



172 S. Circle Avenue – Bloomingtondale, IL 60108 – Foundation@bloomingtondaleparks.org

**Oompah-pah Run for
the Health of it!
Committee**

Lori Noonan
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Peg Schmuldt

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Carrie Hauptert

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Carrie A. Hauptert, CPRP
Executive Director
Bloomingtondale Park
District

Oompah 5K Run/Walk for the Health of it!

The “**Oompah 5K Run/Walk for the Health of it!**” is a 5K Run/Walk and *Oktoberfest*-flavored event being produced by two local organizations, the Bloomingtondale Park District (BPD) and the Bloomingtondale Parks Foundation (BPF). This year, all funds raised from the Oompah-pah Run for the Health of It! will be applied to the non-profit purposes of promoting healthy living in the Bloomingtondale community. In specific, proceeds will support the “Aim for the Fences” (AFF) fund to make Springfield Park one of DuPage County’s finest parks. The AFF campaign’s goals include: improved field drainage, replacing worn baseball dug outs and adding amenities such as a shade tree picnic area for families to enjoy the existing disc-golf course, horseshoe pit area, bags courts and walking path around the Springfield Park Wetlands.

Race Date: Thursday, September 16th, 2010

Time: 7:00pm – 10:00pm

Location: The Hilton Indian Lakes Resort in Bloomingtondale, IL

Run Stats: About 100 walkers and 100 runners; Hundreds of festival-goers, volunteers and supporters of the 5K participants; friends of the Park District and Parks Foundation

The Parks Foundation offers a marketing partnership with its sponsors. We are committed to exceeding our sponsors’ expectations and provide meaningful marketing benefits and impressions. Our sponsorship program is promoted to a loyal and targeted market of residents in the Bloomingtondale community as well as neighboring communities.

The benefits of being a sponsor are described in the Sponsor Benefits Sheet enclosed. In addition, a tent will be provided for lead sponsors use for the event and the awards ceremony that follows. **We will begin our ad and publicity campaign in mid-February 2010.** Sponsor agreements and corporate logos must be finalized by then to be included in the 5K marketing and publicity materials.

We would be honored to have your support for the 2010 event. **The Bloomingtondale Parks Foundation** was established in 1994 as a 501(c)(3) non-profit organization. Its primary purpose is to develop alternate sources of funding for Bloomingtondale Park District facilities and recreation programs, and to provide opportunities for all Park District participants.

We also welcome your tax deductible cash donation directly to the Oompah 5K Run/Walk for the Health of It! All donations are tax-deductible, to the extent they exceed the value of complimentary tickets received in return. The Bloomingtondale Parks Foundation is a

The Oompah-pah Run for the Health of It! offers a variety of sponsorship opportunities-- please contact 5K Run for Health Chair Lori Noonan at lori.noonan@bloomingtondaleparks.org or Marie Garnhart at marie@bloomingtondaleparks.org and they will be happy to review the options with you, or to craft something unique to meet your specific marketing needs.

Oompah 5K Run/Walk Sponsorship Opportunities

With any of these options, we provide complimentary *Octoberfestival* admission tickets

Lead Event Sponsor

- Sponsorship recognition in 20,000 Bloomingdale Park District brochures (Summer and Autumn – 10,000 each)
- Distributed to every household and business and referenced repeatedly throughout each season
- Sponsor profile in Autumn brochure and on park district website
- Display ad in Autumn brochure featuring your logo
- Display ad on Bloomingdale TV Cable Channel 6 reaching all Comcast and U-Verse customers in the Bloomingdale area
- On-site announcements from our music stage in the tent
- Your logo on/in...
 - All event registration forms
 - 5K Run/Walk and volunteer shirts
 - Website visibility for Summer and Autumn season with a link to your business
 - 10,000 Bloomin' News for Schools newsletters to students and their parents
 - Permission to access and use the Run mailing list
 - Banners and signs (that you provide) displayed at the Run site
 - Your company name included in all media relations about the Run
 - Your materials included in all race packets
 - Six foot table booth space at the *Octoberfestival* tent
 - Five (5) complimentary tickets to the *Octoberfestival* tent

Investment \$2,000

Octoberfestival Tent Sponsor

- Sponsorship recognition in 20,000 Bloomingdale Park District brochures (Summer and Autumn – 10,000 each)
- Distributed to every household and business and referenced repeatedly throughout each season
- Display ad on Bloomingdale TV Cable Channel 6 reaching all Comcast and U-Verse customers in the Bloomingdale area
- On-site announcements from our music stage in the tent
- Your logo on/in...
 - 5K Run/Walk and volunteer shirts
 - Website visibility for Summer and Autumn season with a link to your business
 - Banners and signs (that you provide) displayed at the Run site
 - Your company name included in all media relations about the Run
 - Coupon included in all race packets
 - Six foot table booth space at the *Octoberfestival* tent

Investment \$1,000

Media or Food Sponsor

- Sponsor provides advertising or refreshments and products for up to 300 festival-goers
 - Acknowledged in 20,000 Bloomingdale Park District brochures (Summer and Autumn – 10,000 each)

- Distributed to every household and business and referenced repeatedly throughout each season
- Display ad on Bloomingdale TV Cable Channel 6 reaching all Comcast and U-Verse customers in the Bloomingdale area
- On-site announcements from our music stage in the tent
- Your logo on/in...
 - Website visibility for Summer and Autumn season with a link to your business
 - Banners and signs (that you provide) displayed at the Run site
 - Your company name included in all media relations about the Run
 - Coupon included in all race packets
 - Six foot table booth space at the October*festival* tent
 - All posters and flyers

Investment In-kind

The Oompah 5K Run/Walk for Health of It! appreciates your support and would like to add you to our list of sponsors!!

**For additional information or questions on
sponsoring the Oompah 5K Run/Walk for Health of It! please contact us. Event Chair:
Lori Noonan at lori.noonan@bloomingdaleparks.org or Marie Garnhart at the
Bloomingdale Park District at marie@bloomingdaleparks.org or 630-529-3650x21.**

For general Run for Health and Octoberfestival Information: (630)529-3650x21 or online at BloomingdaleParks.org.

If you would like to know more about what the Bloomingdale Parks Foundation does with the funds they raise, visit their web page on the Bloomingdale Park District website or send an email to foundation@bloomingdaleparks.org...they'll be glad to provide you with more information.