



45th ANNUAL

LIGHTHOUSE RUN

BENEFITTING RACINE FAMILY YMCA SATURDAY, JUNE 17, 2023

SPONSORSHIP OPPORTUNITIES

#STRONGCOMMUNITIES

#KIDSTRONG
BRIGHT FUTURES
FOR YOUTH

#FAMILYSTRONG
VIBRANT
FAMILIES

#HEALTHSTRONG
COMMUNITY
HEALTH

INSIDE THIS BROCHURE

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Programs

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Page 15...Race Schedule, Team Sign-Up and Registration Information



About the Racine Family YMCA's STRONG COMMUNITIES PROGRAMS

The Racine Family YMCA is a leading non-profit human service organization serving all of Racine County for 146 years.

We provide a range of practices dedicated to improving the strength and effectiveness of community life and local conditions for 15,000 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 development programs build hope, celebrates personal responsibility, excite youth about school and strengthen Racine families. Sponsorships, donations and proceeds for the Y's Lighthouse Run benefit our Strong Communities Annual Campaign to support our youth and family programs.

Please consider partnering with the Y as a Lighthouse Run sponsor.

Your support will change lives.













HOW YOUR SPONSORSHIP TRANSFORMS LIVES

COMMUNITY DEVELOPMENT



#KIDSTRONG

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

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



#FAMILYSTRONG

FAMILY STRENGTHENING SERVICES SERVING 800+

 Workforce development and JOB PLACEMENTS that LIFT FAMILIES OUT OF POVERTY

COMMUNITY HEALTH



#HEALTHSTRONG

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













Lighthouse Run OVERVIEW

Now in its 45th year, Lighthouse Run, benefiting Racine Family YMCA is Racine County's annual summer celebration. This premier event draws up to 2,000+ runners and 2,000+ attendees 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 top male and female finishers 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 and more!

















Lighthouse Run **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. Potential promotional opportunities vary from 10,000 to 100,000 impressions for one year, depending upon type and level of sponsorship.

How sponsorship makes a difference

Sponsorships help your business increase reach, enhance public image and build prestige. Like any form of marketing, it can strategically reach your target customers. Your sponsorship is 100% tax deductible as an advertising investment. Best of all, proceeds from this event benefit the Racine Family YMCA and its Strong Communities social development programs.

Please review the available sponsorship opportunities on the following pages. Sponsorships are available beginning at \$100! In addition to the event benefits provided, the Racine Family YMCA also offers the following recognitions of your generous support:

Internet/Email Marketing: 200,000 Potential Impressions

25,000 Impressions: Recognition in a minimum of two Racine Family YMCA e-newsletters

32,000 Impressions: Recognition in social media shout-outs leading up to event

10,000 Impressions: Recognition on Racine Family YMCA website at ymca.org

164,000 Impressions: Recognition on Racine Family YMCA digital monitors (3 branches)

- All sponsorships are customizable
- General sponsorships are available for any amount

There's two ways to sign up for sponsorship

- Visit https://5kevents.raceentry.com/races/racine-family-ymca-lighthouserun/2023/sponsor and sign up online
- Contact Brenda Hughes, Chief Philanthropy Officer at the Racine Family YMCA. at bhughes@ymcaracine or 414-861-7442 (cell) with questions and to sign up.



Sponsorship Levels and Benefits



Sponsorship Recognitions	Exclusive Presenting Race Sponsor	10 Mile Exclusive Race Sponsor	Awards Sponsor	4 Mile Exclusive Timed Race Sponsor
Level	\$10,000	\$5,000	\$5,000	\$4,500
Number Available	1	1	4	1
# of comp race entries	10	5	2	4
Recognition in all Promotions, Materials and Announcements-All Races	x			
Logo and + URL Link on 5Kevents.org Website	x			
Name/Logo on T-Shirts	X	x	x	X
Logo Recognition on Y Website	x	x	x	x
Recognition on 5Kevents Website	x	x	x	x
Recognition in all E-blasts	X	x	x	
Logo on Sponsored Race Bibs	x	x		x
Logo on Sponsored Race Finish Line Banner	x	x	x	x
Breakaway Banner at Finish Line	x	x		x
Logo on Event Area Banner	x	x		x
Verbal Recognition at Race Start/Finish	x	x	x	x
Banner Display and Premium Distribution at Packet Pick-up	x			
Company Tent/Booth at Event	x	x		x
Digital Promo Code/ Coupon Opportunity	x	x	x	x
Logo on Kids Power Race Swag Bag				
Logo on Coral Banner at Start and Finish Line				
Exclusive Recognition			Logo on Step and Re- peat Banner at Award Stage	





