



CHICAGO'S RACE AGAINST Gun Violence GRANT PARK

2024 Sponsorship Opportunities

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



2024 Race Against Gun Violence

GOAL

The Race Against Gun Violence was created 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.

Its goal is to build capacity, promote collaboration, and focus on what we share in common. The Race Against Gun Violence raises funds and awareness on what is being done to build a Chicago where all can thrive, offering 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 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 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, registrations for The Race Against Gun Violence continue to grow year after year, a testament to how many people want to get involved and make a difference.

Strides is raising awareness.

Year after year, the Race Against Gun Violence receives in-depth media 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. More than 139 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. Bringing together a broad range of organizations by choosing Strides and the Race Against Gun Violence, your sponsorship will benefit as many as 50 non-profit organizations expected to participate in working toward a better Chicago.

**Connect.
 Commit.
 Contribute.
 Change.**

**Be part of
 building
 peace.**

43% of runners were from Chicago's 10 wealthiest zip codes.

362 different zip codes and

30 states represented overall

100% of donations went directly to community organizations

38% of runners were from Chicago's 10 poorest zip codes.

18% of runners age 21 & under

98% said they are likely to come back next year

106 nonprofits raised funds and awareness about their life-changing work



more than 139 community, civic, and corporate organizations took part in the race.

\$600k+ raised!

43% of fundraising from outside Chicago!

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

Event Highlights

Our Event

- **Date** | Saturday, June 6th, 2023
 - 5 PM Setup
 - 6 PM Opening Ceremonies
 - 6:30 PM Step Off
 - 7:30 PM Closing Ceremonies & Programming
- **Location** | in Grant Park beneath Chicago's beautiful skyline.
- Our race offers USATF 8K & 5K runs and a 2-mile walk as well as a Tots for Peace Sprint.
- **Race Partner** | We are excited to partner with Enmotive for event production.
- **Participants** | We anticipate 2000 runners representing business, civic and non-profit sectors from across Chicagoland.
- **Impact** | We aim to raise \$650,000 from corporate sponsorships and through peer-to-peer fundraising opportunities to benefit our Community Partners and Affiliates.

Marketing Opportunities

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

MEDIA COVERAGE



Race Against Gun Violence Highlights

- Opportunity to engage with multiple nonprofit organizations working to stop gun violence in Chicago
- Downtown, a post-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 and after-party (with DJ and dancing)



This is our city. We all have a role to play.

Dear Corporate Sponsor:

The Race Against Gun Violence is Chicago's largest athletic event designed to raise awareness of, and direct resources for, Chicago's eco-system of grassroots gun violence prevention organizations.

Over the past few years federal financial resources have been leveraged by the City of Chicago, Cook County, and the State of Illinois at unprecedented levels. Hundreds of organizations have been able to extend their work, cultivate their practice and initiate dozens of viable strategies to bring hope and peace to critical people and places throughout Chicagoland. Unfortunately these public dollars are slated to expire over the next three years.

This presents us with a timely opportunity to build a platform through which these organizations can come together and raise millions of unrestricted dollars, arriving in the bank accounts of these critical organizations, at the beginning of summer each year.

By providing this highly visible platform at no cost to these organizations, you can help us leverage the growth of these organizations in terms of their visibility, capacity, networks and impact. **Our intent is to grow this event over the next three years so that 5000 runners join the effort each year, and raise \$5,000,000 annually for these organizations.**

Your sponsorship will allow us to extend this fundraising event and build capacity. As a corporate sponsor of the Race Against Gun Violence your participation will help us incentivize and support hundreds of grassroots leaders, thousands of runners, and dozens of Chicago's civic stakeholders to have a direct, practical impact in making Chicago safe.



Joel Hamernick
Executive Director

joel@stridesforpeace.org



PARTICIPATING ORGANIZATIONS



2024 RACE AGAINST GUN VIOLENCE

Purpose-Driven Opportunities for Employee Engagement and Corporate Social Responsibility

The **Race Against Gun Violence (RAGV)** raises awareness and funds for more than 50 community organizations working for a more peaceful Chicago where all can thrive.

