



# Sponsorship Opportunities

Run For Gus — Thursday, July 25, 2024





## ABOUT RUN FOR GUS

5K Run/1 Mile Walk/Kids Run  
Thursday, July 25, 2024  
7:00 PM

Diversey Harbor, Lincoln Park

The Young Associates Board (YAB) is an Affiliated Organization of Ann & Robert H. Lurie Children's Hospital of Chicago. YAB provides hope for children with brain tumors by raising funds for research and family support services.

## WHY SPONSOR?

Since our inception in 2000, YAB has raised more than \$2.8 million to fund critical research and treatment for children battling brain tumors through events like the annual Run for Gus 5K Run/1 Mile Walk. In addition to supporting research and treatment, YAB members partner with Lurie Children's to provide service-oriented events and programs supporting the children and families in the hematology/oncology clinics, including:

- Full support for the Beads of Courage program
- Holiday parties for the hematology/oncology clinics
- Book, magazine, and toiletry drives

For the past 21 years, walkers and runners from across Chicagoland have participated in Run For Gus and raised over \$2.8 million for Lurie Children's. In 2023 Run for Gus had close to 1,700 registrants! With the support of over 50 volunteers and 5 major corporate sponsors, and raised over \$185,000.

### SPONSORSHIP BENEFITS

- Align your brand with the world-renowned care and reputation of Lurie Children's
- Provide excellent platform for employee engagement and activity
- Gain valuable and broad exposure through pre-event marketing, on-site activation, and post-event impressions
- Send a strong message to your customers, clients and employees by demonstrating your commitment to Chicago's Kids and their futures

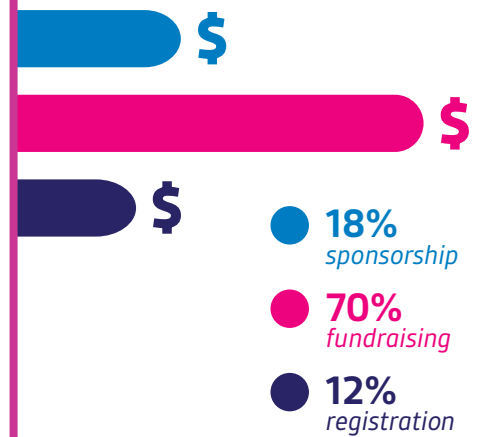
## THE LEGACY OF THE GUS FOUNDATION

The Gus Foundation was established in 1995 by the family and friends of Gus Evangelides, who died after a courageous battle with a malignant brain tumor in April 1995 – just three months shy of his second birthday. During its 12 year existence, the Gus Foundation raised more than \$4 million for pediatric brain tumor research and became one of Lurie Children's largest affiliated organizations.

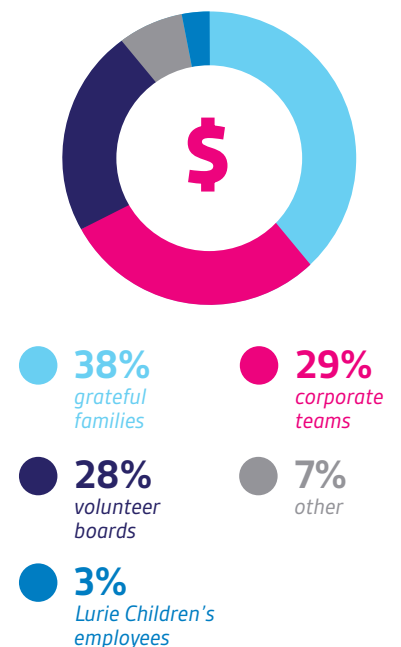
The Gus Foundation funded an Endowed Fellowship and an Endowed Chair in Neuro-Oncology. These two endowments help train the next generation of pediatric brain tumor treatment and research specialists and ensure that a top pediatric oncologist specializing in brain tumors will have the time and responsibility to treat patients and engage in research.

Although the Gus Foundation closed in 2006, the Young Associates Board carries on as its legacy organization. The YAB continues to support critical research that is either centered at, or conducted in collaboration with, Lurie Children's and helps make a difference in the lives of the thousands of children afflicted with brain tumors.

## Event Revenue Breakdown



## Team Fundraising Breakdown



## 2024 Corporate Sponsorship Opportunities

	Presenting Sponsor <b>SOLD</b>	Platinum Sponsor <b>\$15,000</b>	Diamond Sponsor <b>\$10,000</b>	Gold Sponsor <b>\$5,000</b>	Silver Sponsor <b>\$2,500</b>	Bronze Sponsor <b>\$1,000</b>
Recognition	"Presenting" designation within the event title with logo	Official sponsor of the After Party	Official sponsor of the kids race	Official sponsor of the event stage	Sponsor of one of the following: mile markers, registration tent, volunteer tent, or media tent	
Membership in Lurie Children's Corporate Champions	Silver	Bronze	Bronze			
Positioning as "Presenting" or "Diamond" Sponsor Type in all media	✓	✓	✓			
Other Exclusive Benefits	Tour of Lurie Children's main hospital facility, reserved table at post-event reception, exclusive on-site tent with logo, race-day packet pickup**, customized volunteer opportunities	Exclusive on-site tent with logo and pre-registration packet pickup, customized volunteer opportunities	Exclusive on-site tent, pre-registration packet pick-up			
Complimentary Registration Entries	40	30	20	10		
Logo Inclusion on all Email Distributions	✓	✓	✓	✓		
Race-Day Announcements as Sponsor Type	✓	✓	✓	✓	✓	
Recognition on Run for Gus and Young Associates Board Websites	Company logo and website link	Company logo and website link	Company logo and website link	Company logo and website link	Company name	Company name
Logo Inclusion on All Race-Day and Reception Signage, Event T-Shirt	✓	✓	✓	✓	✓	✓
Social Media Promotion	✓	✓		✓	✓	✓

**Note: In order to ensure that your company's name/logo is included on the t-shirts, please have all pertinent graphics submitted by Friday, June 14, 2024.**

\* Reception held at Peggy Notebaert Nature Museum. Sponsoring the post-event reception includes signage, announcement, and speaking opportunity.

\*\* Day-of event packet pickup for company participants who have registered prior to race-day.

## Other Sponsorships

In-kind and media sponsorships include logo inclusion on all race-day and reception signage, event t-shirt, and Run for Gus / YAB websites (including a link to your company's site).

## ABOUT LURIE CHILDREN'S

In the 2019–2020 *U.S. News & World Report* rankings of the best children's hospitals, Ann & Robert H. Lurie Children's Hospital of Chicago continues to be the top pediatric hospital in Illinois, ranked in all 10 specialties. Lurie Children's provides superior pediatric care in a state-of-the-art hospital that offers the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children's Research Institute.

The main hospital is located in downtown Chicago on the campus of its academic partner, Northwestern University Feinberg School of Medicine. Lurie Children's has a network of 13 outpatient centers and 15 partner hospitals, providing top pediatric care across the greater Chicago area. As a nonprofit hospital, Lurie Children's relies on philanthropic support to care for more than 220,000 children each year.

Learn more at [luriechildrens.org](http://luriechildrens.org).

## THANK YOU TO OUR 2023 SPONSORS

**Deloitte.**

 **C.H. ROBINSON**

 **Grant Thornton**

 **Leopardo**

 **Ulmer**<sup>®</sup>  
ATTORNEYS

## BECOME A SPONSOR TODAY

To learn more about sponsorship opportunities, please contact:

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## CONNECT WITH US



[events.luriechildrens.org/run-for-gus](https://events.luriechildrens.org/run-for-gus)

