

**CHINESE MUTUAL AID
ASSOCIATION**

**SPONSORSHIP
PACKAGE
2022**



**Dim Sum & Then Some:
The Uptown 5K/10K Race**



Dim Sum & Then Some: The Uptown 5K/10K Race

SPONSORSHIP LEVELS

Chinese Mutual Aid Association | 1014 W. Argyle St., Chicago, IL 60640 | August 6th, 2022

Presenting \$20,000



- Official presenting sponsor of the Dim Sum 5K
- Sponsor logo inclusion on finisher medal
- Product Exclusivity
- 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
- Logo 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 + 5 tickets for other paid CMAA events (Red Party, Annual Dinner)

Champion \$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
- Logo 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
- Logo 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
- Logo 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



- Logo 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



- Logo on CMAA's 5K website
- 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.



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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.



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SPONSORSHIP REPLY

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I WANT TO SPONSOR THE 2022 RACE

\$20,000 Presenting Sponsor

\$10,000 Champion Sponsor

\$5,000 Sprinter Sponsor

\$2,500 Runner Sponsor

\$1,000 Jogger Sponsor

\$500 Neighbor Sponsor

Name: _____

Company/Organization Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

I enclosed a check payable to Chinese Mutual Aid Association, MEMO: Dim Sum Race sponsor

I made a payment online at www.chinesemutualaid.org