



2024 Season Sponsorship Opportunities

ILLINOIS BREWERY RUNNING SERIES

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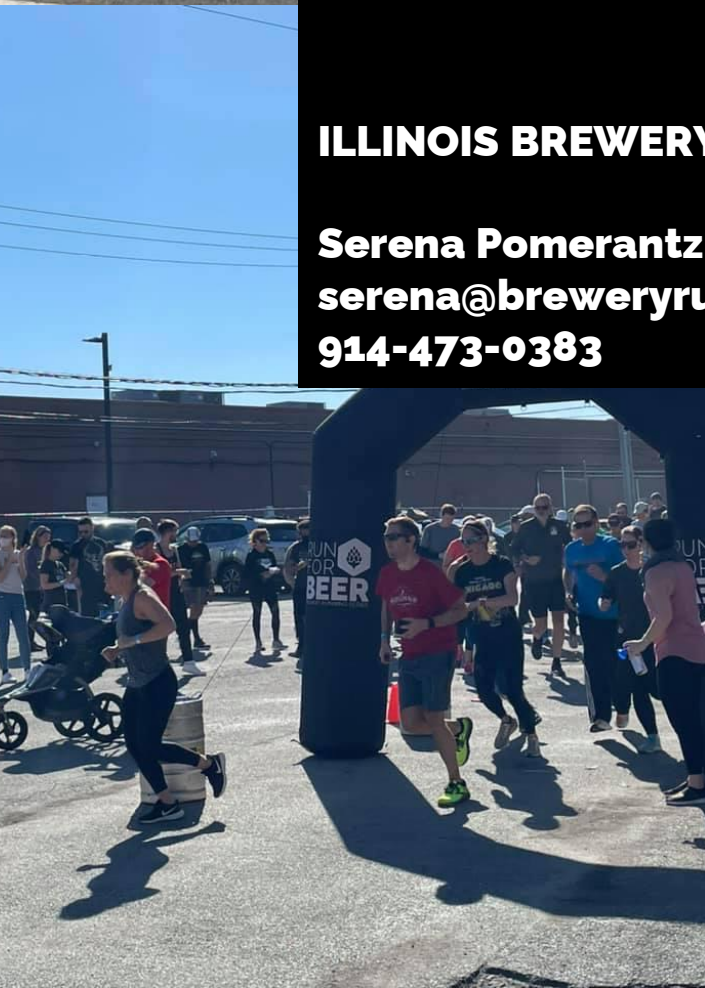


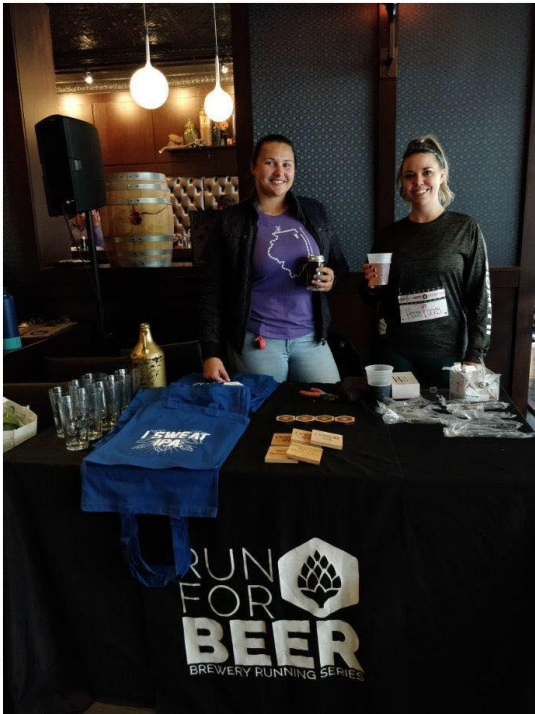
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About Us

**Founded in 2012 in Minneapolis, MN
and in 2016 in Chicago, IL, we love
having fun, being active, and giving
back to our local community!**



About the Illinois Brewery Running Series

Our Motto

**Be Active.
Have Fun.
Give Back.**

This comes through in everything we do. We are very proud to give 10% of proceeds back to the community, \$500,000 and counting!



Our Story

Our inaugural event was held at Goose Island (SOLD OUT!). We quickly expanded to a series of 5k-ish fun runs that start and end at breweries. Locally-based teams now execute ~300 events per year in 20+ states. Our events encourage healthy activity, show off support for local businesses, and raise funds for nonprofits.

When Are The Events?

Typically Saturday and Sunday mornings with the run starting from the taproom at 10AM or 11AM and the event naturally wrapping up around 12PM or 1PM, though most participants stick around for more beer. Our season will run April-December.

See page 6 for the complete 2024 Schedule!



