



The Jeanine Nicario Memorial Fund For Literacy

203 W. Hillside Road
Naperville, IL 60540-5689

Align your brand with a good cause: Become a 2016 G.L.O.W 5K Sponsor!

FAST FACTS:

- Last year 4000+ people attended the G.L.O.W. 5K Run including runners, spectators and volunteers
- The event is family-friendly with an emcee, live band, food and beverages
- Trophies are awarded for top runners, group participation, and best glow costumes
- Residents along the race route cheer the runners and decorate their homes
- Sponsorship signs are seen all over the event area, including the race route and the back of each runner shirt
- \$40,000 in funds raised from the 2015 event were awarded to private and public schools in District 203/204 (which serve Naperville and portions of Bolingbrook, Lisle and Aurora) as well as the DuPage Children’s Advocacy Center

SPONSOR BENEFITS:

As a sponsor, your generous donation will be publicly acknowledged before, during, and after the event through promotional announcements, flyers, our website, and race shirt.



WHERE DO SPONSORSHIP DOLLARS GO?

\$350,000 in grants awarded by our Fund since 1996 include:

- Initial grant and annual funding of the “Born to Read” program for parents of newborns at Edward Hospital
- Author in Residence programs (local author visits) for individual elementary and middle schools
- Funding for teachers to attend valuable, recognized Literacy conferences/workshops
- Numerous pre-school literacy programs
- Resources for Special Education/English Language Learners (ELL) programs to increase literacy involvement between the home and school
- Literacy/technology grants at the elementary through high school levels

SIGN UP TODAY!

To help enhance literacy in our community and make the 2016 G.L.O.W. 5K Run/Walk for Reading a successful event, please return the enclosed sponsorship form or sign up online with your commitment: www.nicaricoliteracyfund.org

Sponsorship deadline is **April 1, 2016** or when all spots are full.

“Our grant supported 550 students and their families in a shared, month-long reading experience of classic literature involving nightly reading paired with home and school activities. It allowed us to unite our entire school community around positive interactions related to literacy.”

- Angela Matteson, 4th/5th grade Teacher, River Woods Elementary

Questions? Contact:
Tracey Nelson, Race Director
630.615.9036
naperglow5K@gmail.com

The Nicario Family
Tom & Pat,
Chris Roy & Kathy Brown
Jeanine Nicario Memorial Fund
for Literacy
630.464.6194
info@nicaricoliteracyfund.org

Give Literacy an Opportunity to Win!





Sponsor Levels

Sponsor Benefits	Star \$10,000	Diamond \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250	Friends \$100
Special recognition at opening ceremony and race announcements	X	X	X	X			
Opportunity to make an announcement/message to race attendees	X	X	X				
Logo visibility on Run T-shirts (Vector logo required (ai or eps file))	top line	top line	1 st line	2 nd line			
Name on Run T-shirts	logo	logo	logo	logo	large print	small print	
Presence on JNMFL website (jpg, png, tif, ai, eps or PDF files accepted)	logo	logo	logo	logo	large print	small print	small print
Prime location for sponsor table handouts	X	X	X	X**	X**	X**	X**
Sign recognition on race course or at event	X	X	X	X**	X**	X**	
Premium parking privileges at event	4 spots	3 spots	3 spots	1 spot			
Inclusion of marketing material or samples in event goody bags	X	X	X	X	X	X	X
Free entry Race Participant	4 entries	3 entries	2 entries				

*Gifts are tax deductible within the limits of the law 501(C)(3). **Sponsor to provide own table, banner/signage.

G.L.O.W. Sponsorship Form
Jeanine Nicarico Memorial Fund for Literacy

Please complete the following form by April 1, 2016

Business Name: _____

Business Contact Name : _____

Email Address: _____

Phone: _____

Address: _____

Company logo file for Gold Level or higher: Yes or No

Table Space at Registration? Yes or No (please circle one)

In Kind Donation: _____

Electronic Runner Bag (coupon, business card, promotion, etc..) :

	Star Sponsor - \$10,000
	Diamond Sponsor - \$5000
	Platinum Sponsor - \$2500
	Gold Sponsor - \$1000
	Silver - \$500
	Bronze - \$250
	Friends of the Fund - \$100

Attach check payable to: **Nicarico 5K Run.**

Please mail this information to or online at www.nicaricoliteracyfund.org.

G.L.O.W. 5K Event

Jeanine Nicarico Literacy Fund

203 W. Hillside Dr.

Naperville, IL 60540

Or go online to www.nicaricoliteracyfund.org or www.naperglow5k.com to
be a G.L.O.W. 5K Sponsor

Thank you for **G**iving Literacy an **O**ppportunity to **W**in in our community!