



OPPORTUNITIES

Generating Resources to benefit Local Nonprofit Organizations



Sunday April 15, 2012
McHenry Corporate Center

2012 Goals:
42 Charities
1,100 Runners/Walkers
\$79,000.00

www.mchumanrace.org
info@mchumanrace.org
815-344-4483

A 5K RACE GENERATING RESOURCES TO BENEFIT LOCAL NONPROFIT ORGANIZATIONS

Not-For-Profit Resources invites you to participate in supporting your community.

Please consider:

- Becoming an official McHenry County Human Race sponsor
- Form a team and walk or run to support local charity in the Human Race
- Volunteer for the Human Race

83% of Americans wish more of the products, services, and retailers they use would support causes

**From Cone's 2010 Cause Evolution Study, found in PDF form at <http://www.coneinc.com/>*

Not-For-Profit Resources Builds Capacity of Nonprofit Organizations by enriching their volunteer program, allowing them to reach new heights of service utilizing fewer dollars. We do that by:

- Providing professional development opportunities
- Providing a platform to recruit volunteers
- Recognizing trends that impact nonprofit programs
- Offering networking and collaboration opportunities
- Identifying solutions by engaging volunteers



The McHenry County Human Race is organized and managed by **Not-For-Profit Resources**
4508 Prime Parkway, McHenry, IL 60050 815-344-4483, a Partner agency of:

United Way
of McHenry County





Sunday April 15, 2012
McHenry Corporate Center

2012 Goals:
42 Charities
1,100 Runners/Walkers
\$79,000.00

www.mchumanrace.org
info@mchumanrace.org
815-344-4483

A 5K RACE GENERATING RESOURCES TO BENEFIT LOCAL NONPROFIT ORGANIZATIONS

Only One!

Presenting Sponsor \$5000

Front-Runner in Commitment to Community

- Naming rights to the \$500 Top Fundraising Organization Prize
- Include the Human Race logo on your marketing tools
- Premier sponsor on the back of the Race t-shirt – largest lettering – at least 1,000 shirts
- Lone sponsor of the volunteer t-shirt 60. Your logo and business name on the back.
- Interview on Race DVD – shown at breakfast and utilized for marketing throughout the year
- Sole sponsor on 2013 save the date magnet (2,000 magnets)
- Opportunity to participate in a radio Human Race promotional piece.
- Opportunity to speak at the Race Kick-off Breakfast and Celebration Breakfast
- 30 second Audio on Race website
- Largest logo/lettering and top positioning on all Race registration, posters, breakfast invitations, constant contact, emails, and other materials (12,000 touches).
- Opportunity to host a booth on race day and Breakfast Celebration
- Placement of logo with link on two websites for one year on Home Page – www.mchumanrace.org, www.volunteermchenrycounty.org
- Logo and business name on Race bag.
- Opportunity to place promotional items in 1,400 race bags



The McHenry County Human Race is organized and managed by **Not-For-Profit Resources**
4508 Prime Parkway, McHenry, IL 60050 815-344-4483, a Partner agency of:

United Way
of McHenry County





Sunday April 15, 2012
McHenry Corporate Center

2012 Goals:
42 Charities
1,100 Runners/Walkers
\$79,000.00

www.mchumanrace.org
info@mchumanrace.org
815-344-4483

A 5K RACE GENERATING RESOURCES TO BENEFIT LOCAL NONPROFIT ORGANIZATIONS

Ironman Sponsor \$2500 Prominent in Civic Responsibility

- Naming Rights to the \$250 Top Fundraising Individual Prize
- Include the Human Race logo on your marketing tools
- Logo and business name on Race bag 1400
- Included in print pre-race advertisements
- Opportunity to talk at Celebration Breakfast
- 30 second Audio on Race website
- Acknowledgement on Race DVD – shown at breakfast and utilized for marketing throughout the year
- Sponsor on the back of the Race t-shirt – Medium lettering – at least 1,000 shirts
- Medium logo/lettering and top positioning next to presenting sponsor on all Race registration, posters, breakfast invitations, constant contact, emails, and other materials (12,000 touches).
- Opportunity to host a booth on race day and Breakfast Celebration
- Placement of logo with link on two websites for one year on Home Page – www.mchumanrace.org, www.volunteermchenrycounty.org
- Logo and business name on Race bag.
- Opportunity to place promotional items in 1,400 race bags



