



Greetings:

It is nice to know that you can count on the Itasca Runners Club to give you a great return on your sponsorship dollars. I enclose the 2011 Sponsorship Opportunities. Please call me if you have any questions.

In 2010, we used sponsorship dollars to host the annual Oktoberfest 5k race in Itasca, Illinois, donate to needy and handicapped children in the Chicagoland area and generally promote running and fitness in Itasca and the neighboring communities including, but not limited to, Elk Grove Village and Schaumburg.

While these activities kept us busy, we found time to gather weekly for our Saturday morning group run and participate in other races in the community and around the Midwest. We reveled in the success of our members in road races and triathlons throughout the year and enjoyed group outings with our members. In addition to direct Club activities, our members volunteered with the Illinois Special Olympics, NESDRA, Marklund Homes, the Itasca Lions, Elk Grove Village Rotary, area race pace groups and other organizations and activities.

2011 brought about a bit of change in our Club. For starters, we organized as a not-for-profit corporation in Illinois and obtained recognition as a member club of the Road Runners Club of America (RRCA). With that membership, we also gained status as a 501(c)(3), tax exempt corporation.

Our signature event, the Oktoberfest 5k and post-race party at Itasca's Usher Park has grown from a very small gathering in 2009 to over 350 runners in 2010. With its certified course and fast finish, the race is becoming a featured event on local race team calendars. Oktoberfest has become a big community event providing area families a venue to test their running mettle and join in the post-race festivities. This year's addition of a team challenge figures to boost the number of registered runners vying for awards.

Also new in 2011 is our Itasca Runners Club website ([www.itascarunners.com](http://www.itascarunners.com)) where members and visitors alike can learn about our Club, its activities and sponsors. Everything we did and will continue to do includes our sponsors' names and/or logos splashed on it. Each sponsor, depending on the level of sponsorship selected, gets recognition on banners, race shirts, flyers, race brochures, website posting/linking, race bibs and other materials. **(See attached sponsor levels for more information).**

Great things are happening in our club and our community. Please remember, your sponsorship can be for everything we do **ALL** year, not just one race. These are good activities that paint our area, club and sponsors in a good and healthy light. Itasca Runners is an integral part of creating and maintaining a healthy perception of Itasca. We want you to be a part of that.

Thank you.

Sincerely,  
Dan Murphy, President  
Itasca Runners Club  
[president@itascarunnersclub.com](mailto:president@itascarunnersclub.com)



## 2011 Sponsorship Opportunities

As a sponsor, we invite you to choose a level for funding commitment from the following packages. As part of sponsorship, sponsors can offer in-kind donations and are encouraged to provide items for inclusion into the race packet bags for the Oktoberfast 5k. Please return sponsor forms by September 2, 2011.

### Marquee Sponsor \$2,500.00

1. Sponsor gets logo on the race banner
2. Sponsor gets logo (**back center stand-alone**) on the Oktoberfast race shirt
3. Sponsor gets 2 Oktoberfast race shirts
4. Sponsor can host a booth at the Oktoberfast race and postrace party
5. Sponsor gets logo on Itasca Runners Club website
6. **Sponsor gets hyperlink on the Itasca Runners Club website**
7. **Sponsor gets predominant logo on Oktoberfast race brochures**
8. **Sponsor gets predominant logo on the Oktoberfast finish line banner**
9. **Sponsor gets logo on Oktoberfast racing bib numbers**
10. **Sponsor gets logo on all Itasca Runners Club handouts and mailings**

**Bold type represents added benefits from the Supporting level**

### Supporting Sponsor \$1,500.00

1. Sponsor gets logo on race banner
2. Sponsor gets logo (**sleeve**) on the Oktoberfast race shirt
3. Sponsor gets 2 Oktoberfast race shirts
4. Sponsor can host a booth at the Oktoberfast race and postrace party
5. Sponsor gets logo on the Itasca Runners website
6. **Sponsor gets logo on the finish line banner**
7. **Sponsor gets logo on race brochures**

**Bold type represents added benefits from Patron level**

### Patron Sponsor \$1,000.00

1. **Sponsor gets logo on the race banner**
2. Sponsor gets logo on the Oktoberfast race shirt
3. **Sponsor gets 2 Oktoberfast race shirts**
4. **Sponsor gets name on the Oktoberfast race brochures**
5. **Sponsor gets its logo on the Itasca Runners Club website**
6. Sponsor can host a booth at the Oktoberfast race and postrace party

**Bold type represents added benefits from Contributing Level**

### Contributing Sponsor \$500.00

1. **Sponsor gets logo on Oktoberfast race shirt**
2. **Sponsor gets its name on the Itasca Runners website**
3. **Sponsor can host a booth at the Oktoberfast race and postrace party**
4. Sponsor gets 1 Oktoberfast race shirt
5. Sponsor gets its name on the Oktoberfast race banner

**Bold type represents added benefits from Donating Sponsor**

**Donating Sponsor**

**\$250.00**

- 1. **Sponsor gets name on the Oktoberfast race shirt**
- 2. **Sponsor gets 1 Oktoberfast race shirts**
- 3. Sponsor gets its name on the Oktoberfast race banner

**Bold type represents added benefits from Friendly level**

**Friendly Sponsor**

**\$50-249.00**

- 1. Sponsor gets its name on the Oktoberfast race banner

**2011 Contract**

\_\_\_\_ Yes, I would like to sponsor the Itasca Runners Club and its activities at the level below:

**Check One:**

- |                         |         |                           |            |
|-------------------------|---------|---------------------------|------------|
| ____ Marquee Sponsor    | \$2,500 | ____ Contributing Sponsor | \$500      |
| ____ Supporting Sponsor | \$1,500 | ____ Donating Sponsor     | \$250      |
| ____ Patron Sponsor     | \$1,000 | ____ Friendly Sponsor     | \$50-\$249 |

**Check One:**

- \_\_\_\_ Payment is included
- \_\_\_\_ Payment made in the following manner: \_\_\_\_\_

**Check One:**

- \_\_\_\_ Company Logo Included in VECTOR format (camera ready positive, CD, etc)
- \_\_\_\_ Logo in VECTOR format emailed to [president@itascarunnersclub.com](mailto:president@itascarunnersclub.com)
- \_\_\_\_ Contact for Logo \_\_\_\_\_.

**Sponsor Information:**

Contact \_\_\_\_\_ Email \_\_\_\_\_

Company/Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

**Mail to:**

**Itasca Runners Club – P.O. Box 973 – Itasca, IL 60143**