



CHICAGO'S RACE AGAINST Gun Violence

JUNE 4TH, GRANT PARK

2020 Sponsorship Opportunities

8K/5K USATF Certified Run • 2 Mile Walk • Tots for Peace Sprint



Connect. Commit. Contribute. Change.
BE PART OF BUILDING PEACE IN CHICAGO





2020 RACE AGAINST GUN VIOLENCE

GOALS

Strides for Peace created the Race Against Gun Violence to build a new platform to support community organizations and bring people together around the common vision of a Chicago free from the fear of gun violence.

Central to the Race Against Gun Violence is the goal to build capacity, promote collaboration and focus on what we share in common. By raising funds for and awareness about what is being done to build a Chicago where all can thrive, the race offers a one-of-a-kind opportunity to choose hope, celebrate the progress we are making together and bring out the best of our city.

ABOUT STRIDES FOR PEACE

Strides for Peace is dedicated to increasing collective impact of nonprofits working to stop gun violence and create a stronger Chicago. To that end, we work to empower existing community organizations, promote collaboration and elevate solution-driven dialogue of those on the front lines of ending gun violence.

We believe all of Chicagoland has a stake in ending gun violence and that by working together, we change more than the narrative of our city — we save lives.

Strides is expanding its reach.

As Chicago's largest athletic event devoted to ending gun violence, the Race Against Gun Violence continues to grow. Race registrations have grown 250% since 2018, a testament to how many people are looking to get involved and make a difference.

Strides is raising awareness.

The 2019 Race Against Gun Violence received promotional and in-depth news coverage from major broadcast stations. The Chicago City Council passed a formal Resolution in support of the race for the third year in a row. Our Civic Partners, including leaders in business, academia and the arts are invaluable for increased exposure across all professional sectors.

Strides is bringing diverse stakeholders together.

We believe together is better. In 2019, more than 85 community, civic and corporate entities participated in the race. With your sponsorship, you join a powerful consortium of groups that care about stopping gun violence.

Strides is making a direct impact.

With your sponsorship, Strides for Peace is able to direct 100% of race donations to our nonprofit Community Partners and Affiliates. Because we bring together a broad range of organizations, by choosing Strides, you sponsorship benefits as many as 50 nonprofits working for a better Chicago.

MEDIA COVERAGE

NBC
CBS EVENING NEWS
abc
WGN CHICAGO
WQXR 105.9 fm
COOK COUNTY chronicle
WBEZ91.5



Connect. Commit. Contribute. Change.

BE PART OF BUILDING PEACE IN CHICAGO



EVENT HIGHLIGHTS

OUR EVENT

The Race Against Gun Violence takes place on Thursday, June 4, 2020 at 6:00 p.m. in Grant Park beneath Chicago's beautiful skyline. Located in Arvey Field, our race offers USATF 8K & 5K runs and a 2-mile walk along a beautiful lakefront course, as well as a Tots for Peace Sprint. We are excited to partner with RAM Races for event production.

Our centrally located, high visibility venue and enhanced event promotion provides an optimal sponsorship opportunity and a one-of-a-kind experience for civic and employee engagement.

We anticipate 2500 runners representing business, civic and non-profit sectors from across Chicagoland. We aim to raise \$250,000 from corporate sponsorships and through peer-to-peer fundraising opportunities to benefit our Community Partners and Affiliates.

The Race Against Gun Violence offers a full range of on-site, digital, and collateral marketing benefits.

We are happy to tailor a proposal to best fit your company's marketing objectives and goals. In addition, we offer group volunteer opportunities for organizations seeking to promote employee civic engagement.

2019 Race Against Gun Violence (in a Snapshot)

39% of attendees were from Chicago's 10 wealthiest zip codes

47% of attendees were from Chicago's 10 poorest zip codes

215 zip codes represented

100% of donations went directly to community organizations

18% of runners age 21 & under

 **more than 75** community, civic, and corporate organizations took part in the race

49 non-profit organizations working to end gun violence took part in the race

100% of participants cared about ending gun violence and building a better Chicago

 **200** Volunteers working for a more peaceful Chicago.



RACE AGAINST GUN VIOLENCE HIGHLIGHTS

- Opportunity to engage with multiple nonprofit organizations working to stop gun violence in Chicago
- Downtown, after-work event to celebrate how Chicago is coming together to end gun violence and recognize the inspirational work taking place in our communities
- Scenic lakefront course through the Museum Campus
- Employee engagement and family friendly activities to promote and build a shared community. There is a race for every age and level of fitness
- Live performances (including the Civic Orchestra of the CSO), after-party (with DJ and dancing), and awards

"I enjoyed the opportunity to build relationships with other community organizations doing great work in our city, and the musical performances that highlighted the purpose of the event."