Sponsorship Recognitions	Meal Box Sponsors	2 Mile Exclusive Race Sponsor	Finisher Medals Lanyard Sponsors	Race Bib Sponsors
Level	\$3,000	\$2,500	\$2,500	\$1,500
Number Available	2	1	2	15
# of comp race entries	2	3	2	2
Logo and + URL Link on 5Kevents.org Website				
Name/Logo on T-Shirts	x	x	X	x
Logo Recognition on Y Website	x	x	x	
Recognition on 5Kevents Webpage or Website		x	x	x
Recognition in all E-blasts			x	x
Logo on Sponsored Race Bibs		×	x	x
Logo on Sponsored Race Finish Line Banner		×		
Breakaway Banner at Finish Line		×		
Logo on Event Area Banner		x		
Verbal Recognition at Race Start/Finish		×		
Banner Display and Premium Distribution at Packet Pick-up				
Company Tent/Booth at Event			x	x
Digital Promo Code/ Coupon Opportunity	x	x	x	x
Logo on Kids Power Race Swag Bag				
Logo on Step and Repeat Banner at Award Stage				
Logo on Coral Banner at Start and Finish Line				
Exclusive Recognition	Your Insert, Logo & Message Displayed in All Boxes		Logo on Medal Lanyards	





Sponsorship Recognitions	SWAG Promotional Project Sponsors	Draw String Bag Exclusive Sponsor	Race Photography Exclusive Sponsor	Fruit & Ice Sponsor (On-Table Recognition)
Level	\$1,500	\$1,500	\$1,200	\$1,200
Number Available	24	1	1	1
# of comp race entries	2	2	2	
Logo and + URL Link on 5Kevents.org Website				
Name/Logo on 5K T-Shirts	x	x	x	x
Logo Recognition on Y Website	x	x		
Recognition on 5Kevents Website or Webpage	x	x	x	x
Recognition in all E-blasts	x	x	x	x
Logo on Sponsored Race Bibs				x
Logo on Sponsored Race Finish Line Banner				
Breakaway Banner at Finish Line				
Logo on Medal Lanyards				
Logo on Event Area Banner			x	x
Verbal Recognition at Race Start/Finish				
Banner Display and Premium Distribution at Packet Pick-up				
Company Tent/Booth at Event	x	x	x	x
Digital Promo Code/ Coupon Opportunity	x	x	x	x
Logo on Kids Power Race Swag Bag				
Logo on Step and Repeat Banner at Award Stage				
Logo on Coral Banner at Start and Finish Line				
Exclusive Recognition	Your Logo on the Promo Product of Your Choice. Options at www.advantage- promotions.com	Logo & Message on all Draw Strong Bags	Logo Embedded in Race Photos & Social Media Sharing	





Sponsorship Recognitions	After Party and Awards Ceremony Sponsor	Race Bag Sponsor (On Bag Logo Recognition)	Kids Power Exclusive Race Sponsor	Postcard Swag Bag Insert Sponsor (4X6")
Level	\$1,000	\$750	\$750	\$650
Number Available	4	4	1	24
No. of Complimentary Race Entries		2		
Logo and + URL Link on 5Kevents.org Website				
Name/Logo on T-Shirts		X	x	x
Logo Recognition on Y Website	x	x	x	
Recognition on 5Kevents Webpage or Website	x	x	x	
Recognition in all E-blasts		x		
Logo on Sponsored Race Bibs			x	
Logo on Sponsored Race Finish Line Banner				
Breakaway Banner at Finish Line			x	
Logo on Event Area Banner	x		x	
Verbal Recognition at Race Start/Finish			x	
Banner Display and Premium Distribution at Packet Pick-up				
Company Tent/Booth at Event		x		
Digital Promo Code/ Coupon Opportunity	x	x		x
Logo on Kids Power Race Swag Bag				
Logo on Step and Repeat Banner at Award Stage				
Logo on Coral Banner at Start and Finish Line				
Exclusive Recognition	Logo on Victory Banner, 5K Website Main Content Recognition and other recognitions			