**Did you hear? We're now in more states!
Learn more at breweryrunningseries.com**

Demographics

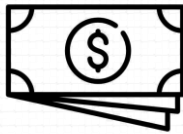
About Our Series Participants



30-55

Primary Age Range

Every event attracts runners from 21 years of ages to retirees, and even families with small children.



\$100K+

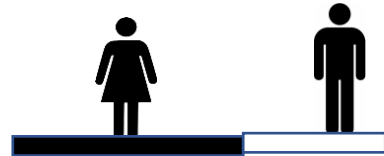
Average Income

Whether on their own, or party of a company outing, the average income over event attendees exceeds \$100K per household.



ACTIVE LIFESTYLE

Our runners could be training for marathons, or more likely, running/walking their first 5k. Either way, it doesn't stop them from enjoying some craft beer!



65% Female

Composition

Events feature a great crowd of individuals, families, bachelorette parties, and more.



LOCAL

Majority of our runners reside in metro area + 1st tier suburbs. Our events take place state-wide, providing opportunities to target runners in their hometown!



RUN FOR BEER

EST



2016

ILLINOIS BREWERY RUNNING SERIES



APR 28	SOLEMN OATH BREWERY LOGAN SQUARE
MAY 4	TEMPERANCE BEER CO EVANSTON
JUN 1	MIDWEST COAST BREWING CO WEST TOWN
JUN 5	GOOSE ISLAND BREWING CO > GLOBAL RUNNING DAY FULTON MARKET
JUN 9	REVOLUTION BREWING LOGAN SQUARE
JUN 16	MARZ COMMUNITY BREWING CO BRIDGEPORT
JUN 23	RAVINIA BREWING LOGAN SQUARE
JUL 14	UNE ANNÉE/HUBBARD'S CAVE NILES
JUL 20	THE PERCH WICKER PARK
JUL 21	ELMHURST BREWING CO ELMHURST
JUL 28	SKETCHBOOK BREWING CO SKOKIE
AUG 10	ILLUMINATED BREW WORKS NORWOOD PARK
AUG 11	ERIS BREWERY & CIDER HOUSE OLD IRVING PARK
AUG 17	TAKE FLIGHT SPIRITS > SPRINT FOR SPIRITS SKOKIE
AUG 24	TWO BROTHERS TAP HOUSE WARRENVILLE
SEP 8	BEGYLE BREWING RAVENSWOOD
SEP 21	PRINTER'S ROW BREWING JEFFERSON PARK
SEP 22	FLAPJACK BREWERY BERWYN
SEP 28	ALARMIST BREWING SAUGANASH
OCT 6	ONE LAKE BREWING OAK PARK
OCT 27	SPITEFUL BREWING > BOOS & BREWS HALLOWEEN SR RAVENSWOOD
DEC 8	0.5K HOLIDAY WINTER DASH > BETWEEN GOOSE ISLAND BEER CO & MIDWEST COAST BREWING WEST TOWN



**SCHEDULE ALWAYS SUBJECT TO CHANGE



Join us for 5k-ish, fun run courses that all start and end at local breweries. Participants get a craft beer at the finish line, collector's swag and of course, tons of fun!

Be active. Have fun. Give back! A portion of all event proceeds support local nonprofits.



GET MORE INFO AND REGISTER AT
www.breweryrunningseries.com/illinois

FOLLOW US @ILBREWERYRUN



SCAN ME



Sponsorship Information

ILLINOIS BREWERY RUNNING SERIES



Sponsorship Types

Live on site, or many miles away? One event or the full season? We're happy to accommodate the style that works best for you.



PREMIER SEASON SPONSOR MAXIMUM EXPOSURE – BEST VALUE!

Series sponsors get elevated placement & marketing throughout the whole year. This includes a designated space at events, inclusion in all digital and print marketing campaigns, and co-branding opportunities. Ideal for companies that want to increase brand awareness & impressions (est 2M/yr) with an audience in our market (~35 yrs, high-income, active enthusiast). Great for athletic brands, food companies, and community-oriented businesses like banks or grocery stores.



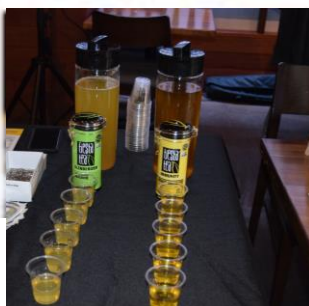
ON-SITE PICK AND CHOOSE!

Pick and choose individual races to have a live presence, whether it be 1 or 20 events. Customize this live marketing presence based on what works best for you! We are flexible in finding fun ways to make your brand stand out. Ideal for companies that want trial of product and/or interaction with participants – past partners have been chiropractors, fitness studios, food companies and more.



