



YOUNG ASSOCIATES BOARD

A Legacy Organization of The Gus Foundation

2014

Corporate Sponsorship Opportunities

 Ann & Robert H. Lurie
Children's Hospital of Chicago™
Affiliated Organization



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It's time to lace up your running shoes for the **12th Annual Run for Gus** benefiting pediatric brain tumor research and support services at the Ann & Robert H. Lurie Children's Hospital of Chicago. With the 12th anniversary of the Run for Gus upon us, the Young Associates Board (YAB), an Affiliated Organization of Lurie Children's, needs your support.

On Thursday, July 24, 2014 more than 1,200 people will participate in a 5K Run/1Mile Fun Walk and 400M Kid's Race at Diversey Harbor in Chicago's Lincoln Park neighborhood. The 2014 Run for Gus is seeking corporate sponsorships from organizations who would like to partner to create a successful event for an important cause.

YAB is committed to providing hope for children with brain tumors. Pediatric brain tumors are the second leading cause of cancer-related deaths in children, and are fatal for almost half of the children diagnosed every year. Yet only \$1 million is given annually to this cause by government agencies. Therefore, it is up to organizations like YAB to provide funds to help improve the lives of children fighting this disease and to support the cutting edge treatments and critical research that will hopefully one day lead to a cure.

Enclosed is a brief overview of the Young Associates Board and 2014 Run for Gus, as well as, an outline of the various sponsorship levels. Please consider joining YAB's efforts to make a difference in the lives of the thousands of children afflicted with this disease. Your generous support will provide hope for these children and their families. On behalf of YAB and Lurie Children's, thank you for your consideration of our request.

We look forward to hearing from you soon!

Sincerely,

Sarah Anne Hughes
Run for Gus Event Co-Director
Young Associates Board
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sarahhughes@deloitte.com

Danielle Laake
Run for Gus Event Co-Director
Young Associates Board
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laaked@gmail.com



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The Mission of the Young Associates Board

The Young Associates Board (YAB) is an Affiliated Organization of the Ann & Robert H. Lurie Children's Hospital of Chicago. YAB provides hope for children with brain tumors by raising funds for research and family support services.

YAB conducts a variety of fundraising events each year, including the annual Run for Gus in Chicago's Lincoln Park neighborhood. Additionally, YAB organizes a multitude of service projects that directly benefit children with brain tumors and their families.

As the legacy organization of the Gus Foundation, YAB continues to support critical research that is either centered at, or collaborated with Lurie Children's. This research offers the greatest opportunity to develop cures while providing all children with the most sophisticated, appropriate and prevailing treatments available.

Run For Gus Overview

Date: Thursday, July 24, 2014
Time: 6:15 pm 400M Kid's Run for Gus
7:00 pm Run for Gus 5K / 1 Mile walk
Location: Diversey Harbor, Lincoln Park, Chicago IL
Website: www.runforgus.org

Promotions

- CARA Registered Race
- Internet: CARA, Runners World, www.runforgus.org
- Magazine: Chicago's Amateur Athlete, Windy City Sports
- Grass Roots: Poster and flyer distribution at summer festivals, in the Loop and Lincoln Park
- Name recognition on Lurie Children's website (53,000 visits per month).

Entertainment

- DJ and Emcee
- Food and Beverage
- Raffle Prizes
- Booths for Sponsors and Corporate Teams

Past Results

The 2013 Run for Gus was an extremely successful event, with more than 1,100 registered runners/walkers. With the support of over 60 volunteers and more than 10 major corporate sponsors, the event raised more than \$143,000!



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Impact on the Community

Through fundraising, educational and volunteer opportunities, the Young Associates Board has become one of the most exciting and promising entrepreneurial organizations within Chicago's young philanthropic sector.

Since our inception in 2000, the YAB has raised more than \$1 million to fund critical research and treatment for children battling brain tumors through events like the annual Run for Gus 5K/1 Mile Walk. YAB is proud to fund 100% of the Beads of Courage program (<http://beadsofcourage.org/>) at Lurie Children's. In addition to supporting research and treatment, YAB also provides service-oriented events and programs to support the families impacted by this deadly disease.

Throughout the year, YAB members partner with Lurie Children's to provide service-oriented events and programs supporting the children and families in the hematology/oncology clinics. Events include:

- Holiday parties for the brain tumor and hematology/oncology clinics
- Baseball games and other sporting events
- Book, magazine and toiletry drives

YAB teams up with local Chicago organizations to provide high caliber, entertaining and rewarding events.





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Corporate and community support organizations participate to make a difference!

