

CHINESE MUTUAL AID ASSOCIATION

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.

Chinese Mutual Aid Association
1016 W. Argyle Street, Chicago, IL 60640
ATTN: Rhea Yap
rheay@chinesemutualaid.org



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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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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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I WANT TO SPONSOR THE 2023 RACE

- ☐ \$20,000 Champion Sponsor
- ☐ \$10,000 Marathoner Sponsor
- ☐ \$5,000 Sprinter Sponsor
- ☐ \$2,500 Runner Sponsor
- ☐ \$1,000 Jogger Sponsor
- ☐ \$500 Neighbor Sponsor

COMPANY/INDIVIDUAL: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

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



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 inquires:
rheay@chinesemutualaid.org
(773) 784-2900**