



**A SPORT FOR  
EVERYONE,  
FOR LIFE!**

# **2023 SUMMER SPONSORSHIP GUIDE**



**USATF**  
ILLINOIS

**Face-to-Face Opportunities**

**Diverse Audience**

**Multiple Ways to Engage**

***usatfillinois.org \* 708-522-7090***

# WELCOME TO USATF



Dear Potential Sponsor:

The USA Track & Field Illinois Association (USATF IL) is pleased to host several competitions throughout summer 2023. These competitions will welcome athletes of all ages, their coaches, and spectators!

As a volunteer-driven, not-for-profit organization, we rely heavily on financial assistance to ensure the successful execution of these events and provide competitive opportunities for all track and field athletes.

USATF IL has created several sponsorship opportunities to optimize your company's exposure. We have a diverse consumer audience, multiple ways to engage, and several benefit levels to choose from. We can also customize a package that fits your unique business goals.

We hope that you will support USATF IL and take advantage of some of these benefits. More importantly, your participation will assist us with advancing our mission to encourage, improve, and promote the sport of track and field in the State of Illinois and in the Illinois Association.

For more information on sponsorship opportunities, including donations and in-kind support, please contact [usatfil@sbcglobal.net](mailto:usatfil@sbcglobal.net) or [tricia@otrtevents.com](mailto:tricia@otrtevents.com).

Sincerely,

A handwritten signature in black ink that reads "Brenda Kimbrough".

Brenda Kimbrough  
USATF Illinois Association President

# 2023 Summer Events



2023 USATF Illinois Masters & Open Outdoor Track & Field Championships

**June 3, 2023**

**University of Illinois**

100 athletes plus coaches and spectators



USATF Illinois Junior Olympic Track & Field Champs

**June 23-25, 2023**

**University of Illinois**

650 athletes plus coaches and spectators



USATF Region 7 Track & Field Champs

**July 6-9, 2023**

**University of Illinois**

600 athletes plus coaches and spectators

*Athletes from Illinois & Indiana!*



Midwest Legends Relay Invitational

**August 5, 2023**

**Benedictine University**

*Inaugural competition for all ages with participants for all states in the Midwest!*

# ***SPONSOR BENEFITS***

<b>1</b>	<b>Vendor Space</b>	During the competitions, sponsors will have an opportunity to display and sell product or services. Display tables will be made available at packet pickup which is the location where all athletes, coaches and parents visit to retrieve their competition materials.
<b>2</b>	<b>In-Stadium Announcements</b>	The competition announcers are the most important voices of the competition. They provide play-by-play action, provide important event information, and excite the crowd. Announcements are 15 second live reads.
<b>3</b>	<b>Online Advertising</b>	USATF Illinois has over 1000 unique users and 3500 page visits during competition months. There are several online advertising opportunities including home and sponsor pages and all USATF Illinois social media properties.
<b>4</b>	<b>Email Blasts</b>	Athletes, coaches, and officials rely heavily on email to receive deadline information, event rules, and information on local area attractions. "The Sponsor Spotlight" gives you exclusive messaging and additional branding.
<b>5</b>	<b>Packet Pickup Inserts</b>	Packet Pickup is the first location athletes, coaches and parents visit when arriving to competition. Here they receive all competition materials and updates on any last-minute changes. Competition packets are a great place to include company materials.
<b>6</b>	<b>Event Signage</b>	Banners may be placed through the competition to provide sponsors additional visibility. Plus, with photos taken by patrons daily, your company name and logo can be captured in keepsakes for years to come.

# USATF Illinois Association Sponsorship Opportunities

USATF Illinois has close to 3000 loyal, well-educated, youth & adult members. We have sponsorship opportunities to optimize your company's exposure before this consumer audience.

## Premiere Association Sponsor - \$3,000 - Exclusive

- Large logo on [www.usatfillinois.org](http://www.usatfillinois.org) home page and logo and message on sponsor page
- Banner hung at all 2023 Summer Events (provided by business)
- Full page/Full Color packet pickup insert
- Vendor space at all 2023 Summer Events
- Three (3) Dedicated emails to USATF Illinois membership database. Message with link to email will be simulcast on all social media properties.
- Two (2) daily in-stadium announcements at all Summer 2023 Events.
- Two (2) Complimentary admission wristbands to all 2023 Summer Events
- Company name listed in "Thank You Sponsors" messaging in USATF Illinois Summer Championships Recap Email

## Gold Level Sponsor - \$2,000 - Unlimited

- Logo and message on [www.usatfillinois.org](http://www.usatfillinois.org) sponsor page
- Full Page/Full Color packet pickup insert
- Vendor space at all 2023 Summer Events
- Two (2) Dedicated emails to USATF Illinois membership database. Message with link to email will be simulcast on all social media properties.
- One (1) daily in-stadium announcements at all Summer 2023 Events.
- One (1) Complimentary admission wristband to all 2023 Summer Events
- Company name listed in "Thank You Sponsors" messaging in USATF Illinois Summer Championships Recap Email

## Silver Level Sponsor - \$750 - Unlimited

- Logo and message on [www.usatfillinois.org](http://www.usatfillinois.org) sponsor page
- ½ Page/Full Color packet pickup insert
- One (1) Dedicated email to USATF Illinois membership database. Message with link to email will be simulcast on all social media properties.
- One (1) daily in-stadium announcements at all Summer 2023 Events.
- Company name listed in "Thank You Sponsors" messaging in USATF Illinois Summer Championships Recap Email

## Bronze Level Sponsor - \$500 – Unlimited

- Logo and message on [www.usatfillinois.org](http://www.usatfillinois.org) sponsor page
- ½ Page/BW packet pickup insert
- One (1) daily in-stadium announcements at all Summer 2023 Events.
- Company name listed in "Thank You Sponsors" messaging in USATF Illinois Summer Championships Recap Email

Please contact [tricia@otrtevents.com](mailto:tricia@otrtevents.com) or [usatfil@sbcglobal.net](mailto:usatfil@sbcglobal.net) indicating your sponsorship level of interest. A formal agreement and payment instructions will be communicated at that time. We also welcome monetary and in-kind donations.

**THANK YOU FOR YOUR SUPPORT!**