



SPONSORSHIP PROPOSAL

BOTY 5K TURKEY RUN

SUNDAY
NOVEMBER 9, 2025
UNION STOCKYARDS GATE





Executive Summary



We are excited to invite you to partner with us for the 3rd Annual Back of the Yards 5K Turkey Run/Walk! This family-friendly event promotes health, wellness, and community connection by creating a safe and welcoming space for residents of all ages. Together, we aim to address health disparities in the neighborhood while strengthening community bonds through physical activity, celebration, and shared pride.

Event Overview

- Date: Sunday, November 9, 2025
- Location: Stockyard Industrial Park, Chicago, IL 60609
- Expected Attendance: 1,000+ participants
- Target Audience: Families, health enthusiasts, runners

Sponsorship Objective

Our goal is to create a mutually beneficial partnership that enhances your brand visibility and reinforces your commitment to health and wellness.





About Us



Founded in 1939, the Back of the Yards Neighborhood Council (BYNC) is one of the nation's oldest community-based organizations. For over 85 years, BYNC has advanced community-driven development, advocated for equity, and created opportunities for families to thrive in the Back of the Yards/New City neighborhood. Our mission is to enhance the well-being of all residents, organizations, and businesses in our service area. Events like our annual 5K Turkey Run/Walk reflect this mission—promoting health, family fun, and community pride while supporting the ongoing transformation of Back of the Yards.

Some of our programs include:

- BYNC Mexican Folklore Dance Troupe
- Computer Technology Center
- Special Service Area (SSA) management
- Senior Shuttle Bus
- Youth services
- Industrial retention efforts
- Retail development
- Employment placement assistance





Sponsorship Packages

Race Date: Sunday, November 9 at 8am

Gravy Level - \$500

- 3 runner registrations
- Company logo on the 5K website
- Company logo on the 5K t-shirt
- Company logo included in electronic race communications

Cornbread Level - \$1,000

- 5 runner registrations
- Company logo on the 5K website
- Company logo on the 5K t-shirt
- Company logo included in electronic race communications
- Promotion on BYNC social media

In Kind Donation of Goods - \$100 minimum

- Company logo displayed at both water stations and/or food station
- Company logo on the 5K website

Turkey Leg Level - \$2,500

- 8 runner registrations
- Company logo on the 5K website
- Company logo on the 5K t-shirt
- Company logo included in electronic race communications
- Promotion on BYNC social media
- Recognition by event speakers
- Recognition in BYNC newsletter

Wishbone Level - \$5,000

- 10 runner registrations
- Company logo on the 5K website
- Company logo on the 5K t-shirt
- Company logo included in electronic race communications
- Promotion on BYNC social media
- Recognition by event speakers
- Recognition in BYNC newsletter
- Featured in race highlight video



To purchase a sponsorship, please scan the QR code and fill out the interest form, or for direct inquiries, please contact Michelle Ramirez at mmramirez@bync.org/773-627-7365



Sponsorship Benefits



Brand Exposure

Community Engagement

Media Coverage

- 35% of the total population is under the age of 17, presenting an opportunity to reach families and engage with a young and active audience
- 85.8% Hispanic population
- Approximately 5,000 households
- Concentrated buying power for the area is \$164.4 million
- High-value networking opportunities for those looking to establish relationships with other event sponsors and local stakeholder
- Build goodwill, enhance brand loyalty, and position yourself as trusted community partners



Our Contact

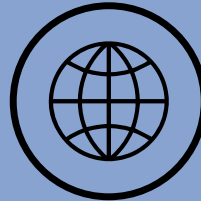


5K Event Director: Michelle Ramirez



Phone Number

(773) 627-7365



Website

<https://bync.org/>



Email

mramirez@bync.org



BYNC Headquarters

4555 S. Ashland Ave.
Chicago, IL 60609



To purchase a sponsorship, please scan the QR code and fill out the interest form, or for direct inquiries, please contact Michelle Ramirez