

13th annual
LIONS CHARITIES

2024
**Reindeer
RUN 5K**

Saturday, December 7, 2024
8:30A | Downtown Wheaton



**2024
SPONSORSHIP
OPPORTUNITIES**

WHEATONPARKDISTRICT.COM



REINDEER RUN BENEFITTING ORGANIZATIONS



WHEATON LIONS CLUB

The Wheaton Lions Club has been serving the Wheaton community for over 100 years. Our Pillars of Service focus on sight, hearing, diabetes, hunger, environment and pediatric cancer.

The past four years the Wheaton Lions Charities has raised over \$90,000 annually to support these efforts through events like the Reindeer Run. A few of the organizations and service programs we support include Spectrios Institute, Donka, Inc., Peoples Resource Center, CASA of DuPage, Northern Illinois Food Bank, Hadley School for the Blind, Bridge Communities, sight and hearing assistance and diabetic education programs. We are very proud of the work we do in the community and the service we provide to so many people in need.



DUPAGE COUNTY HISTORICAL MUSEUM FOUNDATION

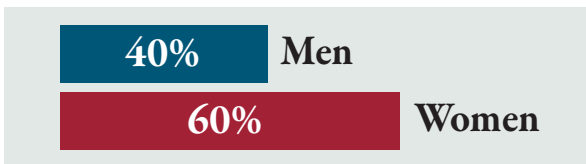
The DuPage County Historical Museum Foundation, Inc. raises funds to support the museum's mission to educate the general public through the collection, preservation, interpretation, and exhibition of materials documenting the history of DuPage County.

REINDEER RUN: RACE DETAILS

AUDIENCE

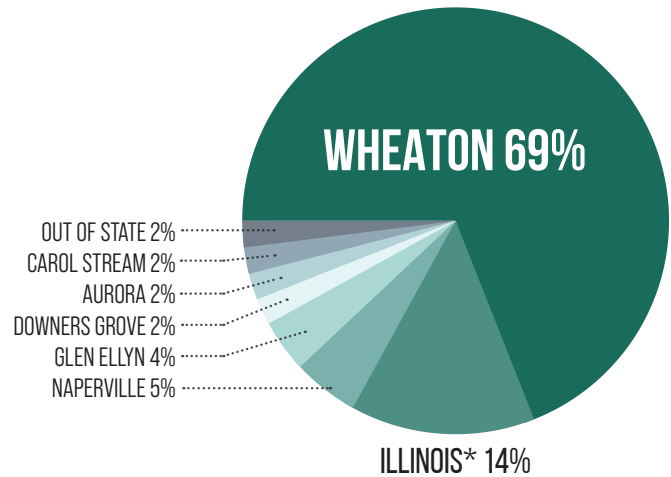
Under 18	18-34	35-54	55-85+
25%	20%	35%	20%

OF RUNNERS = 1,200-1,300



MARKETING REACH
120,000+ IMPRESSIONS

LOCAL REACH



*Includes remaining DuPage County, Kane County, and Chicago.

TESTIMONIALS

“Wheaton Bank and Trust is proud to sponsor the Reindeer Run again this year. It’s fun to see the activity of people on December morning in downtown Wheaton at 7am. The Lions Club and the Wheaton Park District do an outstanding job of partnering to bring such a fun event to Wheaton.”

- Bob Hutchinson, Wheaton Bank and Trust







































“For 34 years, the Wheaton Lions have been a champion for individuals with visual impairments who participate in our visual rehabilitation programs.

Their generous donations to Spectrios Institute over the years have provided critical support, empowering hundreds of children and adults to resume tasks they once thought impossible such as reading, writing, watching TV, pursuing a hobby, driving and retaining or maintaining a job. Thanks for supporting our cause and making a difference!”