Sponsorship Recognitions	Port-O-Potties Sponsor	Footprints Sponsors (On-Route) Recognition)	Water Station Sponsor (On-Table Recognition)	Venue Sponsor (Exclusive)
Level	\$500	\$500	\$500	\$500
Number Available	6	24	4	5
No. of Complimentary Race Entries		3		
Logo and + URL Link on 5Kevents.org Website				x
Name/Logo on T-Shirts		X	x	
Logo Recognition on Y Website	x		x	x
Recognition on 5Kevents Webpage of Website	x	x	x	
Recognition in all E-blasts		x	X	
Logo on Sponsored Race Bibs				
Logo on Sponsored Race Finish Line Banner				
Breakaway Banner at Finish Line				
Logo on Event Area Banner				
Verbal Recognition at Race Start/Finish				
Banner Display and Premium Distribution at Packet Pick-up				
Company Tent/Booth at Event		x	x	
Digital Promo Code/ Coupon Opportunity		x	x	x
Logo on Kids Power Race Swag Bag				
Logo on Step and Repeat Banner at Award Stage				
Logo on Coral Banner at Start and Finish Line				x
Exclusive Recognition	Logo on Inside & Outside of Port-o-Pottie	Logo on Sidewalk Graphic		Logo-Entrance to Double Tree Hotel Conf. Room





Sponsorship Recognitions	Finish Line Coral Fence Event Sponsors	Kids Power Run Swag Bag Sponsors	Kids Power Race Exclusive Medal Sponsor (Neck Ribbon)	Remote Run Sponsors
Level	\$500	\$500	\$500	\$500
Number Available	30	4	1	4
No. of Complimentary Race Entries	2			
Logo and + URL Link on 5Kevents.org Website	x			
Name/Logo on T-Shirts	x	X	x	
Logo Recognition on Y Website	x	х	x	x
Recognition on 5Kevents Website	x	х	x	x
Recognition in all E-blasts	X			
Logo on Sponsored Race Bibs				x
Logo on Sponsored Race Finish Line Banner	x	х	x	
Breakaway Banner at Finish Line		х	x	
Logo on Event Area Banner				
Verbal Recognition at Race Start/Finish	x			
Banner Display and Premium Distribution at Packet Pick-up				
Company Tent/Booth at Event	x			
Digital Promo Code/ Coupon Opportunity	x	х		x
Logo on Kids Power Race Swag Bag		х		
Logo on Step and Repeat Banner at Award Stage				
Logo on Coral Banner at Start and Finish Line	x			
Exclusive Recognition			Logo on Kid's Medal Ribbon	Banner at Venue Promoting Remote Runners Program







Sponsorship Recognitions	Traffic Cone Sponsor (With Option to Provide Swag Bag Insert)	Course Marker Sponsor (On-course Recognition)	For-Profit Onsite Vendor	T-Shirt Sponsor
Level	\$300	\$250	\$250	\$250
Number Available	100	100	15	50
No. of comp race entries		4	2	
Logo and + URL link on 5Kevents.org Website				
Name/Logo on T-Shirts	x	x	X	x
Logo Recognition on Y Website	x	x		x
Recognition on 5Kevents Webpage or Website	x	x	x	x
Recognition in all E-Blasts		x	x	x
Logo on Sponsored Race Bibs				
Logo on Sponsored Race Finish Line Banner				
Breakaway Banner at Finish Line				
Logo on Event Area Banner	x			
Verbal Recognition at Race Start/Finish				
Banner Display and Premium Distribution at Packet Pick-up				
Company Tent/Booth at Event	x		x	
Digital Promo Code/Coupon Opportunity	x	x	x	x
Logo on Kids Power Race Swag Bag				
Logo on Step and Repeat Banner at Award Stage				
Logo on Coral Banner at Start and Finish Line				
Exclusive Recognition	Logo on 12 Traffic Cones	Logo placed at one three mile marker		





