



RACINE FAMILY YMCA

43RD ANNUAL

LIGHTHOUSE RUN

SATURDAY, JULY 31, 2021

**SPONSORSHIP
OPPORTUNITIES**

#STRONGCOMMUNITIES

#KIDSTRONG
BRIGHT FUTURES
FOR YOUTH

#FAMILYSTRONG
VIBRANT
FAMILIES

#HEALTHSTRONG
COMMUNITY
HEALTH



RACINE FAMILY YMCA | CELEBRATING 145 YEARS | www.ymcaracine.org

About the Racine Family YMCA's #STRONGCOMMUNITIES AGENDA

The Racine Family YMCA is a leading non-profit human service organization serving all of Racine County for the past 145 years.

We provide a range of practices dedicated to improving the strength and effectiveness of community life and local conditions for 20,000 people each year, especially youth in disadvantaged situations, by:

- Promoting and ensuring educational opportunities for all children.
- Building positive developmental assets in all young people
- Strengthening families and mobilizing resources to grow strong, sustainable communities.
- Putting community resources, talents and treasures to work so that all may thrive.

Our Strong Communities Agenda builds hope, celebrates personal responsibility, excites youth about school and strengthens Racine families. **Proceeds and pledges for the Y's Lighthouse Run benefit our Strong Communities annual campaign to support our youth and family programs.**

Consider partnering with the Y as a Lighthouse Run sponsor.
Your support will change lives.





PHILANTHROPIC CATEGORIES

SPONSOR THE CATEGORY THAT TOUCHES YOUR HEART

COMMUNITY DEVELOPMENT



#KIDSTRONGRACINE

PROGRAMS FOR 1,000+ AT-RISK KIDS AND TEENS

- After school and summer initiatives that **REDUCE VIRTUAL LEARNING LOSS** and **IMPROVE GRADES**
- **MENTORSHIP** for youth involved or at **HIGH RISK** for **INVOLVEMENT** in the juvenile justice system
- Instruction that inspires **HEALTHY LIFE CHOICES**



#FAMILYSTRONGRACINE

FAMILY STRENGTHENING SERVICES SERVING 800+

- Free, **NUTRITIOUS MEALS** and instruction in **HEALTHY FOOD CHOICES** and **PREPARATION**
- **RECONNECTING** non-custodial fathers with their children through **PARENTING CLASSES** and **JOB READINESS** training
- Workforce development and **JOB PLACEMENTS** that **LIFT FAMILIES OUT OF POVERTY**

COMMUNITY HEALTH



#HEALTHSTRONGRACINE

INITIATIVES FOR PHYSICAL CHALLENGES AND PRE-CONDITIONS SERVING 265+

- **LIVESTRONG** program for **CANCER SURVIVORS**
- **EXERCISE PROGRAMS** for **PARKINSON'S**
- **DIABETES PREVENTION** classes
- **LEARN** how to **MANAGE** and **MONITOR** blood pressure





Racine Family YMCA Lighthouse Run Overview

Now in its 43rd year, the Racine Family YMCA Lighthouse Run is Racine's annual summer celebration. This premier event draws 2,000+ runners and 2,000+ attendees to downtown Racine each year.

- Participants can choose from 4 routes: **2-Mile or 4-Mile FUN RUN;** **4-Mile or 10-Mile COMPETITIVE RUNS.**
- Awards are given to the top four male and female finishers in the thirteen age groups in the 4 and 10 mile Runs.
- The day is also filled with fun, healthy activities for the entire family, including the annual Kids Race, Mascot Race, Healthy Living Market, live music and more!





FORM YOUR LIGHTHOUSE TEAM



Team Divisions

Anyone is eligible to form a team. At least six (4-mile) or four (10-mile) team members must cross the finish line to place in the team standings. You may enter a team in one of the three divisions:

COMPETITIVE CORPORATE- All Team members must be an employee receiving a W2 from that particular business/ corporation.

COMPETITIVE OPEN - All others

NON-COMPETITIVE FUN RUN/WALK- For the Fun/Run Walk

Race Distances

Participants can choose from 4 routes:

2-mile or 4-mile Fun Run/Walk

4-mile Competitive or

10-mile Competitive

Mascot Challenge

If your company or group has a mascot, we urge you to enter in this fun post-race activity. For more information on the Mascot Challenge, contact Brenda Hughes at bhughes@ymcaracine.org.

Post-race Festivities

Post-race festivities will take place at on the spacious grounds of Olympia Brown School. There will be music and beer to enjoy, athletic drinks, water, fruit and snacks until the awards begin at approximately 10:30 a.m. Healthy Kids Day, the Y's annual family event, is also taking place, with fun and healthy activities for the entire family!

Kids Power Race

The **Kids Power Race** is for kids 10 and under. It will be a 200 meter dash at 10:00. All participants will be given medals when they finish. There is no entry fee and parents may sign-up their children at packet pick up or at the starting line of the dash up to 9:45am.

Visit www.LighthouseRun.com to register your team!

GENERAL RACE FACTS

Date: Saturday, July 31, 2021

Starting Times (tentative):

| | |
|-----------------------------|------------|
| Wheelchair | 7:45 a.m. |
| 10-mile Competitive | 8:00 a.m. |
| 4-mile Competitive | 8:15 a.m. |
| 2 & 4-mile Fun/ Run Walk | 8:20 a.m. |
| Kids Power Race | 10:00 a.m. |
| Mascot Challenge | 10:30 a.m. |

Start and Finish Lines:

Olympia Brown Elementary School
2115 5 ½ Mile Road, Caledonia

Awards Presentation-Post Race Activities:

Olympia Brown Elementary School Named Stage.
Enjoy live music along with refreshments and the awards presentation.

