



**Run for D103**

DISTRICT 103 PTO 5K RUN/WALK

**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 educational 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:

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

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>	SATURDAY, MAY 18, 2019 at 8AM	<b>VOLUNTEERS:</b>	50
<b>LOCATION:</b>	Daniel Wright Junior High School	<b>PARTICIPANTS:</b>	700-1000
<b>EVENTS:</b>	5k Run/Walk (Chip Timed and Certified)	<b>ATTENDANTS:</b>	1000+
<b>COURSE:</b>	Beginning and ending at Daniel Wright Junior High School and through beautiful tree-lined streets of Lincolnshire	<b>REGISTRATION FEE:</b>	\$25/Individual \$90/Family of 4 (add'l members over 4 are \$15) \$200/Family Sponsorship w/Family Name on Tee

## SPONSORSHIP OPPORTUNITIES

### TITLE SPONSOR - \$4,000

- 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 the 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 the race. (*Sign is visible to traffic along Route 22*).
- A prominent company **logo** is shown on the registration website
- Complimentary space for a **table on race day**
- Recognition on all **media** promotions
- Official starter and awards presenter
- Title sponsor event day recognition including the **largest logo on presenting stage banner** and "shout out" from on-site race day DJ
- **Logo** displayed on a banner on at packet pick-up site
- Company/Organization information in the race day swag bags
- **Logo** displayed on the D103 PTO Website with Link to Business Website
- Quarterly Newsletter Recognition
- **Logo** displayed on My School Anywhere (School Directory advertising)
- Curriculum nights "sponsor thank you" by PTO Representative at all three schools

- A table at Back to School Bash at Sprague Elementary
- Monthly Constant Contact and/or Facebook recognition
- **Logo** on Village of Lincolnshire Kiosk for school book fairs
- 10 complimentary Individual race entries
- 1 complimentary Family race entry for referring family

## **GOLD SPONSOR - \$2,500 (FOUR 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 the 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 the race. *(Sign is visible to traffic along Route 22).*
- A large company **logo** is shown on the registration website
- Complimentary space **for a table on race day**
- Only one Gold Sponsor per industry
- Event day recognition including the second-largest **logo on presenting stage banner** and “shout out” from on-site race day DJ
- **Logo** displayed on a banner at the packet pick-up site
- Company/Organization information in the race day swag bags
- **Logo** displayed on the D103 PTO Website with Link to Business Website
- Quarterly Newsletter Recognition
- **Logo** displayed on My School Anywhere (School Directory advertising)
- A table at Back to School Bash at Sprague Elementary
- Monthly Constant Contact and/or Facebook recognition
- 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 the 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 the race. *(Sign is visible to traffic along Route 22).*
- A medium company **logo** is shown on the registration website
- Event day recognition including a medium **logo on the presenting stage banner** and “shout out” from on-site race day DJ
- **Logo** displayed on the banner at the packet pick-up site

- Company/Organization information in the race day swag bags
- **Logo** displayed on the D103 PTO Website with Link to Business Website
- Quarterly Newsletter Recognition
- **Logo** displayed on My School Anywhere (School Directory advertising)
- Monthly Constant Contact and/or Facebook recognition
- 4 Complimentary race entries
- 1 complimentary Immediate Family race entry for referring family

## WATER TABLE SPONSOR - \$750

- **Water Table Banner** (company provided) with an 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 a flyer sent to all District 103 school families
- Event day recognition including a small **logo on presenting stage banner** and “shout out” from onsite race day DJ
- **Logo** displayed on the banner at the packet pick-up site
- A small company logo is shown on the registration website
- Event Day recognition
- **Logo** displayed on the D103 PTO Website
- **Logo** displayed on My School Anywhere (School Directory advertising)
- 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 the flyer sent to all District 103 school families
- Event day recognition including a small **logo on presenting stage banner** and “shout out” from onsite race day DJ
- **Logo** displayed on the banner at the packet pick-up site
- A small company logo is shown on the registration website
- Event Day recognition
- Company/Organization information in the race day swag bags
- **Logo** displayed on the D103 PTO Website
- 2 complimentary race entries or 1 complimentary Immediate Family race

## SWAG BAGS - \$100

- Company/Organization information in the race day swag bags
- **Logo** displayed on the D103 PTO Website

# Sponsorship Reservation Agreement

YES! We would like to be a sponsor of the 2019 Run for D103: PTO 5k Run/Walk!

## TYPE OF SPONSORSHIP:

\_\_\_ Title Sponsorship - \$4000

\_\_\_ 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 forms can be scanned and emailed to [geigesang@gmail.com](mailto: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](mailto:geigesang@gmail.com).