BE PART OF BUILDING PEACE IN CHICAGO

207 East Ohio Street #437, Chicago, IL 60611 • 773-690-0588 • stridesforpeace.org
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.
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
215 zip codes represented
49 non-profit organizations working to end gun violence took part in the race

47% of attendees were from Chicago’s 10 poorest zip codes
18% of runners age 21 & under
98% said they are likely to come back next year

100% of donations went directly to community organizations
more than 75 community, civic, and corporate organizations took part in the race

200 Volunteers working for a more peaceful Chicago.
60% of fundraising from outside 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

BE PART OF BUILDING PEACE IN CHICAGO

“Volunteers working for a more peaceful Chicago.”

“#ChooseHope”
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.
## 2020 Sponsorship Opportunities & Levels*

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>Title $25,000</th>
<th>Presenting $15,000</th>
<th>Leader $10,000</th>
<th>Advocate $5,000</th>
<th>Supporter* $2,500</th>
<th>Display* $1,000</th>
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*Use of logo or name determined by sponsorship level

### 2019 Sponsors

[List of 2019 sponsors with logos]
SPONSOR CONTACT INFORMATION

Company

Contact Name

Address

City State Zip

Phone Fax

Email Website

Name of Company Representative (print name) Title (print title)

Signature Date

Strides for Peace Representative (print name) SFP Title (print title)

Signature Date

Please scan and email, or remove and mail this form to:

Mary Stonor Saunders, Executive Director
Strides for Peace
207 East Ohio Street #437
Chicago, IL 60611

mary@stridesforpeace.org
phone: 773-690-0588
stridesforpeace.org

Sponsor Logo Guidelines
If logo inclusion is part of your sponsor package, please send to Mary Stonor Saunders in VECTOR file format (.eps or .ai), or the largest size possible. If available, please also supply in full color, grayscale (or black-and-white) and white (for use on dark backgrounds).

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☐ Supporter ($2,500)
☐ Display ($1,000)
☐ In-Kind Support:
  ☐ In-Kind Product Donation
    ________________________________
    Value: _______________________
  ☐ In-Kind Service Donation
    ________________________________
    Value: _______________________

“Loved the sense of community on the day of the race!!!! I anticipated it to a degree but there is really no way to experience it other than being there!”

ChooseHope
CHICAGO'S RACE AGAINST Gun Violence

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