À LA CARTE SPONSORSHIPS TARGET YOUR SPONSORSHIP!

Not able to staff a live event on the weekends, or looking to add even more value to your sponsorship? Our À la Carte opportunities create flexibility and increased exposure to promote your brand. Learn more on page 11.



IN KIND HIGH VALUE, LOW COMMITMENT

We continually strive to add value to our events and in-kind donations are an easy way to build exposure and push promotions. Win, win! These may be product samples, promotional items, or branded merchandise. Ideal for companies that don't have the time or resources to be onsite, but want to be a part of the Series.

Premier Season Sponsor

Benefits of Full Season Sponsorship– Best Value!

Unique Perks

- **Table space at unlimited 2024 IL Brewery Running Series events.**
- **Choice of 1 complimentary Gold Level à la carte option. (See Page 11 for more info)**
- **Discounted additional a la carte options. (See Page 11 for more info)**
- **Listing on BRS website (2M+ visitors/year)**
- **Inclusion in electronic and social media communications (8-9M impressions expected in 2023)**
- **Repetitive brand impressions throughout events and season**
- **8 free event entries (\$240 value)**
- **Family/friend/team code for additional discounted registrations at any event**
- **Color logo on printed race maps throughout the season**
- **Shout-out during on-site announcements!**
- **Event photography**
 - **Post-event social posts**
 - **Use the photos as you like - they're yours too!**
- **National attention; many of our events attract 10-15% of registrations from out-of-state. We have sister Series in 20 other States**

Price: \$2,000 / Season



Race Day

What it means to have on-site presence

ON-SITE RACE DAY SPONSORSHIP PERKS:

- Table space
- Interact live with participants
- Opportunity to host Race Bib station to encourage interaction with runners before the run
- Option to include item in post-run raffle
- Color logo included on printed race map.
- Link and logo inclusion in pre- and post-event communication (email and social posts)
- Shout-out during on-site announcements!
- Event photography
 - Post-event social posts
 - Use the photos as you like - they're yours too!
- Free beer for company representatives!

Add à la carte options on Page 11 to increase your exposure even more during events, or get your brand in front of runners when you can't be there in person!

Price: \$130/Event

"6-Pack" Price: \$650 for 6 events of your choice



A La Carte

Pick what works best for you! Options available from single event to entire season sponsorships!

SPONSORSHIP ITEMS	DESCRIPTION	PRICE PER EVENT	PRICE FOR 6-PACK	FULL SEASON	PREMIER PARTNER PRICE
Start Line Tape	The first and last thing seen at each race, get your brand in start and finish line pictures by having your logo on the start line tape.	\$50	\$125	\$325	\$150
Water Jugs	The safe havens along the course and at the taproom, Refresh and hydrate the runners - a life saver on hot days!	\$75	\$275	\$625	\$425
Printed Race Maps	Guide everyone along their 5 kilometer journeys and they'll be thanking you when they cross the finish line. Get your logo on the printed course maps and in a special social post!	\$75	\$275	\$625	\$425
Mile Markers	Let your brand tell people just how far along the course they are and how close they are to their next beer. Visibility to each runner at every mile of the course.	\$225	\$525	\$1225	\$950
Live Music	Sponsor the life of the party! Bring the joy of live local music to the event with your name front and center.	\$225	\$775	\$2050	\$1050
Branded Course Arrows	Get your name in the hands of volunteers and in front of runners on all corners and major intersections along the 5k route!	\$350	\$1100	\$2050	\$1000
Coffee Sponsor	As we like to say at the Brewery Running Series, "But first, coffee." Supply runners with a daily energizing dose, and get your logo on the coffee cups, in their hands, and in their hearts.	\$250	\$1100	\$2000	\$1500
Race Bib	Worn by every runner - your logo won't leave the runners' sides along the route, around the taproom, and in their photos forever.	\$550	\$1100	\$2050	\$1500
Banner on Gantry	Greet runners as they return from the run, and have a prominent spot in event photos!	\$550	\$2050	\$4000	\$2500

*Indicates Premier Gold Sponsorship Opportunity. Can be selected as a la carte option included in Premier Sponsorship.

**Indicates price of additional a la carte options after the first gold level item has been selected.



In-Kind

High Value, Low Commitment!

The in-kind option provides unique opportunities to promote your brand to participants without the time/monetary commitment of other sponsorship options.

Raffle

Raffle items are shown off and described to the entire audience. You choose which events and how many to give away at each! Donate items for free exposure!

Swag Table

Smaller items? Get them physically in the hands of every participant. Events generally have 100-150 total runners, based on the capacity of the event's taproom.



Contact

**Interested?
Questions?
Let us know!**

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