

**2010**



**July 22nd**  
**Lower Hutchinson Field**

# HISTORY AND DEMOGRAPHICS

One of the best lakeside 5Ks in Chicago and the only running event geared towards Chicago's legal community, Race Judicata®, presented by Chicago Volunteer Legal Services, features a great course and a free after-party with live music, free food and drinks. Over its 17 year history, Race Judicata® has become the premier event of the summer for Chicago's legal community. Law firms, corporate law departments, attorneys, paralegals, judges, government personnel and support staff along with other Chicago professionals flock to the city's only 5K event targeting this influential market. All proceeds benefit Chicago Volunteer Legal Services, which provides free legal services to Chicago's poor and working poor families.

Race Judicata® is unique in that our after-party is just as big a part of the event as the race, keeping race participants and spectators entertained for hours after the race is over. No other event offers such a great opportunity to give your products and services so much exposure to such an affluent target audience for so long.

Take advantage of this unique marketing opportunity today. For more details on the race, or for creative ideas to increase your company's visibility at the race, call 312.332.3319.

**RUNNERS IN 2009** 3680

**MALE** 43%  
**FEMALE** 57%

**ATTORNEY** 40%  
**NON ATTORNEY** 60%

**UNDER 20** 3%  
**20 THRU 29** 35%  
**30 THRU 39** 32%  
**40 THRU 49** 17%  
**50 AND OVER** 13%

**CHICAGO ADDRESS** 78.5%  
**OTHER** 21.5%

# SPONSORSHIP

Price	TRAINER \$1,500	CAPTAIN \$3,500	PACESETTER \$5,000	MEDALIST \$7,500	CHAMPION \$17,500
Market Exclusivity					Red
Premium Logo Size and Placement				Blue	Red
Complimentary Large Tent/Banner Display				Blue	Red
Name in Press Releases and Advertisements			Red	Blue	Red
Website Link			Red	Blue	Red
Website Listing		Blue	Red	Blue	Red
Name on Posters and Entry Forms		Blue	Red	Blue	Red
Logo on Back of T-shirts	Red	Blue	Red	Blue	Red
Promotional Items in Goody Bags	Red	Blue	Red	Blue	Red

## Team Tents

	WITH SPONSORSHIP	WITHOUT SPONSORSHIP
Small - 10 x 10	\$449	\$599
Large - 20 x 10	\$549	\$699

# SPONSORSHIP

**Get on the insider's track to get the most out of your sponsorship. Deadline to appear on all entry forms and posters is April 9th.**

## WEBSITE LINK

Have your company's logo prominently displayed on the Race Judicata® website as a link to your company's website.

Over 40,000 exposures.

## WEBSITE LISTING

Your company name listed on the Race Judicata® website that is visited by thousands of runners in Chicago's legal community.

Over 40,000 exposures.

## MARKET EXCLUSIVITY

Race Judicata's® Champion sponsor enjoys market exclusivity at all levels. (Law firms are not eligible for category exclusivity.)

## PREMIUM LOGO SIZE AND PLACEMENT

The company name or logo of the Champion and Medalist-level sponsors will lead off the back of our t-shirts and is welcome on all of our ads, entry forms and posters. Sponsors are placed and sized according to sponsorship category.

## LOGO ON BACK OF T-SHIRTS

Display your name or logo on the back of 4,000 t-shirts given to all of our runner, walkers, and volunteers. In addition, the race emcee will repeatedly announce your name to the crowd before and during the race.

Over 4,000 exposures.

## NAME ON POSTERS AND ENTRY FORMS

Your company name will be featured on 25,000 entry forms and posters distributed throughout Chicago's legal and racing communities, on race-site sponsor boards, and in CVLS' newsletter and annual report.

Over 25,000 exposures.

## COMPLIMENTARY LARGE TENT/BANNER DISPLAY

Receive a complimentary large party tent for your firm or company to use in any way you choose. Bring your company name to life and interact with attendees by serving food or drinks, playing games, distributing promotional materials, etc. You may also provide a company banner to display on your tent.

## NAME IN PRESS RELEASES AND ADVERTISEMENTS

Everyone who reads about Race Judicata® will see your company name on all press materials and advertisements. Previous ads have run in *The Chicago Daily*, *Law Bulletin*, *ISBA Bar News*, *Windy City Sports* and *Amateur Athlete*.

## PROMOTIONAL ITEMS IN GOODY BAGS

Sponsors are invited to include promotional items in 4,000 goody bags distributed to all participants and supporters.

4,000 exposures.

## TEAM TENT DISCOUNT (all sponsors)

Reserve a team tent for your company or running team and you'll have a place to meet, hang out, eat, and socialize while enjoying Race Judicata®. Your tent will be pre-stocked with all of your race necessities - including goody bags, t-shirts and race numbers.



# SPONSORSHIP FORM

2010

Questions? 312.332.3319 or mnp@cvls.org

**My company would like to sponsor Race Judicata® 2010 at the following sponsorship level:**

## Sponsor Level

- |                          |            |           |
|--------------------------|------------|-----------|
| <input type="checkbox"/> | TRAINER    | (\$1,500) |
| <input type="checkbox"/> | CAPTAIN    | (\$3,500) |
| <input type="checkbox"/> | PACESETTER | (\$5,000) |
| <input type="checkbox"/> | MEDALIST   | (\$7,500) |

\*Race Director approval required for CHAMPION sponsorship level.

## Tent Size

- |                          |              |
|--------------------------|--------------|
| <input type="checkbox"/> | NO TENT      |
| <input type="checkbox"/> | SMALL \$449* |
| <input type="checkbox"/> | LARGE \$549* |

\*Sponsorship required for discounted rate for tent rental.

**TOTAL:**

## Sponsor Information:

COMPANY NAME (as it will appear on marketing materials)

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CONTACT PERSON:

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PHONE NUMBER:

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EMAIL ADDRESS:

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SIGNATURE:

DATE:

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Make checks payable to CHICAGO VOLUNTEER LEGAL SERVICES. Submit form and payment to CHICAGO VOLUNTEER LEGAL SERVICES, 100 North LaSalle St., Suite 900, Chicago, IL 60602-2405.