Sponsorship Recognitions	Swag Bag Insert Sponsors (Promo product needed 7 days prior)	Kids Power Race Bib Sponsors	In-Kind Raffle Sponsors (You Provide Item)	Non-Profit Onsite Vendor
Level	\$250	\$250	\$100	\$100
Number Available	24	6	25	25
No. of complimentary race entries				2
Logo and + URL link on 5Kevents.org Website				
Name/Logo on T-Shirts				X
Logo Recognition on Y Website	x	X	x	
Recognition on 5Kevents Webpage or Website		X	x	
Recognition in all E-Blasts				x
Logo on Sponsored Race Bibs		x		
Logo on Sponsored Race Finish Line Banner				
Breakaway Banner at Finish Line				
Logo on Event Area Banner				
Verbal Recognition at Race Start/Finish				
Banner Display and Premium Distribution at Packet Pick-up				
Company Tent/Booth at Event				x
Digital Promo Code/Coupon Opportunity		x	x	x
Logo on Kids Power Race Swag Bag				
Logo on Step and Repeat Banner at Award Stage				
Logo on Coral Banner at Start and Finish Line				
Logo-Entrance to Double Tree Hotel Conf. Room				
Exposure at Awards Ceremony				

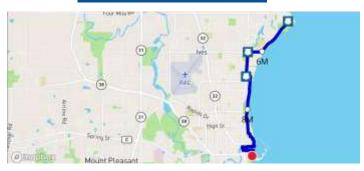




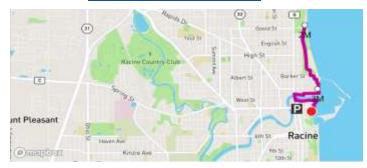
Racine Family YMCA Lighthouse Run RACE MAPS AND SIGNUP LINKS

To keep this event sustainable, we have made some changes to the previous course. The event will begin at the Double Tree Hotel located at 223 Gas Light Circle, Racine, WI 53403 on the Lake Michigan Pathway (Reefpoint Marina) and will follow the lakefront to the Wind Point Lighthouse. This will be an out-and-back course. (Click here to sign up)

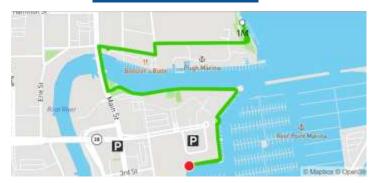
10 MILE ROUTE



4 MILE ROUTE



2MILE ROUTE





LIGHTHOUSE RUN TEAM INFORMATION AND GENERAL RACE FACTS



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 Modine 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

Post-race Festivities

Post-race festivities will take place on the Lake Michigan Pathway at the Double Tree Hotel Conference Center. There will be beverages, athletic drink, water, fruit and snacks until the awards begin at approximately 10:30 a.m.

Kids Power Race

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

WORKPLACE WELLNESS PROGRAM PARTNERSHIPS

Are you involved with a workplace wellness program? We'd love to help!

Here's how it works:

Contact us with your workplace information. supportstaff@5Kevents.org

We will create a code for your wellness members to use at registration checkout that will waive or discount the registration fee. You can offer any discount amount your workplace wellness program allows. The day after the race, we will send you an invoice that can be paid online.

GENERAL RACE FACTS

Date: Saturday, June 17, 2023

Starting Times:

Wheelchair 7:45am
10-mile Competitive 8:00am
4-mile Competitive 8:15am
2 & 4-mile Fun Run Walk 8:20am
Kids Power Race 10:00am

Start Line:

Double Tree Hotel – Lake Michigan Pathway 223 Gas Light Circle, Racine, WI 53403

Finish Line:

Double Tree Hotel – Lake Michigan Pathway 223 Gas Light Circle, Racine, WI 53403

Awards Presentation-Post Race Activities:

Double Tree Hotel – Lake Michigan Pathway 223 Gas Light Circle, Racine, WI 53403 Enjoy refreshments and 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 OUR WEB SITE.....
www.RacineLighthouse.run

Visit www.RacineLighthouse.Run for more information.

1. Recruit a Team

It's time to show your spirit, show your pride, show awareness, and have fun together as a community while supporting the Racine Family YMCA and other local charities.

