

2013



ABC TV Anchor Linda Yu says "Go to College!"

5K MARCH TO COLLEGE

May 16, 2013 at 5:30PM

Is a college educated workforce important to your business? Is building a diverse workforce a priority? Unfortunately, only 6% of Chicago Public High School students graduate from a 4-year college by age 25. Less than 3% of minority students graduate from a 4-year college. These dismal statistics are very concerning — both from an economic growth perspective AND from a social perspective. We share this concern and invite you to become part of the solution. Sadly, too many students don't imagine a future that includes college. With your support, Center for Companies That Care aims to change this.

In May of 2013, Center for Companies That Care, a 501(c)(3) nonprofit organization, is hosting its second annual 5K March to College event. March to College combines a College Fair and Sponsor Expo with a 5K timed run/walk in Chicago's beautiful Grant Park. Proceeds from this event directly benefit the programs of Center for Companies That Care, including AIM High, a proven, long-term, more-than-mentoring program for minority high school students to ensure they graduate from college and are prepared for tomorrow's workplace.

Sponsorship Level(s)*	Sponsorship Amount
Senior	\$15,000.00
Junior	\$5,000.00
Sophomore	\$3,500.00
Freshman	\$2,500.00

* See page two for sponsorship details



Mayor Rahm Emanuel signs a March to College T-shirt

Why Participate?

- ◆ Increase your visibility as a socially responsible business.
- ◆ Meet your future workforce. Introduce them to your industry and institution.
- ◆ Demonstrate your commitment to diversity.
- ◆ Create a fun event for participation by your company employees.

Yes, we will participate in the May 2013 March to College event at the following level:

☐ Freshman ☐ Sophomore ☐ Junior ☐ Senior

Organization Name: _____

Address: _____

Contact Name: _____ Telephone Number: _____

Email Address: _____

Please make check payable to: **Center for Companies That Care**

Mailing Address: 954 West Washington Blvd, Suite 430, Chicago, Illinois 60607

Visit us today at www.companies-that-care.org

5K MARCH TO COLLEGE



2013

March to College Sponsorship Details

Senior Sponsorship Benefits: \$15,000; 200 free K-12 minority students

Category Exclusivity - There will only be one Senior Sponsor for this event in your business category.



First Tier Logo Placement - Top positioning of your logo on all event collateral. Title sponsorship of the entire event for all print and radio ads, event signage, T-shirts and all other event collateral.

Pre-Event Benefits - 1) Sponsor mention on radio ad campaign. 2) Top positioning of your logo on all event print materials including newspaper ads, billboards, banners, postcards, posters, T-shirts and other promotional materials. 3) 15,000 postcards and posters with your logo distributed throughout Chicagoland area.

Day-of-Event Benefits - 1) Two hundred (200) complimentary March to College registrations for K-12 minority students; 2) Premier booth positioning at Sponsor Expo; 3) 10' x 20' tent for Sponsor Expo with 2 tables/4 chairs; 4) Your VIP to start the March to College race; 5) Your logo on the race start/finish banner; 6) Signs with your logo throughout the race; 7) Twenty (20) complimentary participant entries for staff; 8) 2 Senior Sponsorship announcements during the event.

Post-Event Benefits - Right to market logos/event through December 2013.

Junior Sponsorship Benefits: \$5,000; 100 free K-12 minority students

Second Tier Logo Placement - Secondary positioning of your logo on all event collateral.

Pre-Event Benefits - 1) Your logo on all event print materials including newspaper ads, billboards, banners, postcards, posters, T-Shirts and other promotional materials; 2) 15,000 postcards and posters with your logo distributed throughout Chicagoland area.

Day-of-Event Benefits - 1) One hundred (100) complimentary March to College registrations for K-12 minority students; 2) Second booth positioning for Sponsor Expo; 3) 10' x 20' tent at Sponsor Expo with 2 tables/4 chairs; 4) Signs with your logo throughout the race; 5) 1 Sponsorship announcement during the event; 6) Ten (10) complimentary participant entries for staff.

Post-Event Benefits - Right to market logos/event through December 2013.

Sophomore Sponsorship Benefits: \$3,500; 50 free K-12 minority students

Third Tier Logo Placement - Third positioning of your logo on event collateral.

Pre-Event Benefits - 1) Your logo on event materials including postcards, posters, T-shirts, and other promotional materials.

Day-of-Event Benefits - 1) Fifty (50) complimentary March to College registrations for K-12 minority students; 2) 10' x 10' tent for Sponsor Expo with table and 2 chairs; 3) Signs with your logo throughout the race; 4) Five (5) complimentary participant entries for staff.

Freshman Sponsorship Benefits: \$2,500; 25 free K-12 minority students

Day-of-Event Benefits - 1) Twenty-five (25) complimentary March to College registrations for K-12 minority students; 2) 10' x 10' tent for Sponsor Expo with table and 2 chairs; 3) Signs with your logo throughout the race.