



“Oui”  
RUN 5K

LFC\* Lycée Français de Chicago  
The French International School

## 2017 SPONSORSHIP OPPORTUNITIES

“Oui” Run 5K, Kids Races and Post Race Breakfast  
CARA Runners’ Choice Circuit Race  
Sunday, September 24 2017  
8:00 am

[ouirun5k.org](http://ouirun5k.org) [ouirun5k@lyceechicago.org](mailto:ouirun5k@lyceechicago.org) [lyceechicago.org](http://lyceechicago.org) 773-665-0066

### Testimonies from last year

*“I have been running in Chicago for two decades and this race was outstanding - it was professional and organized, and the course was perfect!”*

*“Wonderful experience!!! I think everyone was surprised and really blown away by the organization and the atmosphere.”*

*“Excellent!!! Fun, warm, supportive. Flawless organization.”*



Dear Friends of the “Oui” Run

The Lycée Français de Chicago is excited to hold its second annual “Oui” Run 5K (we run), Kids Races and Post Race Picnic on September 24, 2017. After a successful and **sold out** event in 2016, the “Oui” Run 5K was named a 2017 CARA (Chicago Area Runners Association) Runners’ Choice Circuit race, making it just one of 15 premier races in the Chicagoland area. **We had the best CARA survey in 2016 !!**

We are seeking your support. Your sponsorship will contribute to the overall lifestyle, physical health and culture of both our school and neighborhood communities, and it will give you access to both an internationally diverse audience who take great pride in calling Chicago home and to competitive runners who specifically choose the “Oui” Run to meet their personal running goals. Your sponsorship – and one of the driving forces behind the “Oui” Run 5K – celebrates and encourages fitness in individuals, in families and in communities.

*Thanks to this wonderful success last fall, the “Oui” Run netted \$23,000, 22% of which has been donated to five charities around Chicago: Noah’s Ark Foundation, After School Matters, Open Heart Magic, Ravenswood Community Services and the Night Ministries. The remainder will be allocated towards tuition for a refugee student at the LFC.*

We hope you will consider supporting us in 2017 as we organize another run with a distinct course that loops through the “Old World feel” of Ravenswood and Lincoln Square. Neighborhood runs are a unique feature in the Chicago running landscape with proven potential to grow in participation each year.

We look forward to your support!

Merci,

Eric Veteau

President

Philippe Audasso  
Athletic Director  
[paudasso@lyceechicago.org](mailto:paudasso@lyceechicago.org)  
773.665.0066 ext. 140

Corinne Manaranche  
Director of Operations  
[cmanaranche@lyceechicago.org](mailto:cmanaranche@lyceechicago.org)  
773.665.0066 ext. 223

And the entire “Oui” Run 5k Team





## 2017 EVENT INFORMATION

The "Oui" Run 5K, Kids Races and Post Race Picnic is a celebration of health and fitness as a life-long journey, a family-friendly community event open to all of our neighbors and a unique opportunity to participate in a neighborhood run. Moreover, **the 2017 "Oui" Run 5K is a CARA Runners' Choice Circuit race, making the "Oui" Run 5K one of Chicagoland's premier running events**

**Race Day:** Sunday, September 24, 8:00 a.m.; Kids Races 9:30 a.m.

**Race Location:** 1929 W. Wilson Ave.

**Projected Participants:** 1500 (5K Run + Kids Races)

**Expected Participation (volunteering, cheering, kids races and running) from Lycée families:** 100% (1,300+ students and parents)

**Expected Volunteers:** 150+

**Post Race Picnic:** Open to the community (runners, volunteers, kids, family members)

**Participant Goody Bag:** Includes bib #, official race technical t-shirt and sponsor product samples/coupons

**Marketing Campaign:** Advertising includes repeated flyer distribution of surrounding communities, high exposure banner campaign on school building, website promotion (lyceechicago.org + ourun5K.org), social channel hyping that reaches more than 2000 people (Facebook + Twitter), promotion as a CARA Runners' Choice Circuit Race (CARA's Facebook + Twitter audience is over 25,000), official event press release, utilization of school directory to promote event and event listed on both CARA and Chicago Athlete race calendars



## 2017 EVENT INFORMATION CONTINUED

**Course:** The USATF sanctioned loop course (IL16064NM) offers the community a unique opportunity to run through the “Old World feel” of Ravenswood and Lincoln Square. The course runs down Wilson Ave., Lincoln Ave., Lawrence Ave., Ravenswood Ave., Montrose Ave., Leavitt St., Windsor Ave., Hamilton Ave., Sunnyside Ave. and Winchester Ave.

