

HOW



5K SPONSORSHIP PACKET



RUN TO END HOMELESSNESS

TOGETHER, WE CAN MAKE A DIFFERENCE IN CHICAGO



DATE

OCT. 18, 2026



LOCATION

HORNER PARK

EVENT CONTACT

JULIE VILLAGOMEZ

JVILLAGOMEZ@HOW-INC.ORG



HOW

ABOUT US

Since 1983, HOW's mission has been to empower individuals and families across Chicago to break the cycle of poverty and homelessness. We offer a variety of services, including employment, youth and housing programs for thousands of Chicagoans every year. **At HOW, we believe that housing is a human right.** At a time when federal funding has become increasingly uncertain, the support of our community is more important than ever in keeping our community housed.

That's where this event comes in. For the past several years, the HOW 5K has brought together people from across the country to support that mission through social media, crowdfunding, and in-person celebrations. Please join us in supporting our neighbors and improving the health and stability of our communities through housing. **Your community is counting on you.**

2025 COMMUNITY IMPACT



1400+

CLIENTS SERVED



700+

HOUSEHOLDS
SUPPORTED



150+

CLIENTS
LANDED JOBS

SPONSORSHIP PACKAGES

Partner with HOW and make a lasting impact in Chicago.

HOW PARTNER (\$1,500)

- Complimentary registrations for up to 4 race participants, 4 race t-shirts
- Billing of name and logo on HOW's 5k Plus t-shirt and in select event materials
- Featured in social media posts on Facebook and Instagram
- Recognition in pre- and post-event marketing and PR materials
- Recognition in agency annual report

HOW BENEFACTOR (\$2,500)

- Complimentary registrations for up to 6 race participants, 6 race t-shirts
- *All previously listed benefits*

HOW CHAMPION (\$5,000)

- Complimentary registrations for up to 8 race participants, 8 race t-shirts
- Billing of name and logo on HOW's 5k Plus t-shirt and in select event materials
- Exclusive social media posts on Facebook and Instagram
- Recognition and sponsor acknowledgment at race start and post-race event
- *All previously listed benefits*

HOW HERO (\$10,000)

- Complimentary registrations for up to 10 race participants, 10 race t-shirts
- Billing of name and logo on HOW's 5k t-shirt and in all event materials
- Sponsored social media post feature on Facebook and Instagram
- Follow-up feature in HOW's monthly newsletter
- *All previously listed benefits*

PRESENTING SPONSOR (\$20,000)

- Complimentary registration for up to 20 race participants and 20 race t-shirts
- Name-branded race – prominent billing of name and logo as 'Presenting Sponsor' on HOW's 5k t-shirt and in all event materials (website, bibs, signage, emails)
- The opportunity to speak or share a prerecorded message at the post-race event
- *All previously listed benefits*



PLEASE REPLY BY 9/18/26 TO BE LISTED ON OUR 5K T-SHIRT.

QUESTIONS? CONTACT JULIE VILLAGOMEZ AT 773-465-5770 EXT. 239.

HOW



HOW

SPONSORSHIP PROPOSAL HOW 5K

THANK YOU FOR YOUR INTEREST!

CHICAGO THRIVES WHEN WE LOOK OUT FOR EACH OTHER

EVENT POINT OF CONTACT

JULIE VILLAGOMEZ

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