



Dear Potential Sponsor,

I am excited to present you with a unique marketing and sponsorship opportunity that will reach over 1,200 D103 families as well as countless community members in your direct target market!

On **Saturday, May 20, 2023**, the Parent Teacher Organization (PTO) of Lincolnshire-Prairie View School District 103 is hosting its annual **Run for D103 5k Run/Walk**.

This community-school district event is a fundraiser to finance various needs within D103. With a focus on education, health and fitness, technology and innovation. Over the past five years, we have funded over \$150,000 for our schools recreational sports fields, playgrounds, libraries, and STEM labs. This year, all proceeds raised from the event will go toward funding new audio and projection equipment for the Gym at Daniel Wright Junior High.

The D103 Annual 5k continues to be a runaway success and has become known in the community as a fun, family race event with over 650 race registrants, and over 1,000 attendees. This annual event is a marquee fundraiser that our kids and families look forward to every year.

Please join D103 PTO this year in our commitment to provide exceptional educational facilities and daily outdoor recreational activities for our children and consider one of the following sponsorship opportunities (see the attached proposal for benefits of sponsorship).

### Sponsorship Levels

<b>Platinum</b>	\$6000	<b>Gold</b>	\$3000
<b>Silver</b>	\$1500	<b>Bronze</b>	\$600
<b>Water Table</b>	\$750	<b>Race Day Table</b>	\$350
<b>Online Student Directory</b>	\$150	<b>Swag Bags</b>	\$100

To confirm your participation and sign up, navigate to <http://sponsor.d103pto.org>.

Thank you in advance for your participation!

Sincerely,

Run for D103 5K Race Director



# **2023 SPONSORSHIP PROPOSAL BOOKLET**

# BACKGROUND AND SPONSORSHIP SUMMARY

For over 10 years, the Run for D103 5K Run/Walk's primary focus has been to support our districts' desire to provide our children with educational programs, equipment, and playgrounds by funding special projects at each school. 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, exercise, and education.

**This year, all proceeds raised from the event will go toward new audio and projection equipment for the Green Gym at Daniel Wright Junior High. This new equipment will improve the teacher's ability to communicate with students and execute instruction during PE and provide the school with a system that will greatly enhance author visits, pep rallies, band/orchestra/choir concerts, curriculum nights and other large group meetings.**

Since our first race, we have had success with registrations increasing over 33% in just the first 3 years. Last year (2022) we had over 675 paid participants (a race record) with over 800 in attendance!

District 103 is a growing school district with over 1200 families and we will again be marketing the event as a "whole family" run/walk event to maximize participation. Our focus continues to promote the healthy minds and bodies of our children within our three schools.

Please visit [runford103.org](http://runford103.org) to learn more about the race, it's history and to view photos from prior races,

## FAST FACTS:

<b>DATE</b>	Saturday, May 20, 2023 @ 8:00 AM
<b>LOCATION</b>	Daniel Wright Junior High School
<b>EVENTS</b>	5K Run/Walk (Chip Timed and Certified)
<b>COURSE</b>	Beginning and ending at DW and through the beautiful tree-lined streets of Lincolnshire
<b>VOLUNTEERS</b>	65+
<b>PARTICIPANTS</b>	600 – 700
<b>ATTENDEES</b>	800+
<b>REGISTRATION</b>	\$35/Individual   \$140/Family of 4   \$250/Family Sponsorship (during regular registration)

# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR - \$6,000

**One sponsorship available. Benefits of sponsoring the D103 PTO at the Platinum level include**

- PTO Website – Largest logo and link to your business or organization’s website from our Sponsors web page and homepage
- PTO Social Media - Company/organization logo posted on the PTO Facebook page
- PTO Online Student Directory – Headliner status on Membership Toolkit and most electronic communications
- Run for D103 5K Run/Walk
  - Logo displayed on race bibs (exclusive)
  - Largest logo on sponsor banner
  - Logo displayed at packet pickup location
  - Topmost logo on race website
  - Topmost and largest logo on race T-shirt
  - Complimentary premium space for a race day table
  - DJ “Shout Out” – minimum 5 times during the race
  - Company provided information or promotional item in the SWAG bags
  - 10 complimentary individual race entries, including race T-shirts
  - 4 complimentary family race entries, including race T-shirts

## GOLD SPONSOR - \$3,000

**Benefits of sponsoring the D103 PTO at the Gold Level include**

- PTO Website – Logo and link to your business or organization’s website from our PTO Sponsors web page and homepage – below Platinum Sponsor
- PTO Social Media – Logo displayed on the PTO Facebook page
- PTO Online Student Directory – Logo displayed on Membership Toolkit and most electronic communications
- Run for D103 5K Run/Walk
  - Logo on sponsor banner - large
  - Logo on race website – under Platinum Sponsor
  - Logo on race T-shirt - large
  - Complimentary premium space for a race day table
  - DJ “Shout Out” – minimum 3 times during the race
  - Company provided information or promotional item in the SWAG bags
  - 6 complimentary individual race entries, including race T-shirts
  - 2 complimentary family race entries, including race T-shirts

