



THE UNIVERSITY OF
CHICAGO MEDICINE
Comer Children's

The 2017 RBC Race for the Kids at Comer Children's will be held on **Sunday, October 15, 2017 at 9:00 a.m.**, on the University of Chicago campus in historic Hyde Park.

This family-friendly event includes a 5K Run/Walk, Kids' Dash, and Kids' Mile, and is expected to attract more than 2,000 participants. Last year, our sponsors, donors, and race participants raised over \$315,000. We hope to exceed that number in 2017, and with your support we can. More information about the University of Chicago Medicine Comer Children's Hospital and the RBC Race for the Kids at Comer Children's is available at www.uchicagokidshospital.org/race.



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Comer Children's

SUNDAY,
OCTOBER 15, 2017

Nationally ranked as one of the top providers in multiple pediatric specialties, the University of Chicago Medicine Comer Children's Hospital is built upon a rich tradition of groundbreaking research and excellence in patient care, deeply impacting the children and families we serve in the Chicago area and around the world. Your sponsorship will allow us to support and enhance the cutting-edge scientific research that maintains Comer Children's Hospital's position at the forefront of medicine.

For more information, please visit: www.uchicagokidshospital.org/race

Company Name

Address

City/State/Zip

Contact Name and Title

Email

Phone Number(s)

Website

Marketing Contact Name (For Logo Acquisition)

Email

SPONSORSHIP OPPORTUNITIES (SEE REVERSE SIDE FOR BENEFITS):

- | | |
|---|--|
| <input type="checkbox"/> \$25,000 Ultramarathoner | <input type="checkbox"/> \$5,000 Cross-trainer |
| <input type="checkbox"/> \$20,000 Ironman | <input type="checkbox"/> \$2,500 Sprinter |
| <input type="checkbox"/> \$15,000 Triathlete | <input type="checkbox"/> \$1,000 Fitness lover |
| <input type="checkbox"/> \$10,000 Marathoner | <input type="checkbox"/> In-Kind Supporter |

I will provide the above as a guest takeaway.

PAYMENT METHOD:

- Enclosed, please find a check made payable to *The University of Chicago*

Please charge my Visa Discover MasterCard American Express

Name on Card

Account #

Expiration Date

\$ Amount

Signature

PLEASE SEND COMPLETED FORM AND CHECKS TO:

The University of Chicago Medicine & Biological Sciences
Attention: Lexi Fiedler
130 East Randolph Street, Suite 2500
Chicago, Illinois 60601

We provide race packets for teams and encourage you to create a corporate team for the race. For more information on teams or any other inquiry, please contact Lexi Fiedler at (773) 702-4873 or via email at lfiedler@msbd.uchicago.edu.

Gifts are tax deductible to the extent allowed by law. If you have questions about sponsorship, please contact Lexi Fiedler.

Sponsorship recognition on all printed materials is subject to printing deadlines. All logos must be received as outlined .EPS files in both color and black and white formats.

RBC RACE FOR THE KIDS AT COMER CHILDREN'S

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	ULTRAMARATHONER \$25,000	IRONMAN \$20,000	TRIATHLETE \$15,000	MARATHONER \$10,000	CROSS-TRAINER \$5,000	SPRINTER \$2,500	FITNESS LOVER \$1,000	IN-KIND SUPPORTER
BENEFITS								
Included race entries for your team	30	25	20	15	10	5	3	
Inclusion of your logo/name in race packet corporate recognition thank you flyer								
Logo placement on race T-shirt	BEST	2ND	3RD	4TH	5TH	5TH		
Opportunity to place literature at the event								
Logo/name placement on all posters and promotional materials, including the race website, and CTA Rail ads	BEST	2ND	3RD	4TH				
Recognition on the Comer Children's Hospital Facebook page								
Opportunity to name an award (i.e., the "Company X" Team Spirit Award)								
Recognition by speakers at the event								
A 10'x10' tented area for your company								
Space for banners at registration area								
Course signs	3	2	1					
Pre-race breakfast in company tent								
Recognition as a presenting sponsor								



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MAKE AN IMPACT

You and companies like yours have made the RBC Race for the Kids at Comer Children's one of the largest fundraising events benefiting a children's hospital in the Chicagoland community. Over the last twelve years, the Race has raised over \$1.9 million to support pediatric research by some of the most talented physicians in the country, allowing us to provide the best possible care for our youngest patients. We invite you to join us in supporting the groundbreaking research being conducted at Comer Children's Hospital.