The McHenry County Human Race is organized and managed by **Not-For-Profit Resources**
4508 Prime Parkway, McHenry, IL 60050 815-344-4483, a Partner agency of:

United Way
of McHenry County





Sunday April 15, 2012
McHenry Corporate Center

www.mchumanrace.org
info@mchumanrace.org
815-344-4483

2012 Goals:
42 Charities
1,100 Runners/Walkers
\$79,000.00

A 5K RACE GENERATING RESOURCES TO BENEFIT LOCAL NONPROFIT ORGANIZATIONS

Marathon Sponsor \$1000 Impressive Social Contribution

- Sponsor on the back of the Race t-shirt –at least 1,000 shirts
- Include the Human Race logo on your marketing tools
- Included in print pre-race advertisements
- Placement of logo with link on two websites for one year on Home Page – www.mchumanrace.org, www.volunteermchenrycounty.org
- Opportunity to place promotional items in 1,400 race bags
- Logo/lettering and top positioning next to presenting and Ironman sponsors on all Race registration, posters, breakfast invitations, constant contact, emails, and other materials (12,000 touches).
- Opportunity to host a booth on race day and Breakfast Celebration
- Acknowledgement on Race DVD – shown at breakfast and utilized for marketing throughout the year

Sprint Sponsor \$500 One to Watch in Your Community

- Placement of logo with link for one year on Home Page – www.mchumanrace.org,
- Include the Human Race logo on your marketing tools
- Logo/lettering on all Race registration, posters, breakfast invitations, constant contact, emails, and other materials (12,000 touches).
- Opportunity to place promotional items in 1,400 race bags



The McHenry County Human Race is organized and managed by **Not-For-Profit Resources**
4508 Prime Parkway, McHenry, IL 60050 815-344-4483, a Partner agency of:

United Way
of McHenry County





Sunday April 15, 2012
McHenry Corporate Center

www.mchumanrace.org
info@mchumanrace.org
815-344-4483

2012 Goals:
42 Charities
1,100 Runners/Walkers
\$79,000.00

A 5K RACE GENERATING RESOURCES TO BENEFIT LOCAL NONPROFIT ORGANIZATIONS

Spectator Sponsor \$100 Supporting the community

- Opportunity to host a booth on race day
- Opportunity to place promotional items in 1,400 race bags

Eyewitness Sponsor \$75 Communicating the Needs

- A lawn sign with your business name and logo

Raving Sponsor \$25 Communicating the Needs

- Opportunity to place promotional items in 1,400 race bags



The McHenry County Human Race is organized and managed by **Not-For-Profit Resources**
4508 Prime Parkway, McHenry, IL 60050 815-344-4483, a Partner agency of:

United Way
of McHenry County





Sunday April 15, 2012
McHenry Corporate Center

www.mchumanrace.org
info@mchumanrace.org
815-344-4483

2012 Goals:
42 Charities
1,100 Runners/Walkers
\$79,000.00

A 5K RACE GENERATING RESOURCES TO BENEFIT LOCAL NONPROFIT ORGANIZATIONS

Commitment Form

Business Name: _____

Contact Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Email: _____ Website: _____

Yes! My company is onboard and would like to sponsor the 2012 Human Race.

Check the appropriate box:

- Presenting Sponsor \$5000
- Ironman Sponsor \$2500
- Marathon Sponsor \$1000
- Sprint Sponsor \$500
- Spectator Sponsor \$100
- Eyewitness Sponsor \$75
- Raving Sponsor \$25

_____ Check Enclosed (*Make check out to NFPR*) _____ Send Invoice

Mail, fax or drop off at:

McHenry County Human Race
PO Box 386
McHenry IL 60051
Fax: 815-363-187



The McHenry County Human Race is organized and managed by **Not-For-Profit Resources**
4508 Prime Parkway, McHenry, IL 60050 815-344-4483, a Partner agency of:

