registration website
- Complimentary space **for table on race day**
- Only one Gold Sponsor per industry
- Event day recognition including second largest **logo on presenting stage banner** and "shout out" from on site race day DJ
- **Logo** displayed on banner on packet pick up site
- Company/Organization information in the race day swag bags
- 6 complimentary Individual race entries
- 1 complimentary Immediate Family race entry for referring family

### **SILVER SPONSOR - \$1,000 (TEN AVAILABLE)**

- Company/Organization **logo** featured third and in medium size on all race and volunteer t-shirts,
- Company/Organization **logo** on all **brochures, posters and advertisements** for the race distributed throughout community, local running stores, running associations and posted at other local businesses
- Company/Organization **logo** on fliers sent to all District 103 school families
- Company **logo** featured on **Village Kiosk sign** advertising the race for one week prior to race. (*Sign is visible to traffic along Route 22*).
- Medium company **logo** shown on registration website
- Event day recognition including medium **logo on presenting stage banner** and "shout out" from on site race day DJ
- **Logo** displayed on banner on packet pick up site
- Company/Organization information in the race day swag bags
- 4 Complimentary race entries
- 1 complimentary Immediate Family race entry for referring family

### **WATER TABLE SPONSOR - \$750**

- **Water Table Banner** (company provided) with option of employees to work the table in company t-shirts.
- Company/Organization **logo** featured fourth and in small size on all t-shirts, brochures, posters and advertisements
- Company/Organization logo on flier sent to all District 103 school families
- Event day recognition including small **logo on presenting stage banner** and "shout out" from onsite race day DJ
- **Logo** displayed on banner on packet pick up site
- Small company logo shown on registration website
- Event Day recognition
- Company/Organization information in the race day swag bags
- 2 complimentary race entries or 1 complimentary Immediate Family race entry

### **RACE DAY TABLE- \$300**

- Company/Organization **logo** featured fourth and in small size on all t-shirts, brochures, posters and advertisements
- Company/Organization logo on flier sent to all District 103 school families
- Event day recognition including small **logo on presenting stage banner** and "shout out" from onsite race day DJ
- **Logo** displayed on banner on packet pick up site
- Small company logo shown on registration website
- Event Day recognition
- Company/Organization information in the race day swag bags
- 2 complimentary race entries or 1 complimentary Immediate Family race

### **SWAG BAGS - \$100**

- Company/Organization information in the race day swag bags

# Sponsorship Reservation Agreement

YES! We would like to be a sponsor of the 2018 Run for D103: PTO 5k Run/Walk!

## TYPE OF SPONSORSHIP: (check one)

\_\_\_ Title Sponsorship - \$3500

\_\_\_ Gold Sponsorship - \$2500

\_\_\_ Silver Sponsorship - \$1000

\_\_\_ Water Table - \$750

\_\_\_ Race Day Table - \$300

\_\_\_ Swag Bags - \$100

CONTACT NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ E-MAIL \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

## Artwork Requirements for Corporate Logo:

- All logos must be submitted in .EPS and .JPG format with a minimum of 300 dpi
- Please submit files with images SIZED for printing. **Completed form can be scanned and emailed to geigesang@gmail.com.** Please make checks payable to: ***District 103 PTO***

MAIL TO:  
District 103 PTO  
c/o 5k Run/Walk  
1370 Riverwoods Road  
Lincolnshire, IL 60069

For further information, call 630-329-1774 or geigesang@gmail.com.