

RUNNERS WELLNESS

Dear Potential Partners:

It may only be July but Christmas will be here. Imagine driving down Short Street and what should appear approaching the Lisle Community Park – a Christmas extravaganza! The race will be decorated with Santa’s, nutcrackers, snowmen, over a mile worth of Christmas lights and a sleigh-full of Christmas cheer.

The Christmas in July Races will be a memorable event for all. Five different running events will be held: Santa Fun Run, 5K and 6, 12, 24-hour timed events. In the center of all of this activity will be a Christmas theme.

We are especially excited about this event because not only does it offer Chicago’s first fixed-timed event but it also presents something special to runners and ultra-runners across the nation. This event will enable runners to celebrate the Christmas holiday spirit in July and optionally wear costumes that will surely make for a festive weekend. We are hoping this competitive event will attract top runners from the Chicago metropolitan area and around the nation.

We have been gaining national exposure for our event through a myriad of media channels including:

- Publicizing in print and online publications (Flyers, Ultrarunning magazine, press releases, etc.)
- Publicizing at other events
- Posting the event to many popular online race calendars
- Working with you to promote via our social media channels (Facebook, Twitter, etc.)

Partnering with us will allow you:

- To gain direct exposure with your customers
- To demonstrate leadership in the community
- To engage directly with your customers in person
- To promote via our website, race newsletters, and social media channels
- To enhance brand position by aligning your business with an organization that shares your vision
- To work with race organizers that works best for you to help promote your business/services
- An opportunity to provide informational materials in race goodie bags
- To sponsor raffle giveaways before and during the races
- An opportunity to obtain free/discounted race entries

This event is being organized by Runners 4 Wellness (“R4W”). This organization was founded for the sole purpose of fostering active, healthy lifestyles. Our intent is to promote holistic wellness within communities. We host events that feature footraces in an effort to promote a healthy, active lifestyle for the entire family.

You can find specific race details on the next page.

Happy Trails,
Brian Gaines, Terry Madl and Ed Kelly
Runners 4 Wellness (“R4W”) Founders

Contact us at: info@runners4wellness.com



RUNNERS 4 WELLNESS

Christmas In July Races

5th Annual

July 13-14, 2018

24/12/6-Hour Endurance Runs
10PM / 11PM / 12AM

5K Race
Friday Night 8PM

Kid Run
Shirts + Medals
Friday 7:30PM

Run with Santa

USATF Certified, Chip Timing, Finisher Medals, Shirts, Swag, Nutcrackers, Festive, Lights, Inflatables, Night Run, More...

Register Today at ChristmasInJuly24Hour.com

Race Perks:

- Christmas-themed venue in beautiful park surrounding lake
- Beautiful night run with Christmas lights and decorations
- FREE (to 1st 50 registered) kid run with Santa. Registered participants also get a shirt, bib, and high quality rubberized medal
- Race shirt and swag for runners
- Extra swag item for ultra events
- Chip timed race results displayed at start/finish area for ultra timed events
- Well-stocked aid stations + meals served during timed events
- High Quality Finisher medals for all race finishers
- 5K Awards - Top 3 Overall and First Place in Age Groups (Under 20, 20-29, 30-39, 40-49, 50-59, 60-69, 70 and over) receive Nutcracker Award
- Timed Races - Top 3 Overall and Masters (No age groups) receive Nutcracker Award
- Belt buckles for runners that run at least 100 miles
- Post-race snacks for 5K
- Volunteers can earn Race Credits
- Ambassadors can earn Race Credits

How to connect with us:

- Website: <http://www.ChristmasInJuly24Hour.com>
- Facebook: <https://www.facebook.com/ChristmasInJuly24Hour> (#CIJ24HR , #CIJRUN, #R4W)
- Instagram: <https://www.instagram.com/christmasinjulyraces/> (#CIJ24HR , #CIJRUN, #R4W)
- Twitter: <https://twitter.com/xmasinjulyraces> (#CIJ24HR , #CIJRUN, #R4W)
- YouTube: https://www.youtube.com/channel/UCxx_EC17gSs7cspW5KvWDwg
- Email: info@runners4wellness.com
- Blog: <http://www.runners4wellness.com/blog/>