- Spectrios Institute for Low Vision
R. Tracy Williams, O.D., F.A.A.O. | Executive Director



Sponsorship Benefits

	Diamond \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Community \$750
Inclusion in Press Release					
Inclusion in Social Media	3 posts	2 posts			
Logo on Back of Runner Shirt					
Logo Inclusion on Event Posters/Flyers					
Logo Inclusion on Emails					
Race Day Vendor Booth					
Opportunity to include giveaway item at packet pickup					
Logo on Reindeer Signs at Race					
Logo on WPD Event Webpage					
Logo on Registration Webpage					
Logo on Event Day Signage					
Complimentary Race Entries	10	5	3	2	1

Media Partnerships & In-Kind Donations Available

- Media Gold \$5,000 in trade advertising (benefits of Silver level)
- Media Silver \$2,500 in trade advertising (benefits of Bronze level)
- Media Bronze of \$1,500 in trade advertising (benefits of Community level)
- Donation of water, granola bars, fruit, hot chocolate/coffee, etc. for 1,300 participants (benefits based on value of donation)

For more information, contact Carolyn Wilkin at **630.510.4989** or cwilkin@wheatonparks.org.



2024 SPONSORSHIP & PAYMENT SUMMARY

Event	Sponsorship Level (circle one)	Estimated Participation*	Estimated Reach*	Fee
2024 Lions Charities Reindeer Run 5K	Diamond Gold Silver Bronze Community	1,500+	120,000	\$
TOTAL COMMITMENT				\$

*Estimated participation is based on the number of participants expected to attend the event, including volunteers and spectators. Estimated reach is based on impressions of marketing materials to promote and advertise the event.

Billing and Contact Information	
Company/Organization:	
Contact:	Phone:
Day of Event Contact:	Day of Event Phone:
Email:	Website:
Address:	City, State, Zip:

Along with commitment form and payment, please submit digital logos* for marketing and signage to:

Carolyn Wilkin, Wheaton Park District
 855 W Prairie Ave.
 Wheaton, IL 60187
 cwilkin@wheatonparks.org | 630.510.4989

*Please see **Terms & Conditions of Sponsorship #5 Logo/Mechanical Requirements** for logo formatting requirements on page 3.

Payment & Invoicing	
Payment by check or ACH is preferred.	
Credit cards are accepted for sponsorship less than \$5,000. Some exceptions may apply.	
Payment Type (check one): <input type="checkbox"/> Check # _____ Enclosed <input type="checkbox"/> Please Send Invoice (Net 30) <input type="checkbox"/> Credit Card	
Amount Enclosed or To Be Charged: \$ _____	Contact Phone For Payment Questions:
Credit Card Information	
Card Number:	Name on Card:
Billing Address:	Billing City, State, Zip:
Expiration Date (MM/YY): ____ / ____	Security Code:
Signature:	

By signing below, you are agreeing that you have read and accept the Terms and Conditions of Sponsorship as listed on the following page:

Signature:	Printed Name:	Date:
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TERMS & CONDITIONS OF SPONSORSHIP

