

# Connect with Your Target Audience: Sponsor the La Grange Rocks 5K!

February 1, 2018

Dear Friend of The LeaderShop:

As a business owner/manager, you're always looking to win new customers and keep existing ones coming back. Relationships are key: when people see that your organization shares their values, they are more likely to choose you. That's even more true if you can **meet them in person** at a fun, inspiring community event.

Since 2002, The LeaderShop's annual **La Grange Rocks 5K** has attracted families and friends, youth and adults and **local organizations like yours**. **On June 8, 2018**, you can build awareness and relationships by sponsoring this fun event, which supports The LeaderShop's efforts to help local teens grow into responsible young adults.

You'll also benefit from promotions in the months leading up to the event, such as:

Facebook posts thanking sponsors by name	Your logo on theleadershop5k.org
Thank-you banner hung at your location*	Sponsor listings in our newsletters

\*For sponsorships of \$2,500 or more.

As the new chairman of the **La Grange Rocks 5K**, I'm leading the effort raise \$37,000 for The LeaderShop. Why? Because I know our programs for youth—conferences, tutoring, mentoring, service projects, and more—**motivate kids to be true leaders** who reject bullying, substance abuse and other poor choices that can have serious consequences.

Please see the following pages—or visit [theleadershop5k.org/sponsors](http://theleadershop5k.org/sponsors)—for our Sponsorship Form and full details of the sponsorship packages we offer. There's sure to be one that fits your budget.

**What makes the event so family-friendly?** Besides the 5K itself, there's a 1-Lap race (for ages 7 and under), a 1-Mile run (ages 11 and under), and for the first time, a 100-meter run for people with Special Needs. **More than just a fundraiser**, the event exemplifies The LeaderShop's mission to help youth become confident, competent and community-minded.

In short, it's the ideal way for your organization to connect with your target audience, building and strengthening the relationships that can lead to your long-term success. Please call me at the number below with questions about the 2018 **La Grange Rocks 5K** event. I look forward to welcoming you as a new or returning sponsor!

Sincerely,

**Jim Hinckley**

2018 La Grange Rocks 5K Chairman, Board Member of The LeaderShop  
mobile: (708) 269-7417

The LeaderShop is a registered 501(c)3 nonprofit organization and your sponsorship will be tax-deductible less the fair market value of any goods or services received. All proceeds from this event will support the general programs and services provided by The LeaderShop.



## The "La Grange Rocks" 5K

- Friday, June 8, 2018 (6 PM)
- 700 participants expected
- 5K + three races for youth
- Months of Social Media
- **7 Sponsor levels:** Your logo on banners, T-shirts, newsletters, the web. Your promo items in our goodie bags. Your publicity tent at the event . . . **and more!**
- **theleadershop5k.org**

# La Grange Rocks 5K Run/Walk 2018 Sponsorship Form



Company/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website Address (we will link your logo to it): \_\_\_\_\_

**Yes**, we are proud to sponsor the La Grange Rocks 5K Run/Walk! **We have circled our choice below:**

<b>Presenting</b> \$10,000	<b>Diamond</b> \$5,000	<b>Platinum</b> \$2,500	<b>Gold</b> \$1,000	<b>Mile-Marker</b> \$750	<b>Silver</b> \$500	<b>Bronze</b> \$250
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We are unable to support the 5K as a sponsor, but would like to contribute \$\_\_\_\_\_

## Payment Information (for either option above)

Enclosed is a check made payable to **The LeaderShop** (please mail it **and this form** to the address below).

Please charge my credit card (circle one) → Visa    MasterCard    Discover

Name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Security Code: \_\_\_\_\_

Please send me an invoice for the amount indicated above

Please email a high-resolution image of your organization's logo to Alan Morales [alanm@theleadershop.org](mailto:alanm@theleadershop.org) by **April 15, 2018** for use on our banners, T-shirts, website and other promotional materials.