RAGV offers a turnkey opportunity to engage employees in health and wellness activities, community service and charitable giving.

Here are ways your community can get involved:

Health & Wellness

- Incentivize employees to walk, run or bike by contributing \$/mile to a community organization you select
- Create a training team with regular running challenges to build camaraderie and connection
- Offer "wellness points" (premium reductions) or similar in your health plan to employees who participate in RAGV
- Host a "friendly" competition among employees by offering fun incentives to those who run the most miles or raise the most funds (extra day off, parking space, dinner with the CEO)

Engagement

- Share information about the race on your company intranet, network and social media
- Post #WhyIRun featuring your CEO or corporate influencer
- Host an information session about how RAGV helps employees connect, commit, contribute, change to community organizations across Chicago

Sponsorship and Support

- Sponsor the RAGV2024 (see page 6 for details)
- Create and Sponsor a Corporate Team and/or Run for Strides For Peace
- Match peer-to-peer fundraising or donations by employees
- Match peer-to-peer fundraising or donations by corporate team

KEY DATES

- 2.21** **Race registration opens**
Social media engagement campaign kicks off with training challenges. #StridesForPeace, #OneStepAtATime, #RAGV2024
- 6.4** **Race packets** go out in time for race week*
- 6.6** **Race Day**
 - 5 PM Setup
 - 6 PM Opening Ceremonies
 - 6:30 PM Step Off
 - 7:30 PM Closing Ceremonies & Programming

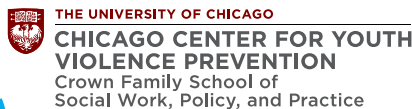
What people are saying about the Race Against Gun Violence..

"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."

"The whole entire experience was beautiful, I lost my daughter this year to Gun Violence and my second oldest daughter was a survivor of gun violence as well, so this was something that meant a lot to my family."

"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!"

Past Sponsors



Sponsorship Opportunities & Levels

SPONSOR BENEFITS	TITLE \$50,000	PRESENTING \$25,000	LEADER \$15,000	ADVOCATE \$10,000	SUPPORTER \$5,000	DISPLAY \$2,500
ADVERTISING, MARKETING & PR						
Broadcast Media Coverage Mention	✓					
Stand-Alone Acknowledgment on Strides Site and Socials	✓					
Inclusion In Race Press Releases	✓	✓				
Visibility on Strides Site and Socials	✓	✓	✓	✓	✓	
Visibility on Race Registration Page	✓	✓	✓	✓	✓	✓
Inclusion in Race Participant E-blasts	✓	✓	✓	✓	✓	✓
COLLATERAL DEADLINE: MAY 1 ST						
Race Photos	✓	✓	✓			
T-shirts	✓	✓				
Brochures & Posters	✓	✓	✓	✓	✓	
ON-SITE EVENT EXPOSURE & MARKETING						
Starting Line Signage - 8K, 5K / 2 Mile Walk / Tots for Peace	✓	✓				
Branding Display in VIP Suite	✓	✓	✓			
On-Stage Banner	✓	✓	✓			
Peace Mobile	✓	✓	✓	✓		
Display/Promo Booth at Event with Company Banner	✓	✓	✓	✓	✓	
Host Recognition From Stage	✓	✓	✓	✓	✓	✓
EMPLOYEE & VOLUNTEER ENGAGEMENT OPPORTUNITIES						
Corporate Teams(s)	✓	✓	✓	✓		
Volunteer at Event or with a Non-Profit	✓	✓	✓	✓	✓	✓

*Use of logo or Name determined by sponsorship level

Past Sponsors (Chicago's Strides For Peace)

- JP Morgan Chase & Co.
- The University of Chicago Center For Youth Violence Prevention
- National Louis University
- Advocate Aurora Health
- @properties
- Base Camp Fitness
- Blue Cross Blue Shield
- Arway Confections
- Shure
- Chicago CRED
- Robert R. McCormick Foundation
- Fleet Feet
- HISCOX
- Believe Chicago AT&T
- Mariano's
- Southland Rise
- The Joyce Foundation
- Revolution Brewing
- Chicago Beyond
- William Blair
- Wattage
- Edelman
- IGS Energy
- The Space Between