

# CHINESE MUTUAL AID ASSOCIATION

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# SPONSORSHIP PACKAGE 2023



**Dim Sum & Then Some:  
The Uptown 5k/10k Race &  
Kids Dash**



# Dim Sum & Then Some: The Uptown 5k/10k Race & Kids Dash SPONSORSHIP LEVELS

Chinese Mutual Aid Association | 1016 W. Argyle St., Chicago, IL 60640 | August 5th, 2023

## Champion \$20,000



- Official presenting sponsor of the Dim Sum 5K
- Sponsor logo inclusion on finisher medal
- Sponsorship logo on marketing materials for all 4 CMAA events for one year
- "Official" sponsorship dedication (finish line, water station)
- Sponsor booth on site at race day
- Name on CMAA's 5K website linked to company's website
- Custom electronic marketing (social media/e-newsletter)
- Sponsor logo on back of race t-shirt
- Promotional materials included at packet pickup
- Verbal recognition on race day
- 30 complimentary race entries + 5 tickets for other paid CMAA events (Red Party, Annual Dinner)

## Marathoner \$10,000



- Sponsor logo inclusion on finisher medal ribbon
- Product Exclusivity
- "Official" sponsorship dedication (finish line, water station)
- Sponsor booth on site at race day
- Name on CMAA's 5K website linked to company's website
- Custom electronic marketing (social media/e-newsletter)
- Sponsor logo on back of race t-shirt
- Promotional materials included at packet pickup
- Verbal recognition on race day
- 20 complimentary race entries

## Sprinter \$5,000



- Finish line banner display
- Sponsor booth on site at race day
- Name on CMAA's 5K website linked to company's website
- Custom social media shout out
- Sponsor logo on back of race t-shirt
- Promotional materials included at packet pickup
- Verbal recognition on race day
- 10 complimentary race entries

## Runner \$2,500



- Sponsor booth on site at race day
- Name on CMAA's 5K website linked to company's website
- Custom social media shout out
- Sponsor logo on back of race t-shirt
- Promotional materials included at packet pickup
- Verbal recognition on race day
- 6 complimentary race entries

## Jogger \$1,000



- Name on CMAA's 5K website
- Custom social media shout out
- Sponsor logo on back of race t-shirt
- Promotional materials included at packet pickup
- Verbal recognition on race day
- 4 complimentary race entries

## Neighbor \$500



- Promotional materials included at packet pickup
- Verbal recognition on race day
- 2 complimentary race entries

Please submit your logo as a PNG or JPEG to  
Rhea Yap at [rheay@chinesemutualaid.org](mailto:rheay@chinesemutualaid.org).

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1016 W. Argyle Street, Chicago, IL 60640  
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# *Dim Sum & Then Some:* *The Uptown 5k/10k Race & Kids Dash* **OUTREACH TO COMMUNITY**

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## **Race Day Audience**

Approximately 2,000 runners, volunteers and spectators will see your brand on the day of the race along historic Asia on Argyle and near the Lakefront.

Local elected officials such as the Alderman, State Senator and State Representative attend to give runners a welcome.

After the conclusion of the race, runners and attendees will enjoy a block party which provides yet another opportunity for your brand to engage with the community by distributing product samples and providing interactive experiences.

## **Pre-Event Outreach**

CMAA sends e-blasts to its mailing list which consists of 10,000 unique emails in the months leading up to the race.

CMAA leverages joint marketing via social media, email and print with partners including the Chicago Area Runners Association, Uptown United/ Uptown Chamber of Commerce, Chicago Asian Network and 17 ethnic language media outlets.

## **Agency Impact**

Annually, CMAA, which produces the annual Dim Sum & Then Some Race, serves 5,000 clients each year.

The heritage of CMAA clients span over 40 countries, and the agency is led by prominent leaders Asian American, Pacific Islanders in Chicagoland representing business, government and nonprofit interests.

Discuss partnership opportunities with  
Rhea Yap at [rheay@chinesemutualaid.org](mailto:rheay@chinesemutualaid.org).

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# *Dim Sum & Then Some:* *The Uptown 5k/10k Race & Kids Dash* **SPONSORSHIP ADD ONS**

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## **Add On Items**

These additional sponsorship options are available to all sponsors

- Dedicated Facebook and Instagram post
- "Official" sponsorship dedication (i.e. water station, gear check tent start/finish line)
- Custom e-newsletter sent post-race to our database
- Single item in all participant goodie bags
- Tent - \$200
- Table - \$20
- Signage - quote generated based on item
- Suggestions: \_\_\_\_\_



# Dim Sum & Then Some: The Uptown 5k/10k Race & Kids Dash SPONSORSHIP REPLY

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**COMPANY/INDIVIDUAL:**

**CONTACT NAME:**

**ADDRESS:**

**CITY:**

**STATE:**

**ZIP CODE:**

**PHONE NUMBER:**

**EMAIL ADDRESS:**

PLEASE LIST PERSONAL OR COMPANY NAME AS YOU WOULD LIKE TO BE RECOGNIZED

- \$20,000 CHAMPION SPONSOR
- \$10,000 MARATHONER SPONSOR
- \$5,000 SPRINTER SPONSOR
- \$2,500 RUNNER SPONSOR
- \$1,000 JOGGER SPONSOR
- \$500 NEIGHBOR SPONSOR

## PAYMENT INFORMATION

- CHECK ENCLOSED (Please make checks payable to: Chinese Mutual Aid Association)
- PLEASE CHARGE MY CREDIT CARD

VISA

MASTERCARD

AMEX

DISCOVER

**NAME ON CREDIT CARD:**

**CREDIT CARD NUMBER:**

**EXPIRATION DATE:**

**CVV:**

**BILLING ZIP CODE:**

Please submit your logo as a PNG or JPEG to  
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# Dim Sum & Then Some: The Uptown 5k/10k Race & Kids Dash OUR PAST SPONSORS

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**THANK YOU FOR YOUR TIME,  
SUPPORT AND GENEROSITY.**

**WE LOOK FORWARD TO  
SEEING YOU AT ONE OF OUR EVENTS!**

**Please contact our Rhea Yap, Director of Strategic  
Initiatives for any sponsorship related inquiries:  
[rheay@chinesemutualaid.org](mailto:rheay@chinesemutualaid.org)  
(773) 784-2900**