The details for the different levels of sponsorship available are listed below:

PRESENTING SPONSOR \$25,000

- **Designation as Presenting Sponsor for 12th Annual Run for Gus Event**
- Logo inclusion on race-day Start/Finish Banner
- Logo inclusion on race-day signage and post-event reception
- Race-day tent use by your company
- Race-day announcements as Presenting Sponsor
- Logo inclusion on Lurie Children's and YAB websites with a link to your company's site. Promoted on Twitter and Facebook
- Logo inclusion on event-t-shirt (1,500)
- Tour of Ann & Robert H. Lurie Children's Hospital of Chicago
- Logo inclusion on all e-mail distributions: pre- and post-event
- Positioning as Presenting Sponsor in all pre- and post-event press releases
- 25 complimentary tickets
- The opportunity for 15 employees from your company to volunteer pre-race and day-of race activities
- Silver Membership in the Children's Circle of Corporate Champions
- Announcement at reception and speaking opportunity (optional)

DIAMOND SPONSOR \$10,000

- **Designation as Diamond Sponsor for 12th Annual Run for Gus Event**
- Official Sponsor of the Kid's Race (1) or After-Party at Nature Museum (1)
- Logo inclusion on race-day Start/Finish Banner
- Logo inclusion on race day signage and post-event reception
- Race-day tent for use by your company
- Race-day announcements as the Diamond Sponsor
- Logo inclusion on Lurie Children's and YAB websites with a link to your company's site. Mention on Twitter and Facebook
- Logo inclusion on event-t-shirt (1,500)
- Logo inclusion on all e-mail distributions – pre and post event race
- 10 complimentary tickets
- The opportunity for 10 employees from your company to volunteer pre-race and day-of-race activities
- Bronze Membership in the Children's Circle of Corporate Champions



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Sponsorship Levels Continued:

PLATINUM SPONSOR \$5,000

- Race-Day announcement as a Platinum Sponsor
- Logo/Name inclusion at one of race-day areas: mile marker (limit of 3), registration tent, volunteer tent, or media tent
- Logo inclusion on race-day signage
- Logo inclusion on event-t-shirt (1,500)
- Logo inclusion on all e-mail distributions: pre- and post-event
- Logo inclusion on Children's and YAB websites with a link to your company's site
- Sponsorship announcement on Twitter and Facebook

GOLD SPONSOR \$2,500

- Race day announcements as the Gold Sponsor
- Logo inclusion on all e-mail distributions: pre- and post-event
- Logo inclusion on race day signage
- Logo inclusion on event-t-shirt (1,500)
- Sponsorship announcement on Twitter and Facebook
- Company name listed on Children's and YAB websites

FRIEND SPONSORSHIP \$500

- Logo inclusion on event-t-shirt

IN-KIND SPONSORSHIP

- Company name listed on Lurie Children's and YAB websites
- Company name listed on race-day signage
- Sponsorship announcement on Twitter and Facebook

MEDIA SPONSORSHIP

- Sponsorship announcement on Twitter and Facebook
- Company name listed on Lurie Children's and YAB websites
- Logo inclusion on race-day signage and post-event reception
- Two media passes for news coverage and post-event reception
- Write-up/feature story about post race



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Sponsorship Agreement Form

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Presenting Sponsor (\$25,000)

Diamond Sponsor (\$10,000)

Platinum Sponsor (\$5,000)

Gold Sponsor (\$2,500)

Friend (\$500)

In-Kind Sponsor

Please return the completed form to:

**Young Associates Board
ATTN: Nicole Salzman**

**Ann & Robert H. Lurie Children's Hospital of Chicago
225 E. Chicago Ave., Box 4
Chicago, IL 60611**

Company Name (as you would like it to appear): _____

Contact Name: _____

Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

For Credit Card Orders Circle One:

VISA

MasterCard

AMEX

Discover

Name on Card: _____

Card Number: _____ **Exp. Date:** _____

Signature: _____

Thank you very much for your support. For further information, please contact one of the following individuals:

Sarah Hughes

Run for Gus Event Co-Director
sarahhughes@deloitte.com

Danielle Laake

Run for Gus Event Co-Director
laaked@gmail.com

Nicole Salzman

Lurie Children's Foundation
nsalzman@luriechildrens.org



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Value In-Kind Description Form

☐

I agree to provide In-Kind items for the Run for Gus event.

Company Name (as it is to appear in promotional materials)

Contact Name

Contact Phone

Address

In-Kind Item Description

Estimated Retail Value

Signature

In-Kind Delivery Method

☐

Item will be delivered to event venue location the day of the event.

☐

Item will be delivered before the day of the event.