



# Old Town Oktoberfest 5K Run/Walk

To Benefit St. Michael in Old Town

September 14, 2017

**\*Sponsorship/Partnership Opportunities**

St. Michael's 6th Annual Oktoberfest 5K Run/Walk will once again kick off Oktoberfest season in Chicago! Last year's race attracted 600 participants, and we're targeting 1,000 runners this year. As we continue to expand our reach and attract additional media attention, we are seeking to partner with companies looking to gain valuable exposure for their organizations. This is a great opportunity to get in on the ground floor of a race that will continue to grow and become a respected event in the Chicago area. We look forward to working with you!

## Race Details

**Date:** Thursday September 14, 2017

**Time:** 6:30PM Start

**Location:** Lincoln Park, near Stockton & LaSalle.

**Website:** All race details can be found  
at <https://sites.google.com/site/oktoberfest5krunwalk/>



## Outreach Programs Supported by St. Michael's



St. Michael's supports a number of outreach programs in the Chicago area. Your financial contribution helps to sustain the viability of numerous organizations, including:

Deborah's Place Women's Shelter  
Marquard Center Soup Kitchen  
Catholic Charities  
George Manierre Chicago Public School

In addition, St. Michael's Church is a landmark building in Chicago (1976) and a national landmark as of 1984. It is a critical anchor to the Old Town neighborhood begun by German immigrants in 1852. Contributions help restore this historic church, a survivor of the Chicago Fire of 1871.

## Promotional Sources

**Internet** – Race details will appear on numerous running sites, including but not limited to CARA, Race360.com, Active.com, Chicago Athlete and Fleet Feet.

**Social Network** – Event will be marketed aggressively on its own Facebook page, [www.facebook.com/Oktoberfest5KRun](http://www.facebook.com/Oktoberfest5KRun)

**Grass Roots** – Posters and flyers will be distributed at other races and summer festivals. A large banner will appear at a visible location at St. Michael in Old Town.





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## Gold Sponsor – Presenting Sponsor

**Sponsorship Amount: \$1,000**

### Sponsorship Benefits

- ⇒ Large logo on all T-shirts, top tier
- ⇒ Logo inclusion on all brochures, flyers and posters
- ⇒ Top tier on event website, with company link
- ⇒ 30 second speaking opportunity, including chance to announce start of the race
- ⇒ Company provided banner placed at finish line
- ⇒ Promotional rights from company provided booth
- ⇒ Goodie bag insert
- ⇒ 10 complimentary spots in the run



## Silver Sponsor

**Sponsorship Amount: \$700 Includes**

### Sponsorship Benefits

- ⇒ Logo on all T-shirts, with second tier logo placement
- ⇒ Logo and company link on event website
- ⇒ Logo on all brochures, flyers and posters
- ⇒ Promotional rights from company provided booth
- ⇒ Race day announcement as Silver Sponsor
- ⇒ Goodie bag insert
- ⇒ 5 complimentary spots in the run

## Bronze Sponsor

**Sponsorship Amount: \$350 in Products or Cash Donation**

### Sponsorship Benefits

- ⇒ Name on select marketing materials, including brochures, flyers, and posters
- ⇒ Name on event website
- ⇒ Goodie bag insert

**Interested in a Corporate Outing?** The Oktoberfest 5K Run/Walk and after-party is an ideal setting for your corporate outing this fall. Discounts are available for large groups and sponsoring organizations.

**Questions?** Please contact Toni Dunning at 312-642-2498 at [tdunning@st-mikes.org](mailto:tdunning@st-mikes.org).

**Note:** Sponsorships are tax deductible to the full extent provided by the law, as St. Michael's is a 501(C)3 nonprofit. Please consult your tax advisor for further information.



*\*Sponsorship Subject to be negotiable.*