**2017 CARA Runners’ Choice Circuit Race:** The CARA (Chicago Area Runners Association) Runners’ Choice Circuit has been developed to promote participation in local races, to create a competitive structure for area runners and has long been a source of camaraderie for local runners within and between local running clubs. Runners of all levels annually participate in CARA Circuit Races to chase personal and competitive goals, to complement their year-long training programs and to enjoy the camaraderie of the CARA running community.

The circuit includes just 15 of Chicagoland’s most well organized and well-appreciated races. Circuit races are found in both the city and suburbs and include both major world-class events and local club races alike. Circuit races are annually assembled with the input of CARA’s membership, the CARA Racing Committee, the CARA staff and CARA Board of Directors.

The Chicago Area Runners Association (CARA) is a non-profit organization devoted to expanding, motivating, supporting and celebrating the running community of Chicagoland. CARA connects runners to resources that enable them to run – farther, faster, better, for life.



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## SPONSORSHIP BENEFITS

- \* You have an opportunity to position your company within the Chicago running community. The Chicago Area Runners Association (CARA) is the third largest running club in the United States, serving more than 10,000 members annually. Chicago is also home to the Bank of America Chicago Marathon, one of six Abbott World Marathon Majors, attracting more than 40,000 runners every year. The Chicago running community is a thriving community, and a captive audience. As a CARA Runners' Choice Circuit race, the "Oui" Run will benefit from additional marketing and promotion on CARA's website and social channels
- \* You will have direct exposure to more than 1000 runners, more than 400 Lycée families and more than 150 volunteers. Moreover, you will be included in a community-wide promotional, grassroots campaign that includes distributing more than a thousand race flyers throughout the Ravenswood and Lincoln Square communities
- \* You can address your audience directly by distributing coupons and/or product samples into more than 1000 participant goody bags
- \* You will receive exposure via **email blasts/e-newsletters** to our Lycée community, an official event **press release**, online **websites** (lyceechicago.org and ouirun5k.org) and **social channels** (Facebook), outdoor **banners/signage** with high visibility, the official "Oui" Run 5K race t-shirt and at the **Post Race Picnic**
- \* You can be creative – we are open to adapting to your needs! We welcome your suggestions and thoughts on how your sponsorship can best fit within the vision, goals and wishes of your company

## SPONSORSHIP OPPORTUNITIES

### \$5000 Presenting Sponsor Package

*This is the highest level of sponsorship designed to give your company maximum exposure to our school community and race participants*

- \* Exclusive naming rights as the presenting sponsor:  
Oui Run 5K presented by (Company Name)
- \* Company provided stadium banner hung outside of soccer field for **ONE YEAR**
- \* Company logo on front of official race t-shirt
- \* Company provided branded banner Start and Finish Lines
- \* Company provided branded 10x10 tent at race site
- \* Free registration + t-shirt and goody bag for 5 participants
- \* Company logo on all promotional materials (flyers, press release, e-newsletters)
- \* Company provided signage at on course Aid Station
- \* Verbal recognition on race day by host
- \* Company provided branded banner on race day
- \* Company item in official race goody bag
- \* Company promotion and logo (with link) on official race website with 1 entire webpage /Facebook pages
- \* Company logo on back of official race t-shirt
- \* Company logo on celebration “Thank You” banner

### \$2500 Gold Sponsor Package

*This is the premium level of sponsorship designed to give you prominent exposure to our school community and race participants*