Benefits	Title \$3,000	Premier \$1,500	Elite \$500	Aid Station \$300	Vendor \$300	Value In- Kind
PRE-EVENT						
Social Media Promotion	X	X	X	X	X	X
Naming Rights	X					
One Social Media Boosted Post During Race Week	X					
Video Promotion for Facebook	X					
Hi-Res Logo & Link on Race Page	X	X	X	X	X	X
Email Blasts & Pre-Event Newsletters	X	X	X			
Free Event Entries	3	2	1			
ON-SITE						
Exclusive Finish Line Branding	X					
Attendance/Brand Presence at Packet Pick Up	X	X				
Reserved Site for Booth/Tent at Finish	X	X	X		X	
Branded Banners at Event	X	X	X		X	
Banner/Product Support at Remote Aid Station	X			X		
PA Announcements Throughout Event	X	X				
Goodie Bag Inserts/Raffle Item Giveaway	X	X	X	X	X	X
Mention at start/runner meeting	X	X				
Official Starter of Each Event	X					
POST-EVENT						
Runner Thank You Email	X	X	X	X	X	X
Post Event Social Media Mention	X					
Written Race Report Mention	X					
Opportunity to attend annual Volunteer Party	X	X				

Note: If you're interested in a multi-year discounted sponsorship agreement, please let us know so we can discuss.

TITLE SPONSORSHIP

- \$3,000 Cash/Check
- OR \$2,500 & \$500 Product Support

BENEFITS

- Brand Presence at Event
- Three Entries for Sponsor selected Athletes
- Naming Rights for Event: Christmas in July Races presented by xxxxxxxx”
- Exclusive Finish Line Branding (Brand/Logo at Finish Chute)
- Social Media Promotion for all events across Facebook, Twitter, Instagram (5 minimum)
- Featured Product or Guest Appearance on one YouTube promotion (You may provide media to use for us to share on social media)
- One Social Media Boosted Post during race week
- Website presence in copy; you will be allowed a full page to promote your company/goods and services
- Hi-Res Linked Logo on web page
- Email blasts and Pre-Event Newsletters
- Logo and mention as “Title Sponsor” in all email blasts and newsletters
- Attendance and mention at packet pickup
- Reserved site for vendor booth/tent at finish line (tent/power to be provided, if needed)
- Banner/Product Support at remote Aid Station
- PA announcements throughout the day for each event
- Mention at start/runner meeting
- Official starter for each event
- Goody Bag inserts
- Mention in Post-Event runner Thank-You email
- Mention in Post-Event Social media mention (minimum one)
- Invitation to Annual Volunteer Party

SPONSOR WILL PROVIDE:

- \$3,000 payment of cash/check or \$2,500 and \$500 product support
- Website link
- Discount or free product coupons, sample products or informational pieces for inclusion on goody bags, if desired
- Sponsor identity graphics (specifications to be provided)
- Media may be supplied to us for sharing on social networks
- Branded banner or signs
- Sponsor information to be used in website content

PREMIER SPONSORSHIP

- \$1,500 Cash/Check
- OR \$1,000 & \$500 Product Support

BENEFITS

- Brand Presence at Event
- Two Entries for Sponsor selected Athletes
- Social Media Promotion for all events across Facebook, Twitter, Instagram (5 minimum)
- Website presence in copy
- Email blasts and Pre-Event Newsletters
- Hi-Res Linked Logo on web page
- Attendance and mention at packet pickup
- Reserved site for vendor booth/tent at finish line (tent/power to be provided, if needed)
- PA announcements throughout the day for each event
- Goody Bag inserts
- Mention at start/runner meeting
- Mention in Post-Event runner Thank-You email
- Invitation to Annual Volunteer Party

SPONSOR WILL PROVIDE:

- \$1,500 payment of cash/check or \$1,000 and \$500 product support
- Website link
- Discount or free product coupons, sample products or informational pieces for inclusion on goody bags, if desired
- Sponsor identity graphics (specifications to be provided)
- Branded banner or signs
- Sponsor information to be used in website content

ELITE SPONSORSHIP

- \$500 Cash/Check
- OR \$400 & \$100 Product Support

BENEFITS

- Brand Presence at Event
- One Entry for Sponsor selected Athletes
- Social Media Promotion for all events across Facebook, Twitter, Instagram (5 minimum)
- Email blasts and Pre-Event Newsletters
- Hi-Res Linked Logo on web page
- Reserved site for vendor booth/tent at finish line (tent/power to be provided, if needed)
- Goody Bag inserts
- Mention in Post-Event runner Thank-You email

SPONSOR WILL PROVIDE:

- \$500 payment of cash/check or \$400 and \$100 product support
- Website link
- Discount or free product coupons, sample products or informational pieces for inclusion on goody bags, if desired
- Sponsor identity graphics (specifications to be provided)
- Branded banner or signs

AID STATION SPONSORSHIP

- \$300 Cash/Check

BENEFITS

- Brand Presence at Event
- Social Media Promotion for all events across Facebook, Twitter, Instagram (5 minimum)
- Hi-Res Linked Logo on web page
- Goody Bag inserts
- Mention in Post-Event runner Thank-You email
- Banner/Product Support at remote Aid Station (power provided if needed)
- Naming rights to the aid station on the 5K course
- Work with the Race Directors in designing the Aid Station in a manner that supports the theme of the race

