



## **Superhero 5K Run/Walk** **June 21, 2025 | Deer Grove East**

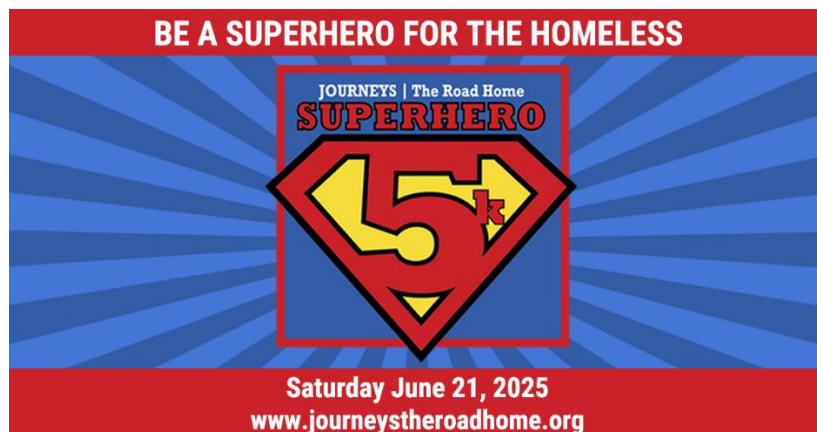
JOURNEYS | The Road Home is a 501(c)3 non-profit that serves the homeless and those who are at-risk of becoming homeless in the north and northwest suburbs of Cook County. We will once again be hosting our annual **Superhero 5K Run/Walk** in Palatine, on **June 21, 2025**. This exciting event lets everyone use their own super powers (and even their super hero 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 *over 1,000 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 as almost 150 participants registered! We have numerous partners marketing this event.

We will be marketing this event through all of our marketing channels, including social media and the JOURNEYS' websites, as well as through our 21 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 Kate Hassemer, Events Coordinator, at [k.hassemer@journeystheroadhome.org](mailto:k.hassemer@journeystheroadhome.org) or at 847-963-9163 x126.

Thank you for your support!





# Superhero 5K Run/Walk

## June 21, 2025 | Deer Grove East

### 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)

Gold (\$500)

Diamond (\$3,000)

Silver (\$250)

Platinum (\$1,000)

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  
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 [k.hassemer@journeystheroadhome.org](mailto:k.hassemer@journeystheroadhome.org)
- All completed sponsorship forms and artwork must be received by June 1, 2025
- Items to be included in participant race bags must be delivered to JOURNEYS no later than June 3, 2025 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 [k.hassemer@journeystheroadhome.org](mailto:k.hassemer@journeystheroadhome.org)

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

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

# Superhero 5K Run/Walk

## June 21, 2025 | Deer Grove East

### 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	●	●	●	●	●	
<b>T-SHIRTS</b>						
Logo on t-shirt (size proportionate to sponsor level)	●	●	●			
Name on t-shirt				<b>First 5</b>		
<b>DAY OF EVENT</b>						
Runner entries	<b>6</b>	<b>4</b>	<b>2</b>			
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.

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