



## **A community run/walk to benefit Northern Illinois Food Bank**

**Saturday, April 7, 2018 : Cantigny Park : Wheaton : 9:00 AM**

**Saturday, May 12, 2018 : Independence Grove : Libertyville : 9:00 AM**

**Saturday, September 15, 2018 : Lewis University : Romeoville : 9:00 AM**

Join runners, walkers and their families for the 5<sup>th</sup> annual Foodie 5K featuring a post-run festival with entertainment, food trucks and a kid's zone to benefit Northern Illinois Food Bank.

With an expected 1,000+ participants at each race site, this is an opportunity for you to educate the community about your business and your commitment to helping the hungry families of northern Illinois. The Foodie 5K provides a multi-market marketing opportunity allowing your company to partner with one of the most respected food banks in Illinois. Northern Illinois Food Bank works with 800 network partners in 13 counties providing food assistance to over 71,500 hungry neighbors each week. Don't miss this extraordinary opportunity to be part of this community event and to support the food bank and our mission in feeding our hungry neighbors.

**Please consider sponsoring this event and supporting the work of Northern Illinois Food Bank.**

Enclosed are the sponsorship opportunities and benefits for your review.

Sincerely,

Kate Thomas  
Special Events Coordinator





## **Sponsorship Opportunities**

### **Presenting Sponsor - \$25,000**

- Ten complimentary registrations for each race site (\$1,050 Value)
- Reserved table for runners in post-run festival area
- Tent provided with an 8-ft table during post-event festivals to distribute promotional materials
- Opportunity to include branded promotional items in all participant packets
- Company recognition on the stage during the opening and closing ceremonies
- Company logo prominently featured on official 2018 event shirts and posters
- Premium signage recognition at events
- Company name or logo included in press releases, [SolveHungerToday.org/Foodie5K](http://SolveHungerToday.org/Foodie5K), print and digital ads, social media promotion, and all other event-related marketing efforts
- Company name or logo included in a minimum of four event-related print advertisements in the Shaw Media Publications
- Company name and logo included in a minimum of five eblasts to Food Bank database of 30,000+ email constituents, with logo displayed prominently
- Mention in a minimum of five event-related social media posts to the Food Bank Facebook audience (9,100), Twitter audience (2,300) and Instagram audience (1,000)
- Company mention in pre and post event coverage in The Full Plate newsletter with circulation of 5,000 donors, volunteers, agencies and community members
- Recognition in our annual report and on our [Circle of Hope](#) donor wall at the West Suburban Center (estimated annual visitors: 20,000)
- Recognition on the Circle of Hope Organizational Supporters [page](#) on [SolveHungerToday.org](http://SolveHungerToday.org)
- Subscription to The Full Plate quarterly newsletter
- Use of the Food Bank's [West Suburban Center](#) for up to twelve meetings or team-building volunteer shifts (\$3,000 Value)

### **Gold Medal Sponsor - \$10,000 for all races or \$4,000 for one race location**

- Ten complimentary registrations at each race site ( up to \$1,050 Value)
- Reserved table for runners in post-run festival area
- Tent provided with an 8-ft table during post-event festivals to distribute promotional materials
- Opportunity to include branded promotional items in all participant packets
- Company logo featured on official 2018 event shirts and posters
- Signage recognition at event(s)
- Company name or logo included in press releases, [SolveHungerToday.org/Foodie5K](http://SolveHungerToday.org/Foodie5K), and other event-related marketing efforts
- Company name or logo included in a minimum of five eblasts to Food Bank database of 30,000 email constituents (does not apply to one location sponsors)

- Company mention in pre and post event coverage in The Full Plate newsletter with circulation of 5,000 donors, volunteers, agencies and community members (does not apply to one location sponsors)
- Recognition in our annual report and on the [Circle of Hope](#) donor wall at the West Suburban Center (estimated annual visitors: 20,000)
- Recognition on the Circle of Hope Organizational Supporters [page](#) on SolveHungerToday.org
- Subscription to The Full Plate quarterly newsletter
- Use of the Food Bank's [West Suburban Center](#) for up to twelve meetings or team-building volunteer shifts (\$3,000 Value)

**Official Water Sponsor- All Races - \$2,000 + Water Donation – ~~SOLD~~ West Suburban Bank**

**Official Post-Run Food Sponsor – All Races - \$2,000 + Post-Run Food Donation - One Available ~~SOLD: KELLOGG'S~~**

- Five complimentary registrations for each race site (\$525 Value)
- Company tent provided with an 8-ft table during post-event festivals to distribute promotional materials
- Company name listed on official 2017 event shirts and posters
- Opportunity to include branded promotional items in all participant packets
- Company name or logo included in press releases, SolveHungerToday.org/Foodie5K, and other event-related marketing efforts
- Premium signage at water/post run food distribution stations