SPONSOR WILL PROVIDE:

- \$300 payment
- Website link
- Discount or free product coupons, sample products or informational pieces for inclusion on goody bags, if desired
- Sponsor identity graphics (specifications to be provided)
- Sponsor's own banner for sign for aid station
- Volunteers to work at the Aid Station, if desired

VENDOR SPONSORSHIP

- \$300 Cash/Check

BENEFITS

- Brand Presence at Event
- Social Media Promotion for all events across Facebook, Twitter, Instagram (5 minimum)
- Hi-Res Linked Logo on web page
- Reserved site for vendor booth/tent at finish line (tent/power to be provided, if needed)
- Goody Bag inserts
- Mention in Post-Event runner Thank-You email

SPONSOR WILL PROVIDE:

- \$300 payment
- Website link
- Discount or free product coupons, sample products or informational pieces for inclusion on goody bags
- Sponsor identity graphics (specifications to be provided)
- Branded banner or signs

VALUE IN-KIND SPONSORSHIP

- \$250 Value in products or services
- For in-kind contributions of less than \$250, please contact the Race Directors at info@runners4wellness.com
- We appreciate and promote relationships of all sizes

BENEFITS

- Social Media Promotion for all events across Facebook, Twitter, Instagram (5 minimum)
- Hi-Res Linked Logo on web page
- Goody Bag inserts
- Mention in Post-Event runner Thank-You email

SPONSOR WILL PROVIDE:

- \$250 value in products or services
- Website link
- Free product coupons, sample products or informational pieces for inclusion on goody bags
- Sponsor identity graphics (specifications to be provided)



SPONSORSHIP AGREEMENT

Runners 4 Wellness, LLC ("R4W") & _____ "Sponsor"

GENERAL

The Sponsor hereby agrees to sponsor the Christmas in July Races, July 13-14, 2018 and pay the designated fees for the sponsorship level below:

- _____ Title Sponsor: \$3,000 or \$2,500 plus \$500 Product Support
- _____ Premier Sponsor: \$1,500 or \$1,000 plus \$500 Product Support
- _____ Elite Sponsor: \$500 or \$400 plus \$100 Product Support
- _____ Aid Station Sponsor: \$300
- _____ Vendor Sponsor: \$300
- _____ Value In-Kind Sponsor: \$250 or other amount TBD in Product Support

In consideration, therefore, R4W shall provide the Sponsor with the benefits listed on the attached Sponsorship Opportunities (initialed by both R4W and Sponsor). R4W may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

PAYMENT

Cash payments or check payable to RUNNERS 4 WELLNESS LLC are due as follows: 100% due within 15 days of the signed contract. Failure to pay fees when due may result in termination of this agreement. In-kind services shall be scheduled in writing by a representative of R4W and Sponsor.

Send Payments to:

Runners 4 Wellness, LLC
PO Box 2024
Palatine, IL 60078

LIMITATION OF SPONSORSHIP

Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the Christmas in July Races, July 13-14, 2018. Assuming the event will continue in the following year, the sponsor shall have the first right of refusal to continue the Sponsor's involvement in the Event on such terms as the Sponsor and R4W shall agree.

NOTE: It is encouraged to reach a sponsorship agreement earlier than later so we can properly promote your products/services over the course of the year. Waiting until weeks before the event will not allow us to do so, but we'll do our best.

LICENSE AND USAGE

Sponsor hereby grants R4W a limited, non-exclusive license to use Sponsor’s trade names, trademarks, service marks and other proprietary information owned by the Sponsor. R4W agrees that the Proprietary information will be used only in connection with the aforementioned event to provide the benefits set forth in the agreement and such other benefits as Sponsor and R4W may agree. R4W’s use of Proprietary Information is subject to the approval of the Sponsor’s designated representative, which approval will not be unreasonably withheld.

SPONSOR UNDERSTANDINGS

Sponsor understands as follows: the dollar values set forth are valid for the aforesaid event and may change in the future. Not portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in this agreement.

TERMINATION

R4W may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, R4W may substitute and event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by R4W. Sponsor shall not terminate this agreement without the approval of R4W.

AMENDMENTS

This agreement may be amended only by a written instrument executed by both parties.

MISCELLANEOUS

This agreement is governed by Illinois State law and is binding upon all of the parties’ successors and assigns.

SPONSOR: _____

EVENT ORGANIZER - RUNNERS 4 WELLNESS, LLC

Dated: _____

Dated: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

Signature: _____

Signature: _____

Note: You may email a signed copy of this agreement to info@runners4wellness.com or send with your payment.