1. **Statement of Purpose:** The Wheaton Park District “WPD” uses funds and promotional activities provided by/associated with special event sponsorships to promote, further, and financially support the mission and good works of the WPD.
2. **Control of Content and Selection:** Sponsor is solely responsible and liable for the content of all promotional materials provided and actions taken by Sponsor in connection with its event sponsorship except to the extent modified by the WPD. WPD reserves the right to contract content and selection of presenters, moderators, entertainers, products, event/program/activity logistics/layout, and/or publication content/logistics/layout/distribution, but the reservation of this right does not impose any obligation or liability on WPD with respect to its exercise or failure to exercise this right. WPD staff shall coordinate Sponsor’s planned event sponsorship activities with Sponsor’s Contact and Sponsor shall cooperate with WPD staff with respect to same. In the event of disagreement, WPD staff shall have contract and their decision is final.
3. **Disclosures of Financial Relationships:** WPD has the right to publicize to the event audience (a) sponsor funding of the event and (b) any significant relationship between WPD and the Sponsor providing benefit to the community.
4. **Auxiliary Support:** Any other support to be provided by WPD for the Sponsor in regards to the Sponsor’s event sponsorship activities (e.g. distributing brochures, preparing slides) must be approved by both parties and included in the Sponsorship Commitment Form.
5. **Logos/Mechanical Requirements:** All logos to be used in event sponsorship materials are to be sent to the WPD in one of the following formats: png, tif, ai, bmp. All artwork must be camera-ready and high-resolution with a transparent background. If your logo requires special specifications please notify the WPD at the time of sending. Art files will be accepted in the following formats: Illustrator, CS6, EPS, high-res PDF. Ads created in Word, Excel, PowerPoint, or Publisher will not be accepted. If an ad is sent in an unusable format, advertiser will be charged a minimum of \$150 for design time, or correct artwork may be submitted prior to the deadline.
6. **Cancellation of Event by WPD:** WPD reserves the right to cancel or postpone an event at its discretion. This includes but is not limited to event/program/activity/publication cancelation due to inclement weather or unsafe conditions. Should such postponement or cancellation occur, the sponsorship fee will NOT be refunded to Sponsor, but in the case of event postponement will be applied as a credit to the sponsorship fee for the re-scheduled event, and in the case of cancellation will be applied as a credit to the sponsorship fee for another special event selected by the Sponsor in consultation with the WPD.
7. **Cancellation of Sponsorship by Sponsor:** Cancellation by sponsor of a special event sponsorship must be done in writing at least sixty (60) days prior to the printing of sponsorship materials or first publication/public notice of the special event sponsorship. The sponsorship fee is non-refundable, but the fee may be applied as a credit to the sponsorship fee of another special event as long as none of the sponsorship benefits have been received, and the amount of the credit will be reduced by any costs incurred by the WPD with respect to the sponsorship that was cancelled.
8. **Assumption of Risk, Waiver, Indemnification, and Hold Harmless:** Sponsor assumes all risk associated with its conduct of its sponsorship activities, and waives and releases WPD and its elected and appointed officials, officers, employees, agents, and volunteers (hereinafter individually and collectively referred to as “WPD Parties”) from any and all claims of every kind arising out of, related directly or indirectly to, or in connection with Sponsor’s sponsorship activities, occurring on or off WPD property, including but not limited to property loss, theft, damage, or destruction and personal injury (including death). Sponsor shall indemnify and hold WPD Parties harmless from and against any and all claims (including but not limited to claims by Sponsor’s employees, agents, and volunteers) of loss, cost, expense, or damage arising out of, related directly or indirectly to, or in connection with Sponsor’s sponsorship activities, or Sponsor’s breach of its financial and other commitments as provided in the attached Sponsorship Commitment & Payment Form and these Terms and Conditions. For purposes of this paragraph, the act or failure to act of Sponsor or officers, directors, employees, agents, or volunteers of Sponsor shall be deemed the act or omission of Sponsor.
9. **Certificate of Insurance:** WPD reserves the right to require insurance appropriate to the nature of Sponsor’s activity and special event involvement. WPD may require Sponsor to provide a Certificate of Insurance based on its assessment of Sponsor’s intended activities in connection with the sponsored event. Further information regarding a requirement for Certificate of Insurance can be requested from the Wheaton Park District.
10. **Sponsorship Payment Terms:** All Sponsorship payments must be received no later than the first to occur of (a) thirty (30) business days from date of Sponsor’s submission of Sponsorship Commitment & Payment Form; or (b) date of sponsored event, unless otherwise agreed to in writing by WPD and Sponsor. Payment MUST be received prior to publication of any marketing materials or sponsorship/advertising benefits.
11. **Exclusivity:** Sponsorship category exclusivity is not guaranteed. Exceptions may be made for Presenting Sponsors. Please see benefits if applicable as provided in Section 14 below: “Other Terms and Conditions” if applicable.
12. **Compliance with Applicable Laws and Protection of WPD Property:** Sponsor shall comply with all applicable federal, state, county, and local laws, plus rules and regulations in the conduct of its special event sponsorship activities. If Sponsor will be placing structures, equipment, or signage or be distributing materials or goods on WPD property in connection with or as part of its sponsorship activities, Sponsor will use reasonable efforts and due care to prevent damage, loss, or destruction to or of WPD property and to prevent litter in and from the conduct of its activities. The placement of structures, equipment, and signage is part of Sponsorship activities logistics subject to consultation with and approval by WPD.
13. **Relationship of Sponsor to WPD:** Sponsor is a legally independent entity from WPD and shall not represent itself to the public otherwise.
14. **Other Terms and Conditions:** Not applicable.