BENEFITS OF INVOLVEMENT

Based on your level of sponsorship, your company will:

- Reach an audience of more than 5,000 people
- Receive high visibility before the event and on Race Day
- Build employee morale and company pride
- Promote health and wellness in a family friendly environment
- Align yourself with one of the top-ranked pediatric hospitals in Chicago and the globally recognized brand, The University of Chicago

MEDIA VALUES

The University of Chicago Medicine Comer Children's Hospital is committed to visibility for this event through sponsorship and paid partnerships. Some of the media exposure we have received in previous years includes:

NBCUniversal

- PSA promoting the race on NBC5 Chicago
- NBC talent emcee for race day events

Rail and Bus Advertisements on the CTA Lines

- Interior car banners posted on CTA Rail lines
- Exterior banners posted on CTA Bus lines

Hubbard Broadcasting Radio

- Chicago's 100.3 FM - PSA and link to event on social media pages
- 100.3 talent emcee for race day events

Tribune Media Group

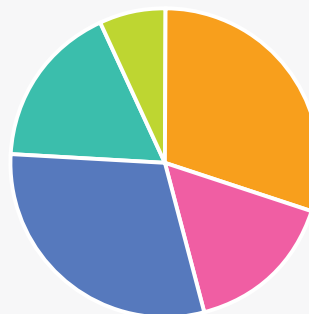
- Half page full-color ad in the Chicago Tribune
- Strategic ad placement on ChicagoTribune.com

Grassroots Marketing

- 200 Posters distributed in Chicagoland locations
- 1,000 Postcards with sponsor logos
- Consistent social media presence for five months leading up to the race, including Facebook, Twitter, eblasts, calendar listing, and sponsor promotions

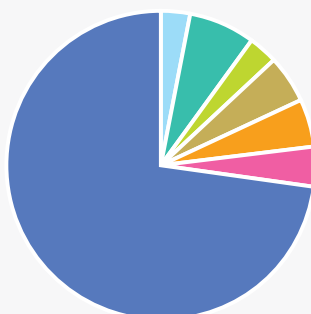
2016 DEMOGRAPHICS:

- The RBC Race for the Kids at Comer Children's had nearly 2,000 total participants in 2016
- 46% of race participants were between 18 and 40 years old
- 73% of the participants live within the city of Chicago
- Over 211 children, from kindergarten through 8th grade, participated in the Kids' Dash and Kids' Mile in 2016, one of Chicago's only timed 1-mile races for kids



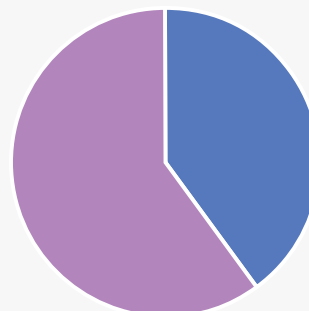
PARTICIPANT AGE

- 0-16: 30%
- 17-24: 16%
- 25-40: 30%
- 41-55: 17%
- 56+: 7%



GEOGRAPHIC DISTRIBUTION

- CITY: 73%
- SOUTHERN SUBURBS: 3%
- WESTERN SUBURBS: 7%
- INDIANA: 3%
- SOUTHWEST SUBURBS: 5%
- NORTHERN SUBURBS: 5%
- OTHER: 4%



PARTICIPANT GENDER

- FEMALE: 60%
- MALE: 40%