



2021 SPONSORSHIP OPPORTUNITIES

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



CONNECT. COMMIT. CONTRIBUTE. CHANGE.
Be Part of Building Peace in Chicago.



2021 RACE AGAINST VIOLENCE

GOALS

Strides for Peace created the Race Against Gun Violence (RAGV) to build a dynamic 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, purpose-driven civic engagement opportunity to choose hope and bring out the best of our city.

ABOUT STRIDES FOR PEACE

Strides for Peace is dedicated to increasing the collective impact of nonprofits working to stop gun violence and create a stronger Chicago. To that end, we work to empower community organizations, promote collaboration and amplify solution-driven dialogue of those on the frontlines 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. In 2020, nearly 2,000 runners and walkers from 362 different zip codes and 30 states supported the more than 50 participating nonprofits by raising more than \$150,000 thanks to a seamless opportunity to engage with these charities in one event.

Strides is raising awareness

The 2020 Virtual 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 are stronger together. In 2020, 122 community, corporate, healthcare, and civic organizations participated in the race. With your sponsorship, you join a powerful consortium of groups that care about ending gun violence and building a stronger Chicago.

Strides is making a direct impact

Strides for Peace is able to direct 100% of race donations to participating nonprofit partners. By choosing Strides For Peace, your sponsorship benefits more than 50 nonprofits working for a Chicago where all can thrive.

MEDIA COVERAGE





EVENT HIGHLIGHTS

OUR EVENT

The Race Against Gun Violence (RAGV) is set for Thursday, September 23rd in Grant Park beneath Chicago's beautiful skyline. The Tots for Peace Sprint and performances begin at 6:00PM with USATF 8K & 5K runs, and a 2-mile walk to follow at 7:00PM. Strides for Peace will officially launch RAGV in early-June and will showcase the incredible work being done to change and save lives throughout Chicago with community-based events to build momentum towards the culminating Race Day event on September 23rd. Stay tuned for ways to connect and take part.

Located in Arvey Field, we are excited to once again 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 employees and their families.

Following the overwhelming success of 2020's virtual race, 2021 will include a virtual option for those not able to attend in person. For those choosing RAGV's virtual option, runners/walkers are encouraged to chart a route at their convenience and location of their comfort level any time from the launch in June to the end of September 2021.

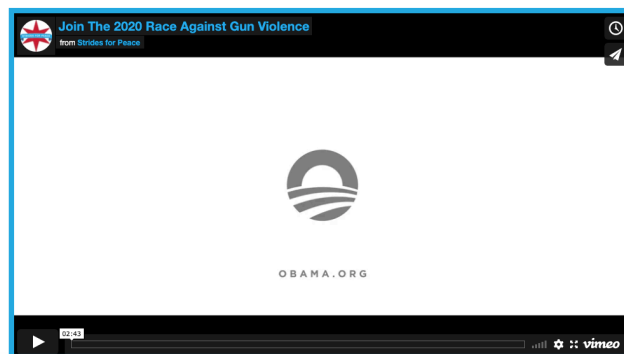
We anticipate 2500 runners/walkers representing business, civic and nonprofit sectors from across Chicagoland. We aim to raise \$250,000 from corporate sponsorships and through peer-to-peer fundraising opportunities to directly benefit our nonprofit partners.

The Race Against Gun Violence offers a full range of on-site, digital, and collateral marketing benefits, including a film series. In addition, we have special promotional opportunities including our [Choose Hope](#) and [Why I Run](#) film series to go along with events marketing with our beloved Peace Mobile.

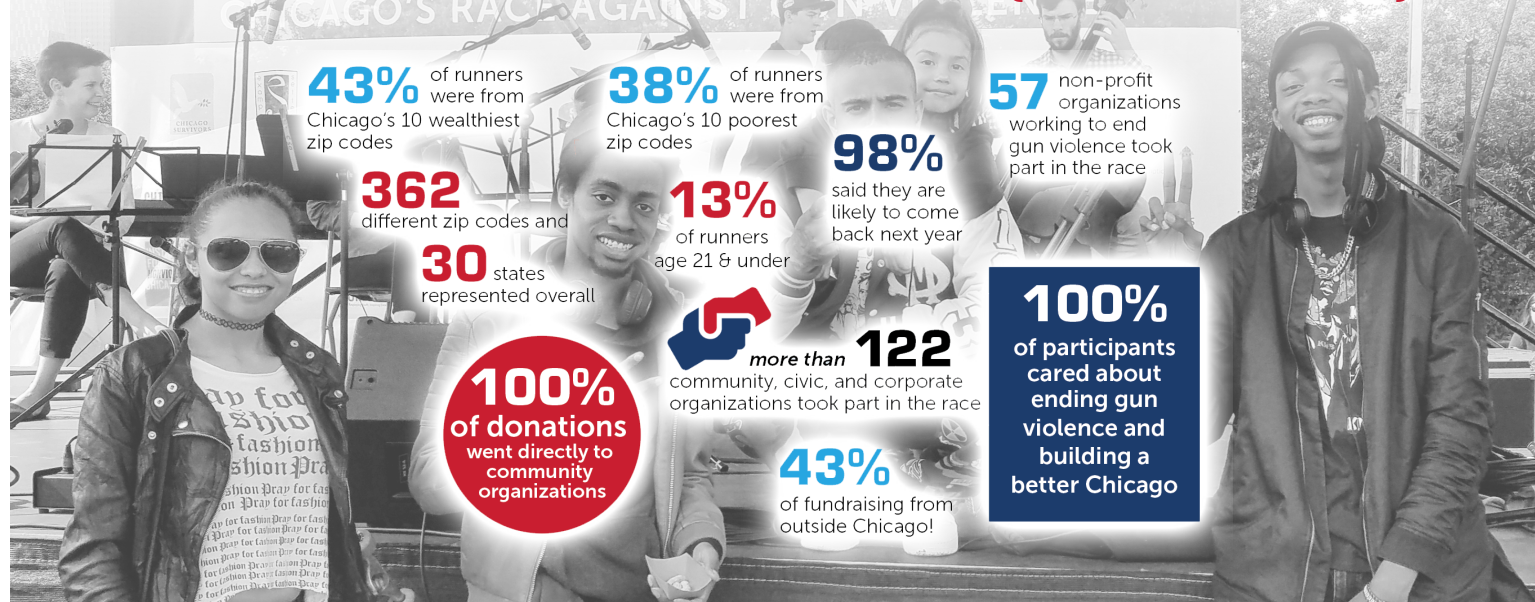
We are happy to tailor a proposal to best fit your organization's marketing objectives and goals. In addition, we offer group volunteer opportunities and content programming for those seeking to promote employee civic engagement.

