

13th Annual

May 1, 2021



ILLINOIS
marathon

2021 Mile Sponsor Program



In Partnership with United Way
of Champaign County



Own a piece of the race

- Your \$1,000 donation to the United Way will make you a Mile Sponsor of the Christie Clinic Illinois Marathon.
- Support your community by picking which United Way charity receives half of your donation (see agency list on page 4). The race picks a United Way charity to receive the other half.
- Provide 10 course team volunteers on your mile and the race will donate \$100 more to your designated United Way charity.

All mile sponsors receive

- Company name on a specific mile marker
- Opportunity to set up music or other entertainment along the company mile
- Brand exposure with your company logo on the race website and in the official Race Guide
- Two complimentary race entries
- Two complimentary tickets to the pasta dinner
- Two invitations to all sponsor events



The Mile Sponsor Program is not only great marketing, it is also a great way to involve your company/organization in giving back to the community by participating in the greatest race in Central Illinois! Runners love to be cheered on by fans along the route. Let them know who your company or business is.

For more information or to arrange sponsorship, contact **Kathy Atchley**, kathyatchley3@yahoo.com, 217/369-3219.

As a 2021 mile sponsor of the Christie Clinic Illinois Marathon, your company will "host" one mile on the course and receive the following additional benefits:

- Your company/organization will be recognized as a Mile Sponsor of the Christie Clinic Illinois Marathon.
- Your company will receive two (2) free race entries, two (2) complimentary tickets to the pasta dinner, and two (2) invitations to all sponsor events.
- Your company name and logo will appear on a specific mile marker.
- Your company logo will appear on the race website, in the Official Race Guide, in the Media Guide, at the expo, and at the finish line.

For more information or to arrange sponsorship, contact:

Kathy Atchley
kathyatchley3@yahoo.com
217/369-3219

Check out the website at
illinoismarathon.com



Mile Sponsor Program

Company/Organization Name

Contact Person

Address

City/State/Zip

Telephone

Fax

Email

I would like to be a mile sponsor of the 2021 Christie Clinic Illinois Marathon—\$1,000

Returning Sponsor: YES NO

Please make checks payable to United Way of Champaign



Return this form with payment to:

Christie Clinic Illinois Marathon
PO Box 262, Champaign, IL 61824-0262

Fax: 217/363-3163

Preferred Mile # _____

1st choice

2nd choice

3rd choice

Your United Way recipient: _____

Payment Method: Check enclosed Send invoice

Printed name

Signature



Mile Sponsor Program

Ideas for Mile Sponsors

Mile Sponsors can do as little or as much as they want to make their mile unique and memorable. The race committee is also available to help with development.

- Make your entire mile fun, festive, and clean.
- Recruit “cheerleaders”—loud, enthusiastic, and inspiring supporters.
- Provide entertainment on along the course.
- Provide additional signage to promote your company.

While it is important to promote your business and entertain the runners, we want to make sure that the rhythm and safety of the race is maintained. Therefore, we cannot allow anything or anyone onto the race course that would slow the runners down or cause them to be distracted. Aid stations are already part of the race event, so your company does not need to provide drinks to participants. In order to coordinate course entertainment, it is important that we know if your plans include any music or other entertainment.

In order to prepare the race course for each mile sponsor, it is important that the form below be returned with your payment/registration information.

Mile #	Company/Organization
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Please describe in detail your plans, if any, for additional signage, or ways you are planning to promote your company as a mile sponsor.

Our mile coordinator is available to help you make your mile special. If you would like some help or have any questions about what is allowed as a mile sponsor, please contact Kathy Atchley at 217/369-3219.

This form must be returned by April 1, 2021, to be included in the official Race Guide.



Mile Sponsor Program

United Way Charities

American Red Cross

Anabel Huling Early Learning Center

Big Brothers Big Sisters

Boy Scouts of America Prairielands Council

Catholic Charities of the Diocese of Peoria

Center For Youth & Family Solutions

Champaign County CASA

Champaign-Urbana Schools Foundation

Community Service Center of NCC

Courage Connection

Crisis Nursery

Cunningham Children's Home

Daily Bread Soup Kitchen

Developmental Services Center

Don Moyer Boys & Girls Club

DREAAM House

Eastern Illinois Foodbank

East Central Illinois Refugee Mutual

Assistance Center

Family Advocacy Center

Family Service of Champaign County

Girl Scouts of Central Illinois

Greater Community AIDS Project

Habitat for Humanity

Land of Lincoln Legal Assistance

Mahomet Area Youth Club

Peacemeal Program

Promise Healthcare

Promise Healthcare Dental Center

Prosperity Gardens

RACES-Rape, Advocacy, Counseling,
Education and Services

Rosecrance

Salt and Light

Stephens Family YMCA

The Reading Group

The Salvation Army

University of Illinois YWCA

University YMCA