#ChooseHope



COMMUNITY IMPACT

VISION

Our vision is a Chicago where all can thrive, free from the fear of gun violence. Strides for Peace launched the Race Against Gun Violence in 2014 to bring everyone — runners, business leaders, community organizations, law enforcement and families — together to stand against gun violence and be a catalyst for change to make a better Chicago.

COMMUNITY PARTNERS AND AFFILIATES

The Race Against Gun Violence is the culminating event of months of community outreach and training. Throughout the year, Strides works with Community Partners to build capacity, provide support and promote collaboration. For the Race Against Gun Violence, we invite other nonprofits who are aligned with our mission to participate as a Community Affiliate.

Community Partners and Affiliates can use the race to fundraise, engage staff and volunteers, and build awareness about their programs. All participating nonprofits receive training on how to make the most of the race and are offered a host of benefits free of charge: inclusion in online registration/fundraising platform, 10 free race registrations, an onsite booth, and inclusion in digital and printed materials.



Your sponsorship supports Strides for Peace's community outreach and training, digital platform development, race production, and non-profit race benefits. The race also provides a special opportunity to connect with community organizations to learn about their work and explore how to get involved.



Connect. Commit. Contribute. Change.

BE PART OF BUILDING PEACE IN CHICAGO



2020 SPONSORSHIP OPPORTUNITIES & LEVELS*

SPONSOR BENEFITS	Title \$25,000	Presenting \$15,000	Leader \$10,000	Advocate \$5,000	Supporter* \$2,500	Display* \$1,000	In-Kind
ADVERTISING, MARKETING & PR							
Radio, Print as Determined	✓	✓	✓				
Acknowledgment on Strides for Peace Website and Social Media Platforms	✓	✓	✓	✓	✓	✓	✓
Race Registration Page	✓	✓	✓	✓	✓		
Race E-blasts	✓	✓	✓				
Race Press Releases	✓	✓	✓				
COLLATERAL							
Brochures	✓	✓	✓	✓	✓		
Posters	✓	✓	✓	✓	✓		
T-shirts	✓						
Race Photos	✓	✓					
EVENTS MARKETING							
Peace Mobile	✓	✓	✓				
ON-SITE EVENT EXPOSURE							
Display/Promo Booth at Event	✓	✓	✓	✓	✓		
Recognition from Stage	✓	✓	✓	✓			
Company Banner Display at Event	✓	✓	✓	✓	✓		
On-stage Banner	✓	✓					
Race Against Gun Violence Signage	✓	✓	✓	✓	✓	✓	✓
Water Station, Medical Tent Signage						✓	✓
EMPLOYEE & VOLUNTEER ENGAGEMENT OPPORTUNITIES							
Corporate Team(s)	✓	✓	✓	✓	✓		
Brown Bag Talk at Your Company	✓	✓	✓	✓	✓	✓	✓
Volunteer at Event or with a Non-Profit	✓	✓	✓	✓	✓	✓	✓

*Use of logo or name determined by sponsorship level

2019 SPONSORS

 Advocate Christ Medical Center

 BMO Harris Bank

 properties






pangea
REALSTATE



















OUR PARTNERS

2019 COMMUNITY PARTNERS



The ARK of St. Sabinus
A shelter from the Urban Storm



2019 COMMUNITY AFFILIATES



hellobaby

ARCHDIOCESE OF CHICAGO
Colbe House Jail Ministry at Assumption



AFTER SCHOOL matters*



CHICAGO
ALLIANCE
AZAIZI
BETULI
EPISCOPAL



THE COMMUNITY BUILDERS



YOUTH
GUIDANCE

YOUTH KNOW HOW TO BRING FUTURES



healing
hurt
people
chicago



saveMoney
saveLife



The Kindness
Campaign

Because We Care



2019 CIVIC PARTNERS



CHICAGOLAND
CHAMBER OF COMMERCE



ARCHDIOCESE OF CHICAGO



CHICAGO'S RACE AGAINST Gun Violence



Connect. Commit. Contribute. Change.
BE PART OF BUILDING PEACE IN CHICAGO

