2022 fun run IN COLOR

ROTARY CLUB OF WHEATON AM | WHEATON PARK DISTRICT

SATURDAY, APRIL 9

WHEATONPARKDISTRICT.COM

FUN RUN IN COLOR DETAILS

AUDIENCE

Under 18	18-34	35-54	55-85+
39%	23%	32%	5%

OF RUNNERS=1,000

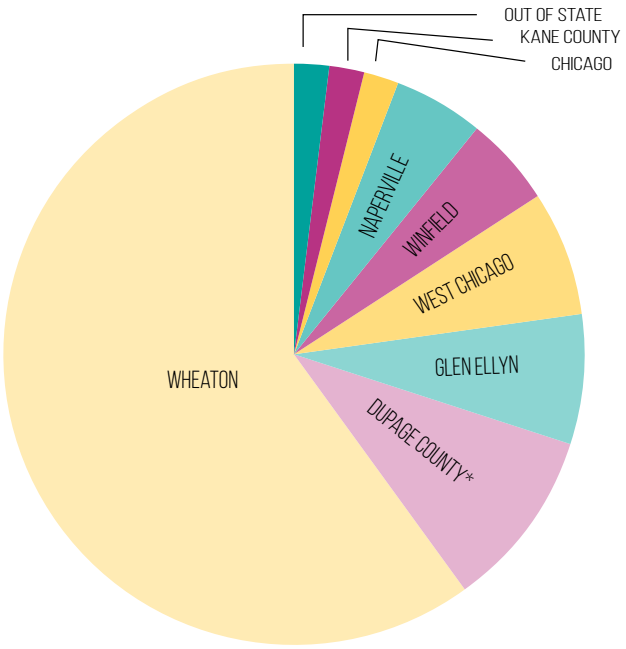
34% Men

66% Women

MARKETING REACH

84,000+ impressions

LOCAL REACH



*Includes DuPage County residents from towns not already listed above.

BENEFITTING ORGANIZATIONS

THE PLAY FOR ALL PLAYGROUND & GARDEN FOUNDATION

The Foundation's mission is to create barrier-free and universally accessible outdoor play spaces and gardens in DuPage County. Through the cognitive, social, and physical values of play, the Foundation will promote a spirit of inclusion and enhance quality of life, as well as support involvement in recreation and wellness activities for all people and abilities locally and regionally.

ROTARY CLUB OF WHEATON AM

Rotary's motto is "Service Above Self." This year, the Club will provide in excess of $31,000 for post-high school collegiate and vocational scholarships, and in support of community service organizations. Recent recipients include Bridge Communities, COD Foundation, Conservation Foundation,Donka, Play For All Foundation, First Trust Cares Foundation, Lincoln School Playground, Rebuilding Together Aurora, Ryall YMCA, and Western DuPage Special Recreation Association.

TESTIMONIALS

"The support from the Fun Run in Color helps bring us closer to our goal of building the 5 to 12 year old playground."

– Margie Wilhelmi, *Play for All Playground & Garden Foundation*

SPONSORSHIP BENEFITS

SPONSORSHIP LEVELS	PLATINUM $10,000	GOLD $5,000	SILVER $2,500	BRONZE $1,500*	PARTICIPATION $500
AVAILABILITY	1	2	3	4	5
# of Free Race Entries	15	10	5	1	1
PRE-EVENT RECOGNITION					
Website Presence	✔	✔	✔	✔	
Logo in Event Specific Emails	✔	✔	✔	✔	
Event Poster/Flyers	✔	✔	✔	✔	
Premiere Event Day Signage	✔	✔	✔		
Press Release	✔	✔	✔		
Recognition at Wheaton Rotary Meetings	✔	✔	✔	✔	
Dedicated Social Media Post	✔	✔			
ON-SITE RECOGNITION				✔	✔
10 X 10 Booth at Packet Pick Up or Event Day	✔	✔	✔		
Logo on Start & Finish Line Banner	✔				
Logo on Runner Bib	✔	✔			
Logo on Back of Event Shirt	✔	✔	✔	✔	
POST-EVENT RECOGNITION					
Inclusion in Thank You Email Blast	✔	✔	✔	✔	
Dedicated Social Media Post	✔	✔			
Inclusion in Virtual Goody Bag	✔	✔	✔	✔	

*Based on Availability. Bronze includes signage at one of the four color stations. Once the four color stations are confirmed, there will be five Bronze levels available at $1,000 each. These do not include logo on the back of event shirt.

IN MEMORY OF WILL GROSCH

In 2019, the Fun Run in Color committee lost founding member Will Grosch to his battle against ALS. Will was a Rotarian and Play for All Playground and Garden Foundation Board Member who was instrumental in bring this race to Wheaton in 2013. His kindness and generosity to the Sensory Garden Playground and the Wheaton community will be missed.