



“Oui”  
**RUN 5K**

**LFC\*** Lycée Français de Chicago  
The French International School

## 2018 SPONSORSHIP OPPORTUNITIES

“Oui” Run 5K, Kids Race and Post Race Breakfast

**Sunday, September, 23 2018**  
**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 (LFC) is excited to hold its third annual “Oui” Run 5K (we run), Kids Races and Post Race Breakfast on Sunday, September 23, 2018.

After two successful 2016 and 2017 sold-out events, 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.

Today, we are seeking your support for 2018. Your sponsorship celebrates and encourages fitness in individuals, in families and in local communities, contributing to the overall lifestyle, physical health and culture of LFC and its neighbors. And sponsorships help LFC give back to local charities; last fall, the “Oui” Run netted \$23,000, 22% of which was given to five Chicago charities: Noah’s Ark Foundation, After School Matters, Open Heart Magic, Ravenswood Community Services and the Night Ministries. The remainder will be allocated towards financial aid.

We hope you will consider supporting the “Oui” Run 5K in 2018 as we organize another run with a distinct course that loops through the “Old World feel” of Ravenswood and Lincoln Square. Our sponsor deadline is: September 8, 2018.

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



## 2018 EVENT INFORMATION

The "OUI" Run 5K, Kids Race and Post Race Breakfast 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.

Race Day: Sunday, September 23, 8:00 a.m.; Kids Race 9:30 a.m. Race Location: 1929 W. Wilson Ave.

Projected Participants: 1500 (5K Run + Kids Race) Expected Participation (volunteering, cheering, kids race and running) from LFC families: 100% (1,300+ students and parents) Expected Volunteers: 150+ Post Race Event 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](http://lyceechicago.org) + [ouirun5K.org](http://ouirun5K.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

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.



## SPONSORSHIP BENEFITS

\*You have an opportunity to position your company within the Chicago running community. Our race will be listed on CARA, Running in the USA and Chicago Athlete website.

\*You will have direct exposure to more than 1000 runners, more than 400 LFC 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](http://lyceechicago.org) and [ouirun5k.org](http://ouirun5k.org)) and social channels (Facebook), outdoor banners/signage with high visibility, the official “Oui” Run 5K race t-shirt and signage at the Post Race Event.

\*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

## 2018 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 WEBSITE1 1 DEDICATED WEBPAGE /FACEBOOK	*	*	*	*
COMPANY LOGO ON BACK OF OFFICIAL RACE T-SHIRT	*	*	*	*
COMPANY LOGO ON CELEBRATION "THANK YOU" BANNER	*	*	*	*



## 2018 “Oui” Run 5K SPONSORSHIP FORM

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

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

City: \_\_\_\_\_

State: \_\_\_\_\_

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

Telephone: \_\_\_\_\_

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

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

For questions about sponsorship,  
please contact:

### Sponsorship Level (check one)

----- \$5,000 Presenting

----- \$ Other

----- \$2500

----- In Kind Donation

----- \$1000

----- \$500

ouirun5k@lyceechicago.org  
773 665 0066

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, 2018. 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