2. Collect Registrations/Fees

- ☐ Collect entry forms, make sure all forms are signed, t-shirt and race are filled out □ Collect entry fee from each participants Before May 31 4 Mile: \$30 10 Mile Competitive: \$40 Fun Run-Walk: \$25 4 Mile: \$35 10 Mile Competitive: \$45 Fun Run-Walk: \$30 After May 31
- ☐ Collect team entry fee from participants or team company/organization (see checklist for price)

3. Complete Team Packet

☐ Complete Team Entry Form/Checklist (make sure all information is filled out & t-shirt count is correct) ☐ Complete Captain's Team Roster Make a copy for yourself. ☐ Collect camera ready artwork for T-shirts, no larger than 11' x 11' black and white copy. The more legible the image, the better the reproduction on the t-shirt. Email a high-resolution PDF file of your artwork to supportstaff@5Kevents.org

Deadline: May 15th for inclusion on T- shirts

4. Mail or Drop off Completed Team Packet to

5Kevents.org c/o YMCA LHR 1318 North Main Street Racine, WI 53402

Include:

- □ Team Entry Form/Checklist
- □ All Individual Entry Forms (signed and filled out)
- □ All Individual Entry Fees
- □ Captain's Team Roster
- □ Camera Ready Artwork (Black & White copy or PDF as an emailed to: supportstaff@5Kevents.org)

5. Team Packet Pickup

Once your packets are ready for pickup, we will contact you.

Packets turned in before Friday, June 1, 2023, can be delivered to the captain.

Any questions, please contact Lighthouse Run at supportstaff@5Kevents.org

6. Defer, Transfer, Edit, Change Categories, Manage Teams

For online registration only. Mail in Registrations must email us at SupportStaff@5Kevents.org

STEP 1: Click on the "Manage my registration" a t www.RacineLighthouse.run

STEP 2: Select your option. These will be listed in the menu

Changes must be made 7 days before the event.

visit www.LighthouseRun.com for more information



LIGHTHOUSE RUN **TEAM CHECKLIST**



Deadlines: Before May 31, 2023 (for logo on T-shirts & delivery of Team Shirts) After June 1, 2023 (no logo/no delivery of T-shirts)	attached. Runners must ha on their chest to be timed. and it does not have to be r Entry Fee Please fill in number of tear	The B	ib Tag is o ed.	dispo	osable
Team entry form	r	1	Fee		
Select a Division(s):		10 800		Н	
Competitive Corporate (4 or 10 mile comp)	Total # Fun Run/Walk	×	\$25/30	ш	\$
Competitive Open (4 or 10 mile comp) Non-Competitive (2 or 4 mile Fun Run/Walk)	Total # 4 Mi	×	\$30/35	=	\$
Tron competitive (2 of 4 final run want)	Total # 10 Mi	×	\$40/45	=	\$
Organization's Name	Total # XXL T-shirt	×	\$5.00	=	\$
Team Name	Team Fee (see below)			+	\$
Team Captain Name	TOTAL Fee due	8		Ħ	\$
Address	49	- 1			
City, State, Zip	Please photocopy for you	of th	is form		
CHIP Timing Runners in the 4- & 10-Mile competitive runs will be issued a race number with a RFID Shoe / Bib Tag	the	FOR H	OUTH DEVELO EALTHY LIVIN OCIAL RESPON	G	





Racine Family YMCA Lighthouse Run 2023 Registration Form: Team Registration

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ENTRY AND RELEASE OF ALL CLAIMS: In consideration of the acceptance of my entry in the Lighthouse Run on June 17, 2023, I release Lee Enterprises, Inc., publisher of The Journal Times, the Racine Family YMCA, 5Kevents.org and other presenting or supporting sponsors and their respective employees and agents, and any other individuals who are in any way connected with this event (including volunteers assisting with the event) from any liability or claims for any injury or illness that I sustain during my participation in this event or that is in any other way related to this event. I understand that this release applies to myself and my personal representatives, heirs and assigns. I represent that I have adequately trained to participate in this event, recognize that risks of injury accompany such participation and acknowledge that this release is being relied upon by the above persons in permitting me to participate. Further, I hereby grant full permission to any and all of the foregoing to use any photographs, videotapes, motion pictures, recordings or any other record of this event for any legitimate purpose.

Signature

Entry blank must be signed by participant. If participant is under 18 years of age, signature of legal guardian is required.