## SILVER SPONSOR - \$1,500

### Benefits of sponsoring the D103 PTO at the Silver Level include

- PTO Website – Logo and link to your business or organization’s website from our PTO Sponsors web page and homepage – below gold sponsor
- PTO Social Media – Logo displayed on the PTO Facebook page
- PTO Online Student Directory – Logo displayed on Membership Toolkit and most electronic communications
- Run for D103 5K Run/Walk
  - Logo on sponsor banner - large
  - Logo on race website – under Gold Sponsors
  - Logo on race T-shirt - large
  - Complimentary premium space for a race day table
  - DJ “Shout Out” – minimum 2 times during the race
  - Company provided information or promotional item in the SWAG bags
  - 4 complimentary individual race entries, including race T-shirts

## BRONZE SPONSOR - \$600

### Benefits of sponsoring the D103 PTO at the Bronze Level include

- PTO Website – Logo displayed on our PTO Sponsors web page and homepage – below silver sponsor
- PTO Online Student Directory – Logo displayed on Membership Toolkit and most electronic communications
- Run for D103 5K Run/Walk
  - Logo on sponsor banner - medium
  - Logo on race website – under Water Table Sponsors
  - Logo on race T-shirt - medium
  - DJ “Shout Out” – minimum 1 time during the race
  - Company provided information or promotional item in the SWAG bags
  - 2 complimentary individual race entries – or – 1 complimentary family race entry, including race T-shirts

## WATER TABLE SPONSOR - \$750

### Benefits of sponsoring a Run for D103 Water Table include

- PTO Website – Logo displayed on our PTO Sponsors web page and homepage – below silver sponsor
- PTO Online Student Directory – Logo displayed on Membership Toolkit and most electronic communications
- Run for D103 5K Run/Walk
  - Logo on sponsor banner - medium
  - Logo on race website – under Silver Sponsors
  - Logo on race T-shirt – medium
  - Option to display your company banner at the table and invite your employees to work the table in company T-shirts
  - DJ “Shout Out” – minimum 2 times during the race
  - Company provided information or promotional item in the SWAG bags
  - 3 complimentary individual race entries, including race T-shirts

## RACE DAY TABLE- \$350

### Benefits of sponsoring a Run for D103 Race Day Table include

- PTO Online Student Directory – Logo displayed on Membership Toolkit
- Run for D103 5K Run/Walk
  - Company table set up in the sponsor area staffed by your employees
  - Logo on sponsor banner - small
  - Logo on race website – under Bronze Sponsors
  - Logo on race T-shirt – small
  - DJ “Shout Out” – minimum 1 time during the race
  - Company provided information or promotional item in the SWAG bags
  - 1 complimentary individual race entry, including race T-shirts

## PTO ONLINE STUDENT DIRECTORY ADVERTISING - \$150

### Benefits of a PTO Online Student Directory Advertising include

- PTO Online Student Directory – Logo displayed on Membership Toolkit and most electronic communications
- Run for D103 5K Run/Walk
  - Company provided information or promotional item in the SWAG bags

## SWAG BAGS - \$100

### Benefits of a Run for D103 Swag Bag sponsor include

- Run for D103 5K Run/Walk
  - Logo on sponsor banner - small
  - Company provided information or promotional item in the SWAG bags

## In Kind Donations - \$0

### Benefits allotted to a Run for D103 In Kind Donation

- Run for D103 5K Run/Walk
  - Logo on sponsor banner
  - Logo on race T-Shirt
  - Logo on race website
  - DJ “Shout Out” during the race
  - Company provided information or promotional item in the SWAG bags

## Artwork Requirements for Corporate Logo:

For sponsors promised logo recognition, please submit both a high-quality PNG or JPG image in addition to an AI or EPS file format (with all text converted to outlines) to ensure your logo appears correctly on all materials.

**Please ensure your compatible logo is sent no later than April 1, 2023. We cannot guarantee your logo placement on any *t-shirts, banners, signage, or promotional materials for the race if received after this date.***

**Artwork can be emailed to [5k@d103pto.org](mailto:5k@d103pto.org).**

# Sponsorship Reservation Agreement

The quickest and easiest way to reserve a sponsorship is to complete our online form and pay by credit card. Visit <http://sponsor.d103pto.org> to get started today!

**Note: Sponsorships are offered on a first-paid-first-claimed basis. All sponsorships must be paid in full no later than April 1, 2023, in order to be included on any t-shirts, marketing or promotional materials for the race. All logo placement will be in effect from the current year's run event until the next year's run event.**

If you are contributing to the SWAG Bag, items must be received by Friday, May 5, 2023 to be included in the bag.

If you cannot pay by credit card or prefer to pay by check, fill out the form below and mail it to the address indicated at the bottom of the form.

## TYPE OF SPONSORSHIP:

- |   |   |
|---|---|
| <input type="checkbox"/> Platinum Sponsorship - \$6000                | <input type="checkbox"/> Gold Sponsorship - \$3000  |
| <input type="checkbox"/> Silver Sponsorship - \$1500                  | <input type="checkbox"/> Bronze Sponsorship - \$600 |
| <input type="checkbox"/> Water Table - \$750                          | <input type="checkbox"/> Race Day Table - \$350     |
| <input type="checkbox"/> Online Student Directory Advertising - \$150 | <input type="checkbox"/> Swag Bags - \$100          |

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

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

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

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

Please make checks payable to **District 103 PTO** and mail to:

D103 PTO 5K  
C/o Lincolnshire-Prairie View District 103  
111 Barclay Boulevard  
Lincolnshire, IL 60069