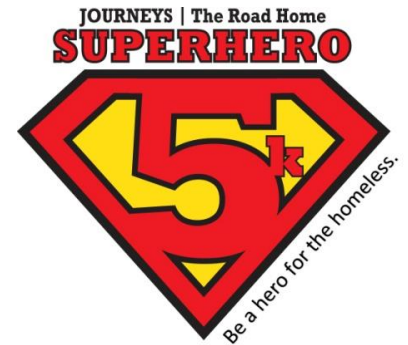


# Superhero 5K Run/Walk

June 20th 2020 | Palatine Towne Square



JOURNEYS | The Road Home is a 501(c)3 non-profit that serves the homeless and those who are at-risk of becoming homeless in the north and northwest suburbs of Cook County. We will once again be hosting our annual **Superhero 5K Run/Walk** in Palatine, on **June 20th 2020**. This exciting event lets everyone use their own super powers (and even their superhero capes!) to be a hero for the homeless in our communities. Funding from this event supports programs and services benefiting our clients through the HOPE Center, PADS Shelter Program and Pathways Housing Readiness Program. In the past year alone, JOURNEYS served *almost 900 individuals* with assistance including emergency shelter, meals, and counseling.

Please consider joining this League of Superheroes and become a sponsor for this year's event! All sponsorship levels include various levels of opportunities and exposure for your company. Last year's race was huge success with 300 participants registered!

We will be marketing this event through all of our marketing channels, including social media and the JOURNEYS' websites, as well as through our 22 faith-based shelter partners and over 100 area businesses. Your sponsorship will be inclusive of exposure pre-event, during the event and post-event, reaching over 60% of the adult population in the Northwest Suburbs. \*

A sponsorship form for the event is included for your consideration with this letter. Contributions are tax deductible to the fullest extent permitted by law. If you have any questions or would like more information about the **Superhero 5K** or any of our programs and services, please do not hesitate to contact Carlos Olmos, Events Coordinator, at [c.olmos@journeystheroadhome.org](mailto:c.olmos@journeystheroadhome.org) or at 847-963-9163 x126.

Thank you for your support!

\* includes Arlington Heights, Barrington, Buffalo Grove, Hoffman Estates, Inverness, Mt. Prospect, Palatine, Rolling Meadows, Schaumburg





# Superhero 5K Run/Walk

## June 20, 2020 | Palatine Towne Square

### Sponsorship Form

SPONSOR NAME *(as to appear in print)* \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

COMPANY'S WEB ADDRESS \_\_\_\_\_

### We would like to sponsor at the following level:

\_\_\_\_ Titanium (\$6,000)

\_\_\_\_ Diamond (\$3,000)

\_\_\_\_ Platinum (\$1,000)

\_\_\_\_ Gold (\$500)

\_\_\_\_ Silver (\$250)

\_\_\_\_ Bronze (\$125)

\_\_\_\_ SPONSORSHIP ADD ON- \$75 Promotional booth at event

**Total:** \_\_\_\_\_

#### Mail form & sponsor check to:

(Payable to JOURNEYS | The Road Home)

JOURNEYS | The Road Home  
C/O Carlos Olmos- Superhero 5K  
1140 E Northwest Highway  
Palatine, IL 60074

#### Pay via credit card

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

#### NOTE TO ALL SPONSORS:

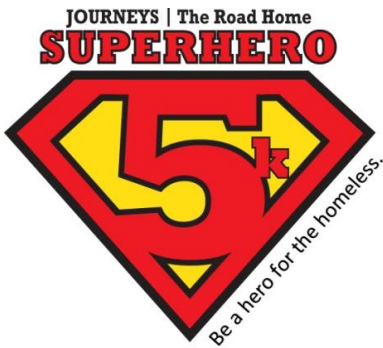
- Email all logo artwork to [c.olmos@journeystheroadhome.org](mailto:c.olmos@journeystheroadhome.org)
- All completed sponsorship forms and artwork must be received by June 1, 2020
- Items to be included in participant race bags must be delivered to JOURNEYS no later than June 5, 2020 and are pending approval of the race committee

All contributions are tax deductible to the fullest extent by law and may qualify for matching fund programs. For more information call 847-963-9163 x126 or email at [c.olmos@journeystheroadhome.org](mailto:c.olmos@journeystheroadhome.org)

THANK YOU FOR SPONSORING JOURNEYS' SUPERHERO 5K RUN/WALK

[www.journeystheroadhome.org](http://www.journeystheroadhome.org)





# Superhero 5K Run/Walk

## June 20, 2020 | Palatine Towne Square

### Sponsorship Benefits

Sponsor Benefits	Titanium \$6,000	Diamond \$3,000	Platinum \$1,000	Gold \$500	Silver \$250	Bronze \$125
Category Exclusivity	●					
Exclusive banner at the starting line	●					
Logo on race bags	●					
<b>MARKETING</b>						
Recognition on pre/post-race social media & community outreach materials	●	●				
Logo & link on homepage of event website	●	●				
Logo & link on sponsor page of event website	●	●	●			
Name listed on sponsor page of event website	●	●	●	●	●	
Shout-outs on Social Media *Number dependent on when sponsorship is secured*	6	4	2	1		
<b>T-SHIRTS</b>						
Logo on t-shirt (size proportionate to sponsor level)	●	●	●			
Name on t-shirt				First 5		
<b>DAY OF EVENT</b>						
Runner entries	6	4	2			
Promotional Booth at event	●	●	●	●	●	●
Logo on day of sponsor signage	●	●	●	●	●	
Name on day of sponsor signage						●
Name Announced at the event	●	●	●	●	●	
Flyer/Sample/Coupon in race bags (minimum 400 items) *all items pending approval of committee	●	●	●	●	●	●

#### Sponsorship Add-On

10x10 Promotional booth space at the event to distribute marketing materials and free items to guests. No items may be sold at the event. Tents, tables and chairs will not be provided. Further information regarding set-up time and location will be sent to you.

All contributions are tax deductible to the fullest extent by law and may qualify for matching fund programs

For more information call 847-963-9163 x 126 or email at [c.olmos@journeystheroadhome.org](mailto:c.olmos@journeystheroadhome.org)

THANK YOU FOR SPONSORING JOURNEYS' SUPERHERO 5K RUN/WALK

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