**Please return this form to:** Alan Morales, Executive Director, The LeaderShop

**By Mail:** 4903 Willow Springs Road, La Grange, IL 60525

**By Fax:** (708) 579-5899

**By Email:** [alanm@theleadershop.org](mailto:alanm@theleadershop.org)

**Please contact The LeaderShop with any questions at:**  
**(708) 579-5898** or visit [www.theleadershop5k.org/sponsors](http://www.theleadershop5k.org/sponsors)



# La Grange Rocks 5K Sponsorship Levels

## Presenting Sponsor: \$10,000

- **Race will be publicized as the “La Grange Rocks 5K Run/Walk presented by *Your Organization’s Name*” on all race-related publicity and press releases**
- Banner provided by The LeaderShop placed at your location, identifying you as Presenting Sponsor (size: 70” x 32”)
- Banner at the start/finish line highlighting your company as the Presenting Sponsor
- Opportunity to set up a publicity tent and your banner at race registration in a premium reserved location
- Your company logo featured prominently on the back of 700 race T-shirts
- Your company logo featured on race registration forms and posters, The LeaderShop’s website, electronic and print newsletters
- Half-page ad for your business in The LeaderShop’s electronic newsletter (ShopTalk Now) and The LeaderShop’s printed newsletter
- Opportunity to place your promotional item in all runners’ goodie bags
- 25 individual complimentary race registrations

## Diamond Sponsor: \$5,000

- Banner provided by The LeaderShop placed at your location, identifying you as Diamond Sponsor (size: 70” x 32”)
- Your company listed as a Diamond Sponsor in all race related publicity and press releases
- Banner at the start/finish line highlighting your company as a Diamond Sponsor
- Opportunity to set up a publicity tent and your banner at race registration in a premium reserved location
- Your company logo featured on the back of 700 race T-shirts
- Your company logo featured on The LeaderShop’s website, electronic and print newsletters
- Half-page ad for your business in The LeaderShop’s electronic newsletter (ShopTalk Now) and The LeaderShop’s printed newsletter
- Opportunity to place your promotional item in all runners’ goodie bags
- 15 individual complimentary race registrations

## Platinum Sponsor: \$2,500

- Banner provided by The LeaderShop placed at your location, identifying you as a Platinum Sponsor (size: 70” x 32”)
- Opportunity to set up a publicity tent and your banner at race registration in a premium reserved location
- Your company logo featured on the back of 700 race T-shirts
- Your company logo featured on The LeaderShop’s website, electronic and print newsletters
- Opportunity to place your promotional item in all runners’ goodie bags
- 10 individual complimentary race registrations

## Gold Sponsor: \$1,000

- Opportunity to set up a publicity tent and your banner at race registration in a reserved location
- Your company logo featured on the back of 700 race T-shirts
- Your company logo featured on The LeaderShop’s website, electronic and print newsletters
- Opportunity to place your promotional item in all runners’ goodie bags
- Opportunity to hang a banner at the race site
- 6 individual complimentary race registrations

## Mile-Marker Sponsor: \$750

- **Mile-Marker Sponsor Signage (provided by The LeaderShop) on the 5K course**
- Opportunity to set up a publicity tent and your banner at race registration in a reserved location
- Your company name featured on the back of 700 race T-shirts
- Your company name featured on The LeaderShop's website, electronic and print newsletters
- Opportunity to place your promotional item in all runners' goodie bags
- Opportunity to hang a banner at the race site
- 4 individual complimentary race registrations

## Silver Sponsor: \$500

- Opportunity to set up a publicity tent at race registration in a reserved location
- Your company name featured on the back of 700 race T-shirts
- Your company name featured on The LeaderShop's website, electronic and print newsletters
- Opportunity to place your promotional item in all runners' goodie bags
- 2 complimentary race registrations

## Bronze Sponsor: \$250

- Your company name featured on The LeaderShop's website, electronic and print newsletters
- Opportunity to place your promotional item in all runners' goodie bags
- 1 complimentary race registration



**Questions** about these sponsorship opportunities?

Please call **Alan Morales**, Executive Director of  
The LeaderShop:

**(708) 579-5898**