



SPONSORSHIP OPPORTUNITIES

Benefiting Northern Illinois Food Bank



DATE & LOCATION

4.27.24
Oakbrook Reserve

Join us for a day filled with amazing food, fitness, and entertainment for the whole family at the renowned Fight Hunger 5K and fun run, presented by Glanbia Performance Nutrition. This memorable event boasts a turnout of nearly 1,500 men, women, and children uniting in their collective effort to uplift their Northern Illinois neighbors and foster thriving communities.

CONTACT

Tiffany King
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SolveHungerToday.org/FightHunger | 630.443.6910 ext. 218



SPONSORSHIP OPPORTUNITIES

	PRESENTING GLANBIA \$25,000	GOLD MEDAL \$10,000	SILVER MEDAL \$5,500	BRONZE MEDAL \$1,500
Number of complimentary registrations	30	20	10	5
Company team's participants can skip the race-day packet pick-up line	X	X	X	
Opportunity to set up a tent near the festival area to serve as a meeting place for your team and their families	X	X	X	
Company mentioned in race promotional video (commitment deadline – October 23)	X			
Company listed on participant shirt (commitment deadline – March 15)	Prominently displayed	Logo	Logo	Name
Company mentioned in all pre and post event marketing	X	X		
Company included on event and customizable team posters	X	X	X	
Company listed on event website	Prominently displayed	Logo	Logo	Name
Company included in event's social media promotion	All	3 posts	2 posts	
Company included in pre and post event email communications to past and current participants	Prominently displayed	Logo	Logo	
Opportunity to include promotion item in participant bags	X	X	X	X
Logo included on Selfie Station digital frame overlay	X			
Company listed on signage at event (commitment deadline – March 29)	Prominently displayed	Logo	Logo	
Included in event related promotion in Food Bytes newsletter <i>65,500 supporters</i>	Prominently displayed	Logo	Logo	
Opportunity to have a company tent and interact with participants and spectators during the post-run festival	X	X	X	
Included in event related promotion in the Food Bank's e-newsletter <i>65,500 supporters</i>	Prominently displayed	Logo	Logo	

EVENT DAY OPPORTUNITIES

\$5,000

Kids Zone Presenting Sponsor – ONE AVAILABLE

- Company mentioned as Kids Zone presenting sponsor in event marketing
- All benefits of the Bronze Level Sponsor + opportunity to sponsor one of the Kids Zone activities, i.e., face painting, balloon artist, etc., or provide an activity of your own that aligns with your business
- Company logo prominently displayed on Kids Zone signage and event website

\$2,500

Kids Zone Activity Sponsor

- All benefits of the Bronze Level Sponsor + opportunity to sponsor one of the Kids Zone activities, i.e., face painting, balloon artist, etc., or provide an activity of your own that aligns with your business
- Company logo or name included on Kids Zone signage and event website

\$7,500

Finisher Medal Sponsor - ONE AVAILABLE

- All benefits of the Silver Level Sponsor
- Company logo on the finisher medal (commitment deadline: March 8, 2024)

\$2,500

Food Truck Voucher Sponsor – ONE AVAILABLE

- Company logo or name on the Food Voucher included on the participant bibs
- Opportunity to include promotional item in participant bag

\$1,000

Bag Sponsor- ONE AVAILABLE

(Must provide branded bags for all participants)

- All runners will receive a swag bag with your logo on it
- Opportunity to include promotional item in participant bag

Volunteer Sponsor

- Company logo displayed on volunteer check-in signage and in all email communications to volunteers
- Company logo included on the Fight Hunger Volunteer shirts

\$250

Mile Marker Sponsor- FOUR AVAILABLE

- Company logo displayed on a mile marker sign

\$500

Participant Packet Sponsor

- Opportunity to include promotional item in participant bag



2024 SPONSORSHIP COMMITMENT FORM

Sponsor Information

Company: (as to be displayed)

Date:

Contact Name:

Address:

City / State / ZIP:

Phone:

Fax:

Email:

Website:

Social Media handle(s)

Sponsorship Commitment

Sponsor Level

- Presenting
- Gold
- Silver
- Bronze

Event-Day Opportunities

- Kids Zone Presenting Sponsor
- Kids Zone Activity Sponsor
- Finisher Medal Sponsor
- Food Truck Voucher Sponsor
- Bag Sponsor
- Volunteer Sponsor
- Mile Marker Sponsor
- Participant Bag Sponsors

- I am interested in creating a team to participate in the event

Team name:

Team captain:

Email:

Payment Information

Total commitment: \$

- Check enclosed (payable to Northern Illinois Food Bank)
- Credit Card:
- Please invoice me

Card number:

Exp:

Security code: (back of card)

Payment authorized signature:

Date:

Print name:

Title:



Submit this completed form and a JPG, PNG or EPS of your logo by March 8, 2024

Please contact:

Tiffany King
Northern Illinois Food Bank
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tking@northernilfoodbank.org



THANK YOU!



Nearly 1,500 participants registered for the 10th annual Fight Hunger 5K/10K. The event raised over \$250,000 which will help provide over \$2 million worth of groceries for our neighbors in Northern Illinois.



● Paid & Earned Media

Total Impressions: 24.9 million

● Placements (Earned & Paid)

WBBM/B96, West Suburban Living Magazine (Print & Digital), Suburban Family Magazine, Race Guide, Kane County Chronicle, Daily Herald, Wheaton and Downers Grove Patch, WGN9 Chicago, Huntley Community Radio, Shaw Media's "Local Tourist", Discover DuPage, ABC7 Eyewitness News, NBC5 News, CBS2 Sunday News, CBSN Chicago, PR Newswire.

● Social Media

Organic Total Reach: 32,539

Facebook, Instagram, LinkedIn

Paid Facebook Ads (Feb 24-Apr 22) -

Total Reach: 145,313 Impressions: 542,190