HIGHLIGHTS

- Opportunity to engage with multiple nonprofit organizations working to create a Chicago where all can thrive free from fear of gun violence.
- Downtown, after-work event to celebrate Chicago coming together to end gun violence and recognize the inspirational work taking place in our communities.
- Scenic lakefront course through the Museum Campus.
- 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) and after-party with beer, DJ and dancing.



2020 RACE AGAINST GUN VIOLENCE (IN A SNAPSHOT)



VISION

Our vision is a Chicago where all can thrive, free from the fear of gun violence. Central to the Race Against Gun Violence (RAGV) is the goal to build capacity, promote collaboration and choose hope. The event in Grant Park and its virtual counterpart serve as a dynamic platform for our participants to connect with, raise funds, and build awareness for community organizations working to end gun violence and build a Chicago's where all can thrive.

COMMUNITY PARTNERS AND AFFILIATES

The Race Against Gun Violence is the culminating event of months of community outreach and training. Throughout the year, Strides For Peace works with Community Partners to build capacity, provide support and promote collaboration.

Our nonprofit partners can use the race to fundraise, engage staff and volunteers, and build awareness about their programs. All participating nonprofits receive training on fundraising and marketing how to make the most of the race and are offered a host of benefits to foster collaboration and build capacity: inclusion in online registration/fundraising platform, 100% of donations, 10 free race registration onsite booth, inclusion in digital and printed materials, as well as interactive map and films.



FROM THE COMMUNITY

"Incredible sense of community even though the race was virtual. The very moving videos of why people run."

"I loved everything about the race as well as the after-race celebration."

"I am running to support all the strong neighborhood-led efforts to end gun violence and make our communities safe for all of Chicago's children."

Your sponsorship supports community outreach and training, digital platform development, race and film production, and nonprofit 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.





SPONSORSHIP OPPORTUNITIES

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)	✓	✓	✓	✓	✓		
Choose Hope Panel, Interactive Discussion	✓	✓	✓	✓	✓	✓	✓
Volunteer at Event or with a Non-Profit	✓	✓	✓	✓	✓	✓	✓

*Use of logo or name determined by sponsorship level

2020 SPONSORS



PRESENTED BY





OUR PARTNERS

2020 CIVIC PARTNERS



ARCHDIOCESE OF CHICAGO



2020 COMMUNITY PARTNERS



2020 COMMUNITY AFFILIATES



2020 HOST COMMITTEE MEMBERS

Roseanna Ander

University of Chicago Crime Lab

Phil Andrew

Archdiocese of Chicago

Tom Dart

Cook County Sheriff

Arne Duncan

Chicago CRED

Hon. Richard Durbin

United States Senate

Hon. Kimberly Foxx

Cook County State's Attorney Office

Deborah Gorman-Smith

UChicago SSA and Chicago Center for

Youth Violence Prevention

Jack Lavin

Chicagoland Chamber of Commerce

Hon. Lori Lightfoot

City of Chicago

Jonathan McCormick

Negaunee Music Institute at the CSO

Tareef Michael

WuTang Foundation

Andrea Zopp

World Business Chicago



2021 SPONSORSHIP COMMITMENT FORM

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

SPONSORSHIP LEVELS

☐ Title (\$25,000)

☐ Presenting (\$15,000)

☐ Leader (\$10,000)

☐ Advocate (\$5,000)

☐ Supporter (\$2,500)

☐ Display (\$1,000)

☐ In-Kind Support:

☐ In-Kind Product Donation

Value: _____

☐ In-Kind Service Donation

Value: _____

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

Mary Stonor Saunders
Executive Director
mary@stridesforpeace.org
phone: 773-690-0588

Strides for Peace
200 W Madison Street
3rd Floor
Chicago, IL 60606

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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CHICAGO'S **RACE AGAINST** **Gun Violence**

September 23 | Grant Park/Virtual



www.stridesforpeace.org
200 W Madison Street
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Chicago, IL 60606