



**MAY
16TH**

**MOUNT SAINT
MARY PARK**
CORNER OF PRAIRIE/RT. 31
ST. CHARLES, IL

5K
**BEER
RUN**

WHO IS PROJECT MOBILITY

Project Mobility is the charitable arm of The Bike Rack in St. Charles. Project Mobility's mission is to make a positive difference in the lives of children, adults and wounded soldiers with disabilities. This is made possible by providing the services, resources, and equipment needed to promote better health, independence, and the freedom of mobility through adaptive cycling.

Project Mobility was formed in 2002 by Founder Hal Honeyman. Hal's interest in adaptive cycling - bicycles for people with disabilities - was spurred when his own son Jacob was born with Cerebral Palsy. Hal wanted to find a way for Jacob to join the family when bicycle riding. After Jacob's needs were met, Hal found a demand for adaptive cycling and this led to the formation of Project Mobility.



Adaptive Bike Giveaway 2018 recipient Junior & his son

EVENT DETAILS

Purpose: The purpose of Hops for Hope 5K is to raise awareness and funding to support Project Mobility and their mission. Project Mobility is a non-profit 501(c)(3) organization that provides the freedom of mobility through adaptive cycling to children, adults and wounded soldiers with disabilities.

Each adaptive bike ranges from \$3,000 to \$5,000 depending on the abilities of the individual. Your support in the form of a sponsorship will bring us closer to our goal.

Logistics: Hops for Hope 5K is a twist on the traditional 5K! It is a timed and certified 5K that will start at Mount Saint Mary Park in St. Charles and head south towards Geneva through Wheeler Park on the path and end back at Mount Saint Mary Park. Post 5K there will be an Award Ceremony with live entertainment, local restaurants, sponsors and more beer!

Throughout the 5K there will be six local craft brewery vendors handing out 3-ounce beer samples to the runners. Once at the Awards Ceremony runners/walkers will be able to receive 2 pints of their favorite beer they sampled along the course.

Hops for Hope 5K 2019 was the third year and had over 700 runners/walkers! We anticipate over 1,000 runners/walkers for 2020!



Why? Why not!? What better way to raise money for a local charity, increase physical activity, support small businesses and drink some delicious craft beer!

SPONSORSHIPS

AT A GLANCE

Presenting - \$4,000

Lanyard - \$2,500

Media - \$2,000

Water Stop - \$1,500

ID Check - \$1,000 **SOLD!**

Awards Ceremony - \$1,000 **SOLD!**

Food Ticket - \$750

Bronze - \$550

Packet Pick-Up - \$350 **SOLD!**

Exhibitor Table - \$250



Mayor of St. Charles Ray Rogina
participating in Hops for Hope 5K 2019

Food Vendor - \$100

**SOLD! Beer Vendor 5K &
Awards Ceremony** - Beer Donation

HOPS FOR HOPE 5K BEER RUN

SPONSORSHIP OPPORTUNITIES

	BEER VENDOR In-Kind ONLY 6 AVAILABLE SOLD!	FOOD VENDOR \$100 ONLY 4 AVAILABLE
Large signage at Refueling Station	✓	
Refuel Station during 5K	✓	
Race Entries for company representatives	✓ 4 FREE Race Entries 20% off any additional entries	✓ 2 FREE Race Entries 20% off any additional entries
Facebook shout-out	✓ 2 Shout-Outs	✓ 1 Shout-Out
Logo on Event website	✓	✓
Logo on event t-shirt	✓	✓
10x10 vendor space at Awards Ceremony	✓	✓
Marketing opportunities in runners bags	✓	✓



[illegible]

EXTRAS

EXPLAINED

Presenting: As a Presenting Sponsor, you will receive the highest sponsorship recognition. Along with your business getting recognized with every mention of Hops for Hope 5K. Along with the opportunity to speak during Awards Ceremony to all participants and the largest vendor space in prominent location during Awards Ceremony.

Lanyard: As the Lanyard Sponsor you will have your logo imprinted on the lanyards that ALL participants and sponsors will wear during the duration of Hops for Hope 5K Awards Ceremony.

Water Stop: As a Water Stop Sponsor you have the opportunity to “host” a water stop with company name/logo displayed, with company employee’s friends and/or family manning the water station during the 5K (Minimum of 2 people).

Awards Ceremony: As the Awards Ceremony Sponsor you will host Awards Ceremony with a guarantee every participant coming into contact with your brand/product. You will be at the entrance of the Awards Ceremony where every participant must enter after the 5K (they will all be getting their wristbands checked by a volunteer at your booth). Once they have been checked you can pass out a 3 oz. sample to each runner (if brewery). To enter the area they will have to go past your booth.

ID Check: As the ID Check Sponsor you will host ID Check in the designated area and supply samples to the participants, once their ID is checked by Project Mobility Basset certified volunteers. This sponsorship ensures each participant will come into contact with your brand and product since everyone must get their ID checked.

IMPORTANT

INFORMATION

- Deadline to sponsor Hops for Hope 5K is **April 16, 2020** with COI
- Notification of sponsorship commitment level, payment, and high resolution logos must be received when contract has been signed in order to be on any/all printed materials
 - *The earlier you commit to a sponsorship the more time and exposure your business will receive
- Upon receipt of payment sponsorship will begin (ex. Facebook post, listed on website, etc.)
- Items to be included in the runner's packets (brochure, pen, keychain, etc.) are optional but highly recommend. They must be delivered to The Bike Rack no later than May 4, 2020
- Please email the completed Registration Form and your company logo as a high resolution file to Katherine Reda at katherine@projectmobility.org. Your form can also be mailed if you prefer (see below).
- Payment options are credit/debit card (electronic invoice will be sent) or a check can be made out to Project Mobility. It can be mailed/dropped off with your completed form (pg. 8) to:

Project Mobility
Attn. Katherine Reda
2930 Campton Hills Road
St. Charles, IL 60175

REGISTRATION

INFORMATION

<input type="checkbox"/> Exhibitor Table	\$250	<input type="checkbox"/> Water Stop Sponsor	\$1,500
SOLD! <input type="checkbox"/> Packet Pick-Up	\$350	<input type="checkbox"/> Media Sponsor	\$2,000
<input type="checkbox"/> Bronze Sponsor	\$550	<input type="checkbox"/> Lanyard Sponsor	\$2,500
<input type="checkbox"/> Food Ticket Sponsor	\$750	<input type="checkbox"/> Presenting Sponsor	\$4,000
SOLD! <input type="checkbox"/> ID Check Sponsor	\$1,000	<input type="checkbox"/> Food Vendor ~ Awards	\$100
SOLD! <input type="checkbox"/> Awards Ceremony Sponsor.	\$1,000	SOLD! <input type="checkbox"/> Beer Vendor ~ 5K + Awards	IN-KIND

Would you like to make an additional donation? \$ _____

TOTAL \$ _____

CONTACT INFORMATION FOR PAYMENT

Name _____ Company _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

METHOD OF PAYMENT

☐ Check ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

**Credit/Debit Card Payments Will Receive an
Electronic Invoice**