



Partnership Opportunities





About the event

**SATURDAY, JUNE 1 at 8:30AM CT | MONTROSE HARBOR
CHICAGO, ILLINOIS**

For the last 30 years, the Leukemia Research Foundation and ABC7 have partnered to bring this landmark event to Chicago to raise funds and awareness and celebrate leukemia survivors and patients.

The event consists of a chip timed 5K run, a 3K walk, and a Kids Dash followed by a family friendly party at Montrose Harbor with food, refreshments, music and a partner resource tent.

All proceeds from the event benefit the Leukemia Research Foundation, a nonprofit who's mission is to cure leukemia by funding innovative research, and to support patients and families.



Partnership level comparison

Benefits	Presenting Partner for a Cure (\$12.5K)	Partner of Inspiration (\$10K)	Partner of Hope (\$5K)	Partner of Compassion (\$2.5K)
Exclusive event name co-branding (name included on event)				
Livestream interview of company team or rep on Facebook and YouTube				
Press release and email announcing partnership				
Logo on AB7 Gibbons Run Facebook and Twitter cover image				
Recognition in Leukemia Research Foundation's e-newsletter				
Social media post on Leukemia Research Foundation's social pages	2 posts	1 post		
Logo on bib and finisher's certificate				
Logo on fundraising toolkit photo frames				
Logo included in email to Leukemia Research Foundation's database	All emails	All emails	1 email	
Logo included in email to participant database	All emails	All emails	10 emails	5 emails
Logo on event website				
Logo in sponsor thank you video posted on all socials				
Social media post on ABC7 Gibbons Run Facebook, Twitter, and Instagram	3 posts	2 posts + sponsor of Couch to 5K Training posts	2 posts	1 post
Logo on event bag swag	With Leukemia Research Foundation logo	Large logo	Medium logo	Small logo
Sponsors may include one promotional postcard (or similar) in participant bags				
Space in our resource tent for on-site promotion				
Complimentary event registrations	20 registrations	15 registrations	10 registrations	5 registrations





Partner for a Cure (\$12.5K)

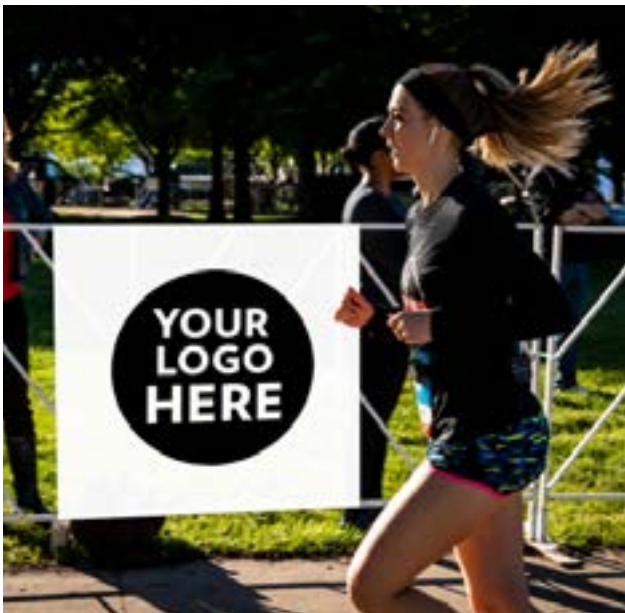
- » The race will be named the ABC7 Gibbons 5K presented by your company name and you will be the official sponsor of our “Heroes of Hope” tent
- » Your partnership announced via a press release and email blast
- » Your company name and logo promoted on all social media outlets, all email blasts, and all promotional materials, including race bags
- » Your logo on all premier event banners, including prominent placement at the live start on ABC7 news and on vertical signage for participant photos
- » Your linked logo displayed on our website and all digital marketing
- » Twenty complimentary registrations and inclusion in our resource tent for
- » on-site promotion

Our partner will have the benefits of EnPhoto, a system that instantly sends photos to the cloud for tagging and delivery to runners. Each photo is branded with our event logo (which includes your logo). These free photos are available to all participants to share on social media, ensuring that your logo is visible to a large audience. For example, EnPhoto produced 55K photos, tagged and delivered, to Race to Wrigley 5k participants on race day, generating 1.8M impressions.



Partner of Inspiration (\$10K)

- » Logo placement on all print materials, website, and email blasts
- » Sponsor of “Couch to 5K Training” social media post series on ABC7 Gibbons Run Facebook and website
- » Logo on sponsor banner at start and finish during live coverage on ABC7 news
- » Training Plan (10 weeks)
- » Fifteen complimentary registrations
- » Inclusion in our resource tent for on-site promotion



Partner of Hope (\$5K)

- » Logo placement on all print materials, website, and 10 email blasts
- » Logo on sponsor banner by course visible to all participants
- » Logo on every event bag
- » Ten complimentary registrations
- » inclusion in our resource tent for on-site promotion



Partner of Compassion (\$2.5K)

- » Logo placement on event website and five email blasts
- » Five complimentary registrations
- » Inclusion in our resource tent for on-site promotion

Become a partner today!

Contact Arleen Boudart at arleen@LeukemiaRF.org or 847.919.6242.