**Silver Medal Sponsor - \$5,500 or \$2,000 for one event location**

- Five complimentary registrations for each race site (up to \$525 Value)
- Company tent provided with an 8-ft table during post-event festivals to distribute promotional materials
- Company name listed on official 2017 event shirts and posters
- Opportunity to include branded promotional items in all participant packets
- Company logo included on signage throughout event
- Company name or logo included in press releases, SolveHungerToday.org/Foodie5K, and other event-related marketing efforts (does not apply to one location sponsors)
- Company name or logo included in a minimum of five eblasts to Food Bank database of 30,000 email constituents (does not apply to one location sponsors)
- Recognition in our annual report and on the [Circle of Hope](#) donor wall at the West Suburban Center (estimated annual visitors: 20,000) (does not apply to one location sponsors)
- Recognition on the Circle of Hope Organizational Supporters [page](#) on SolveHungerToday.org (does not apply to one location sponsors)
- Subscription to The Full Plate quarterly newsletter
- Use of the Food Bank's [West Suburban Center](#) for up to twelve meetings or team-building volunteer shifts (\$3,000 Value) (does not apply to one location sponsors)

**Bronze Medal Sponsor - \$1,000**

***One race location only***

- Company name listed on signage throughout event
- Company tent provided with an 8-ft table during post-event festivals to distribute promotional materials
- Opportunity to include branded promotional items in all participant packets

### **Finisher Medal Sponsor - \$10,000 (Three available)**

- Company logo or name included on the back of the finisher medal and logo on ribbon
- Company logo included on the step and repeat where winners and finishers will be photographed
- Tent provided with an 8-ft table during post-event festival where finishers will be directed to collect their finisher medal
- Opportunity to include branded promotional items in all participant packets
- Company logo featured on official 2017 event shirts and posters
- Signage recognition at event
- Company mention in pre and post event coverage in The Full Plate newsletter with circulation of 5,000 donors, volunteers, agencies and community members
- Recognition in our annual report and on the [Circle of Hope](#) donor wall at the West Suburban Center (estimated annual visitors: 20,000)
- Recognition on the Circle of Hope Organizational Supporters [page](#) on SolveHungerToday.org
- Subscription to The Full Plate quarterly newsletter
- Use of the Food Bank's [West Suburban Center](#) for up to twelve meetings or team-building volunteer shifts (\$3,000 Value)

### **Awards Medal Sponsor - \$750 (Three available – one for each race)**

#### **CANTIGNY : SOLD**

- Company logo or name included on the back of the 80 awards medals and logo on ribbon
- Company logo included on the step and repeat where winners and finishers will be photographed
- Opportunity to include branded promotional items in all participant packets

### **Runner Bib Sponsor - \$600 (Two available – one for Cantigny, one for Romeoville)**

#### **Libertyville: SOLD**

- Company logo or name included on the front of every runner bib
- Opportunity to include branded promotional items in all participant packets

### **Food Truck Voucher Sponsor - \$500 (Three available – one for each race)**

Company logo and/or ad displayed on the back of food truck vouchers provided to all participants

- Opportunity to include branded promotional items in all participant packets

### **Mile Marker Sponsor - \$250 (Three available at each race location)**

- Company logo prominently displayed on mile markers
- Opportunity to include branded promotional items in all participant packets

### **Kid's Zone Sponsor - \$250 (One race location – unlimited available)**

- Company logo displayed on Kid's Zone signage
- Opportunity to include branded promotional items in all participant packets
- Sponsor must provide kid-friendly activity

### **Participant Packet Sponsor - \$100**

#### **One race location only**

- Opportunity to include product samples and/or branded promotional items in all participant packets

: For questions or to become an official Foodie 5k sponsor contact Kate Thomas :

[kthomas@northernilfoodbank.org](mailto:kthomas@northernilfoodbank.org) : 630-443-6910 x117

Volunteer. Donate. Get Involved. [www.SolveHungerToday.org](http://www.SolveHungerToday.org)



To become a sponsor, please complete the form as completely as possible and mail, along with your check or credit card information, to: Northern Illinois Food Bank, 273 Dearborn Court, Geneva, IL 60134, c/o Kate Thomas. Or email information to: [kthomas@northernilfoodbank.org](mailto:kthomas@northernilfoodbank.org).

I am interested in supporting Northern Illinois Food Bank at the following level:

\_\_\_\_\_

Your Name and Title: \_\_\_\_\_

Company Name (as it should be printed in event materials):

\_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Circle Method of Payment:

Check (make payable to Northern Illinois Food Bank)

Discover      Amex      MC      VISA

Name on the Card: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date (MM/YY): \_\_\_\_\_ CVV (code on back of card): \_\_\_\_\_

Billing address if different from the one provided:

\_\_\_\_\_

Signature \_\_\_\_\_

Amount to be charged/enclosed: \$ \_\_\_\_\_

**YES! I would like to display an official Foodie 5K poster *in my storefront or place of business.***