Team Awards

Traveling Team Trophies will be awarded to the winning teams in the Corporate and Open divisions in the 4 mile and 10 mile Competitive Runs. The scoring members of the top five teams will also receive an individual medal. Team scoring is based on the combined time of the team's first six eligible runners (4 mile) or first four eligible runners (10 mile).

VISIT OURWEB SITE.....

www.LighthouseRun.com



The Racine Family YMCA offers the following sponsorship opportunities for Lighthouse Run



| | Presenting Race Sponsor | 10 Mile Race Sponsor | Awards Sponsor | T-Shirt Sponsors (Individual Race) | #STRONG Program Category Sponsor | 4 Mile Timed Race Sponsor |
|---|-------------------------|----------------------|----------------|------------------------------------|----------------------------------|---------------------------|
| | \$10,000 | \$5,000 | \$5,000 | \$5,000 | \$5,000 | \$3,500 |
| #Free Admissions | *1 available | *1 available | *1 available | *4 available | *4 available | *1 available |
| Presenting sponsor recognition in all promotions, materials, announcements for all races, shirts, bibs and activities | X | | | | | |
| Name and/or logo on Y website and runner t-shirts | X | X | X | X | X | |
| Display & premium distribution at packet pickup site (1 week prior to race) | X | X | X | X | X | |
| Logo on banner at designated area | X | X | X | X | X | |
| Verbal recognition at start and finish of the race | X | X | X | X | X | |
| Opportunity to set up manned 10'x10' booth/tent in finish line/awards ceremony area | X | X | X | X | | |

Racine Family YMCA

Recognitions 12 Months

| | | | | | | |
|---|---|---|---|---|---|--|
| Sponsor recognition as Y donor on donor lists/annual report | X | X | X | X | X | |
| Sponsor recognition on Y digital monitors | X | X | X | X | X | |



Sponsorship opportunities for Lighthouse Run, continued

| | Start and Finish Line Sponsors | 4/2 Mile Fun/Run Walk Sponsor | Kids Power or Mascot Race Sponsor | Race Numbers Sponsor | Water Stop and Kid Zone Sponsor |
|--|--------------------------------|-------------------------------|-----------------------------------|--------------------------|---------------------------------|
| | \$3,000 *2 available | \$2,500 *1 available | \$2,000 *2 available | \$1,500 *41 available | \$1,500 *Multiple |
| #Free Admissions | 2 | | | | |
| Name and/or logo on Y website and runner t-shirts | X | X | X | X | X |
| Logo on banner at designated area | | X | X | X | X |
| Display & premium distribution at packet pickup site (1 week prior to race) | X | X | X | | |

| | Golf Concert Sponsors | Photography Sponsor | Fruit & Ice Finish Line Sponsors | Water Station Sponsor | Race Bib Sponsor |
|---|-----------------------|-------------------------|----------------------------------|-----------------------|--------------------------|
| | \$1,200 *Multiple | \$1,200 *1 Available | \$1,000 *Multiple | \$500 *Multiple | \$500 *6 Availability |
| #Free Admissions | | | | | |
| Name/logo on website and t-shirts | X | X | X | X | X |
| Logo on banner at designated area | X | X | X | X | X |
| Display and premium distribution at packet pickup (1 week prior to race) | | | | | |
| Logo displayed on 12 cones | X | X | | | X |
| Logo displayed on race bibs | X | X | X | | X |



Sponsorship opportunities for Lighthouse Run, continued

| | \$500 | Kids Activity Sponsor-Event | Race Cone Sponsor | Swag Bag Sponsor | Swag Bag Stuffer |
|--|---------------------|------------------------------------|--------------------------|-------------------------|-------------------------|
| #Free Admissions | *1 available | \$300 | \$300 | \$300 | \$200 |
| | *3 available | *300 available | *42available | *1 available | |
| Name and/or logo on Y website and runner t-shirts | X | | | | |
| Logo on banner at designated area | X | X | X | X | X |
| Display & premium distribution at packet pickup site (1 week prior to race) | X | X | X | X | X |
| Logo displayed on 12 cones | X | X | X | X | X |
| Premium Insert into all Swag Bags | X | X | X | X | X |



Marketing Opportunities Available Through Sponsorship

We value our relationship with you, and will serve as good stewards of your generous support. We are committed to delivering valuable benefits and a positive partnership experience to each sponsor. Potential marketing opportunities vary from 10,000 through 100,000 impressions for one year, depending upon type and level of sponsorship. Marketing opportunities include:

Direct Mail: 10,500 Potential Impressions

7,000 Impressions: Recognition on the Save the Date Postcard distributed via mail and/or email throughout Racine County.

Internet/Email Marketing: 250,000 Potential Impressions

50,000 Impressions: Recognition in a minimum of two Racine Family YMCA e-newsletters

36,000 Impressions: Recognition in social media shout-outs leading up to event

20,000 Impressions: Recognition on Racine Family YMCA website at ymca.org through December 31, 2021

20,000 Impressions: Recognition on Racine Family YMCA digital monitors (3 branch locations)

Day-Of/Post-Event Materials: 12,000 Potential Impressions

- Recognition on day-of event signage
- Post-event thank-you email sent to all registrants and Racine Family YMCA mailing list





RACINE FAMILY YMCA CONTACT

Brenda Hughes

Chief Philanthropy Officer

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