- \* Company provided branded 10x10 tent at race site
- \* Free registration + t-shirt and goody bag for 5 participants
- \* Company logo on all promotional materials (flyers, press release, e-newsletters)
- \* Company provided signage at on course Aid Station
- \* Verbal recognition on race day by host
- \* Company provided branded banner on race day
- \* Company item in official race goody bag
- \* Company promotion and logo (with link) on official race website with 1 entire webpage /Facebook pages
- \* Company logo on back of official race t-shirt
- \* Company logo on celebration “Thank You” banner

## SPONSORSHIP OPPORTUNITIES CONTINUED

### \$1000 Silver Sponsor Package

*This level of sponsorship is designed to give you prominent levels of exposure to our race participants*

- \* Company provided signage at on course Aid Station
- \* Verbal recognition on race day by host
- \* Company provided branded banner on race day
- \* Company item in official race goody bag
- \* Company promotion and logo (with link) on official race website with 1 entire webpage /Facebook pages
- \* Company logo on back of official race t-shirt
- \* Company logo on celebration “Thank You” banner

### \$500 Bronze Sponsor Package

*This level of sponsorship is designed to give you high levels of exposure to our race participants*

- \* Company item in official race goody bag
- \* Company promotion and logo (with link) on official race website/Facebook pages
- \* Company logo on back of official race t-shirt
- \* Company logo on celebration “Thank You” banner

### In Kind Donations

- \* In addition to the sponsor packages listed, we are seeking in kind donations for printing, t-shirts and other relevant race supplies/products
- \* Value of donation will be determined and a corresponding level of recognition will be set by the “Oui” Run race organizers

## 2017 SPONSORSHIP GRID

Remember you can be creative – we are open to adapting to your needs! We welcome your suggestions and thoughts on how your sponsorship can best fit within the vision, goals and wishes of your company

Sponsor Opportunities	\$5,000	\$2,500	\$1,000	\$500
EXCLUSIVE NAMING RIGHTS AS PRESENTING SPONSOR	*			
COMPANY PROVIDED STADIUM BANNER HUNG OUTSIDE OF SOCCER FIELD FOR ONE YEAR	*			
COMPANY LOGO ON FRONT OF OFFICIAL RACE T-SHIRT	*			
COMPANY PROVIDED BRANDED BANNER START & FINISH LINES	*			
COMPANY PROVIDED 10X10 TENT ON SITE RACE DAY	*	*		
FREE REGISTRATION + T-SHIRT & GOODY BAG FOR 5 PARTICIPANTS	*	*		
COMPANY LOGO ON ALL PROMOTIONAL MATERIALS (FLYERS, PRESS RELEASE, ETC)	*	*		
COMPANY PROVIDED SIGNAGE AT ON COURSE AID STATION	*	*	*	
VERBAL RECOGNITION ON RACE DAY BY RACE HOST	*	*	*	
COMPANY ITEM IN OFFICIAL RACE GOODY BAG	*	*	*	*
COMPANY PROMOTION AND LOGO (WITH LINK) ON OFFICIAL RACE WEBSITE 1 DEDICATED WEBPAGE /FACEBOOK	*	*	*	*
COMPANY LOGO ON BACK OF OFFICIAL RACE T-SHIRT	*	*	*	*
COMPANY LOGO ON CELEBRATION "THANK YOU" BANNER	*	*	*	*





## 2017 "Oui" Run 5K SPONSORSHIP FORM

Name of business/company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

*For questions about sponsorship, please contact:*

Philippe Audasso

[paudasso@lyceechicago.org](mailto:paudasso@lyceechicago.org)

773.665.0066 ext. 140

And/or

Corinne Manaranche

[cmanaranche@lyceechicago.org](mailto:cmanaranche@lyceechicago.org)

773.665.0066 ext. 223

[ouirun5k@lyceechicago.org](mailto:ouirun5k@lyceechicago.org). 773 665 0066

### Sponsorship Level (check one)

----- \$5,000 Presenting

----- \$ Other

----- \$2500

----- In Kind Donation

----- \$1000

----- \$500

X \_\_\_\_\_

Sponsorship Signature –to ensure all marketing opportunities, your commitment and official logo must be received right away, and your donation must be received no later than August 1, 2017. All sponsorships are subject to approval.

Please make checks payable to Lycée Français de Chicago and send it to the attention of Philippe Audasso or Corinne Manaranche

