



**Run for D103**

DISTRICT 103 PTO 5K RUN/WALK

# **2020 SPONSORSHIP PROPOSAL BOOKLET**

# BACKGROUND AND SPONSORSHIP SUMMARY

For the past 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 equipping the brand new STEM Lab currently under construction at Daniel Wright Junior High School.**

Since our first race, we have had success with registrations increasing over 33% in just the first 3 years. Last year we had over 600 paid participants with over 800 attendants and spectators at the race.

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 will continue to promote the healthy minds and bodies of our children within our schools.

To learn more about the Run for D103, it's history and to view photos from prior races, please visit our website at [www.runford103.org](http://www.runford103.org).

## FAST FACTS:

<b>DATE:</b>	SATURDAY, MAY 9, 2020 at 8AM	<b>VOLUNTEERS:</b>	50+
<b>LOCATION:</b>	Daniel Wright Junior High School	<b>PARTICIPANTS:</b>	600-700
<b>EVENTS:</b>	5k Run/Walk (Chip Timed and Certified)	<b>ATTENDANTS:</b>	800+
<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 t-shirt

# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR - \$4,000

### Benefits of sponsoring the D103 PTO as the Title include

- PTO Website – Largest logo and link to your business or organization’s website from our Sponsors web page and homepage
- PTO Online Student Directory – Headliner status on Membership Toolkit
- PTO Social Media - Company/organization logo posted on the PTO Facebook page
- Curriculum Nights - Special ‘Sponsor Thank You’ by the PTO President at all three schools
- Run for D103 5K Run/Walk
  - Company/organization logo on race bibs
  - Company/organization logo featured at the top and largest size on all race t-shirts, marketing materials, and the 5K website
  - Headliner logo displayed on packet pick-up banner
  - Complimentary premium space for a race day table
  - Event day recognition including largest logo on the event site banner and ‘shout out’ from the onsite race day DJ
  - Company/Organization information in the race day swag bags
  - 10 complimentary individual race entries
  - 1 complimentary immediate family race entry for referring family

## GOLD SPONSOR - \$2,500

### 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
- PTO Online Student Directory – Logo displayed on Membership Toolkit
- Run for D103 5K Run/Walk
  - Company/organization logo featured second and in large size on all race t-shirts, marketing materials, and the 5K website
  - Logo displayed on packet pick-up banner
  - Complimentary space for a race day table
  - Event day recognition including logo on the event site banner and ‘shout out’ from the onsite race day DJ
  - 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**

### **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
- PTO Online Student Directory – Logo displayed on Membership Toolkit
- Run for D103 5K Run/Walk
  - Company/organization logo featured third and in medium size on all race t-shirts, marketing materials, and the 5K website
  - Logo displayed on packet pick-up banner
  - Event day recognition including logo on the event site banner and ‘shout out’ from the onsite race day DJ
  - Company/Organization information in the race day swag bags
  - 4 complimentary individual race entries
  - 1 complimentary immediate family race entry for referring family.

## **BRONZE SPONSOR - \$500**

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

- PTO Website – Logo displayed on our PTO Sponsors webpage
- PTO Online Student Directory – Logo displayed on Membership Toolkit
- Run for D103 5K Run/Walk
  - Small company logo on all race t-shirts
  - Logo on the flyer sent to all District 103 school families and the community, and the 5k website
  - Event day recognition including logo on the event site banner and ‘shout out’ from the onsite race day DJ
  - Company/Organization information in the race day swag bags
  - 2 complimentary individual race entries

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

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

- PTO Website – Logo displayed on our PTO Sponsors webpage
- PTO Online Student Directory – Logo displayed on Membership Toolkit
- Run for D103 5K Run/Walk
  - Display your company banner on the front of the table and invite your employees to work the table in company t-shirts

- Company/organization logo featured fourth on all race t-shirts, flyer sent to all District 103 school families and the surrounding businesses
- Logo displayed on the 5K website
- Logo printed on packet pick-up banner
- Event day recognition including logo on the event site banner and 'shout out' from the onsite race day DJ
- Company/Organization information in the race day swag bags
- 2 complimentary individual race entries -or- 1 complimentary immediate family race entry for referring family

## RACE DAY TABLE- \$300

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

- Run for D103 5K Run/Walk
  - Small company logo on all event t-shirts, flyer sent to all District 103 school families and the community, and the 5K website
  - Event day recognition including small logo on the race day banner and 'shout out' from the onsite race day DJ
  - Company/Organization information in the race day swag bags
  - 2 complimentary individual race entries -or- 1 complimentary immediate family race entry.

## PTO ONLINE STUDENT DIRECTORY ADVERTISING - \$150

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

- PTO Online Student Directory - Logo displayed on Membership Toolkit

## SWAG BAGS - \$100

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

- Run for D103 5K Run/Walk
  - Company/Organization information in the race day 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 4, 2020. We cannot guarantee your logo placement on any t-shirts, marketing or promotional materials for the race if received after this date.**

**Artwork can be emailed to [ajesser@gmail.com](mailto:ajesser@gmail.com).**

# 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 March 21, 2020, in order to be included on any t-shirts, marketing or promotional materials for the race.**

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"/> Title Sponsorship - \$4000                   | <input type="checkbox"/> Gold Sponsorship - \$2500  |
| <input type="checkbox"/> Silver Sponsorship - \$1000                  | <input type="checkbox"/> Bronze Sponsorship - \$500 |
| <input type="checkbox"/> Water Table - \$750                          | <input type="checkbox"/> Race Day Table - \$300     |
| <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**

## MAIL TO:

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