

NORTHWESTERN MEDICINE WALK & 5K

Benefiting Living Well Cancer Resources and Celebrating Cancer Survivors

Join us on Saturday, October 19, for a fun, family-friendly event celebrating cancer survivors and benefiting Northwestern Medicine Living Well Cancer Resources. We hope you will join us in celebrating cancer survivorship by becoming a sponsor to support the important mission of Living Well Cancer Resources — providing compassionate care that empowers, encourages, supports and offers hope to patients with cancer and their families.

Each year, hundreds of individuals and families affected by cancer have access to more than 120 educational and clinical support programs and services, which are provided at no cost to participants at our Geneva and Warrenville locations, as well as virtually. Your support will help Living Well provide these important services and make a difference to anyone facing cancer in their life.



**Saturday,
October 19**

**Northwestern
Medicine Field**

Home of the Kane
County Cougars

nm.org/nmwalkand5k24

Sponsorship Opportunities

	TITLE PARTNER	PRESENTING PARTNER	SUSTAINING PARTNER	SUPPORTING PARTNER	AFFILIATE PARTNER
Sponsorship Total	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Tax-Deductible Amount	\$24,400	\$9,600	\$4,800	\$2,400	\$960
Registrations for walk/run	30	20	10	5	2
Recognition on event T-shirts	Logo	Logo	Name	Name	Name
Recognition by emcee	X	X	X	X	X
Recognition on stadium jumbotron	Logo	Logo	Logo	Name	Name
Recognition on day-of-event signage	Logo	Logo	Logo	Name	
Recognition included on event website and email blasts	Logo + URL	Logo	Logo	Name	
Recognition on Northwestern Medicine Living Well Cancer Resources social media channels	Logo	Logo	Logo		
Opportunity to host a company table within festival area (table can provide branded giveaways, food and more!)	X	X			
Recognition on event postcard to be distributed at Northwestern Medicine Living Well Cancer Resources and cancer centers	Logo	Logo			
Invitation to the Northwestern Medicine Annual Corporate Partner Reception with Northwestern Medicine leadership in spring 2025	X	X			
Exclusive recognition on race bibs and event swag	Logo				

Underwriting Opportunities

\$10,000

TAX-DEDUCTIBLE AMOUNT \$10,000

Celebration Club Partner (exclusive)

- Exclusive branding of the Celebration Club at the event
- Invitation to the Northwestern Medicine Annual Corporate Partner Reception with Northwestern Medicine leadership in spring 2025
- Opportunity to host a table at the event (table can provide branded giveaways, food and more!)
- Logo recognition included on:
 - Event T-shirt
 - Event website
 - Stadium jumbotron
 - Living Well Cancer Resources social media channels

\$5,000

TAX-DEDUCTIBLE AMOUNT \$5,000

Breakfast Partner (exclusive)

- Exclusive branding of the pre-race breakfast for all participants
- Logo recognition included on:
 - Event T-shirt
 - Event website
 - Stadium jumbotron

\$5,000

TAX-DEDUCTIBLE AMOUNT \$5,000

Lunch Partner (exclusive)

- Exclusive branding of the post-race lunch for all participants
- Logo recognition included on:
 - Event T-shirt
 - Event website
 - Stadium jumbotron

\$4,000

TAX-DEDUCTIBLE AMOUNT \$4,000

Kid's Zone Partner (exclusive)

- Exclusive branding of the Kid's Zone at the event
- Logo recognition included on:
 - Event T-shirt
 - Event website
 - Stadium jumbotron

\$3,000

TAX-DEDUCTIBLE AMOUNT \$3,000

Parking Lot Partner (exclusive)

- Exclusive branding of the parking lot at the event
- Logo recognition included on:
 - Event T-shirt
 - Event website
 - Stadium jumbotron

\$2,500

TAX-DEDUCTIBLE AMOUNT \$2,500

Celebration Garden Partner (exclusive)

- Exclusive branding of the Celebration Garden at the event
- Company name recognition on:
 - Event T-shirt
 - Event website
 - Stadium jumbotron

\$1,000

TAX-DEDUCTIBLE AMOUNT \$1,000

Water Station Partner (3 available)

- Exclusive branding on a water station along walk/run route
- Opportunity to provide giveaways to walkers along course
- Opportunity to provide volunteers at branded water station

Additional donation opportunities

\$10 Celebration Garden Sign

TAX-DEDUCTIBLE AMOUNT: \$10

Sign to be displayed in the Celebration Garden, select your preferred location below:

- Northwestern Medicine Living Well Cancer Resources Geneva
- Northwestern Medicine Living Well Cancer Resources Warrenville

Donation to Living Well

100% tax deductible donation to support the supportive oncology programs and services at Living Well.

Sponsorship Deadline

For inclusion on event website, signage and T-shirt, all logos, we must receive name preferences and messages no later than **August 23** (recommended image size for logos is 250px by 100px).

For questions or to become a sponsor, please contact nmwalkand5k@nm.org.