




25th Annual
 RICKY BYRDSONG MEMORIAL
RACE AGAINST HATE
 YWCA EVANSTON / NORTH SHORE

2024 SPONSORSHIP OPPORTUNITIES

Demonstrate your support to thousands from across Chicagoland and the country who come together to honor the legacy of Ricky Byrdsong and support YWCA Evanston/North Shore's mission and work at the **largest social justice event of it's kind in the nation!**

Sunday, June 16, 2024 | Father's Day
 7:30 AM at FLOYD LONG FIELD, EVANSTON, IL

Combating hatred in all its forms

With the rise in instances of hate-based crimes in the U.S., coming together to support work in the areas of racial justice and violence prevention is critical.

YWCA Evanston/North Shore is honored that you are interested in supporting our annual Ricky Byrdsong Memorial Race Against Hate. **Now in its 25th year, Race Against Hate is the largest social justice run/walk event of its kind in the U.S.** and sends a powerful message that we are united in our commitment to end racism, hate, fear, and intolerance throughout our communities.

Race Against Hate memorializes Ricky Byrdsong, former Northwestern University men's basketball coach and Vice President of Community Affairs at Aon Corporation, who was murdered by a white supremacist in July 1999 while walking with two of his young children in his Skokie neighborhood. Because of Ricky's lifelong love of sports and his compelling work with young people in the community, the Race was launched by his widow, Sherialyn Byrdsong, and family and friends in 2000 to honor his legacy and bring attention to the need to combat hatred in all its forms. The Race was entrusted to YWCA Evanston/North Shore in 2007.

We look forward to discussing the details of race sponsorship with you and learning more about what your organization values most.

Chereese R. Ledet
President and CEO, YWCA Evanston/North Shore

WE CAN'T WAIT TO HEAR FROM YOU!

Contact Michele Lacy, Director Grants and Corporate Relations at mlacy@ywca-ens.org or call **224-420-3264** to discuss sponsorship opportunities.



SCAN ME

Ready to get commit? Use the QR code or [bit.ly](https://bit.ly/rahsponsorform) link below to complete our online sponsorship commitment form and we will follow up with you to confirm details and next steps.

Visit bit.ly/rahsponsorform



Ricky Byrdsong

Byrdsong Family

“It is impossible to express with words the feelings of joy and pride that my children and I experience each year as we see thousands of people come together to Race Against Hate. Together we can turn tragedy into victory.”

-Sherialyn Byrdsong

Why Sponsor the Race?



Commitment! Demonstrate your organization's commitment to racial justice and equity while supporting YWCA's ongoing work in these areas.



Reach! Over 3,500 participants annually from the Chicagoland area and other parts of the country at the largest event of its kind in the U.S.



Impact! Sadly, since Byrdsong's death in 1999, the number of hate crime-related murders and mass shootings in the United States is on the rise. Proceeds from Race Against Hate are used to further the mission of YWCA Evanston/North Shore and our efforts in the areas of racial justice and violence prevention.





Thousands from all over Chicagoland run and walk in unity against racial hatred and violence!

RICKY BYRDSONG MEMORIAL RACE AGAINST HATE Participation History and Outlook

Participation 2019-2023*

Year	10K	5K	Walk	Youth Mile	TOTAL
2019	644	2,039	1,031	427	4,147
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	497	1,511	1,078	398	3,484
2023	608	1,609	1,165	325	3,707

*Due to the COVID-19 pandemic, modified race in place events took place in 2020 and 2021 to ensure the safety of the participants in alignment with CDC guidelines.



2024 / 25th Annual Celebration Participation Goals

10K	5K	Walk	Youth Mile	TOTAL
650	1,900	1,300	350	4,200

Geographic Breakdown of Race Participants

Community	Percentage
Evanston/North Shore	71%
Chicago	15%
Northwest Suburbs	10%
West & Southwest Suburbs	2%
Down state, out of state, international	2%

2024 Race Against Hate Sponsorship Packages:

	PRESENTING \$25,000	PRINCIPAL 10K Course \$10,000	PRINCIPAL 5K Course \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1000	BRONZE \$500
General Advertising/Marketing/PR							
Name-branded race: entire race and all promotional materials marketed with "Presenting Level" sponsor title	•						
Recognition in paid digital and print ads	•	•	•	•			
Mention YWCA event press release(s)	•	•	•	•			
Logo on 5,000 race bags <i>(distributed at packet pick-ups and on Race day)</i>	•	•	•	•			
Logo on back of 5,000 tech t-shirts <i>(distributed at packet pick-ups and on Race day)</i>	•	•	•	•	•		
Right to indicate sponsorship within your own marketing materials (sponsor promo toolkit will be provided)	•	•	•	•	•	•	•
Print/Collateral							
Logo placement on publicity banners in North Shore community in advance of the Race	•						
Logo placement on 300 lawn signs (distributed and displayed in months leading up to the Race)	•						
Logo recognition on printed registration form for on-site registrations	•	•	•	•			
Recognition on flyers and posters distributed throughout Chicagoland area	Logo	Logo	Logo	Logo	Listing	Listing	
Recognition on post-event "Thank You" banner displayed at corner of Church/Ridge in Evanston	Logo	Logo	Logo	Logo	Listing	Listing	
Digital Promotion							
Recognition in Race Against Hate promotional emails	Logo	Logo	Logo	Listing			
Social media (Facebook, Instagram, and LinkedIn)	•	•	•	•	•		
Recognition on YWCA Race Against Hate website	•	•	•	•	•		
Recognition on Race Against Hate QGiv event site	•	•	•	•	•	•	•
On-Site Event Exposure							
Logo on start/finish banner	•						
Stage appearance on Race Day	•						
Logo branding on 10K or 5K course		•	•				
Company team tent on field with logo signage	•	•	•	•			
Recognition from the stage (event MC, sponsor acknowledgment)	•	•	•	•	•		
Logo on banner on fencing along Race course	•	•	•	•	•	•	
Opportunity to include promotional item in race bags OR to add a coupon/ad/discount offer on the Race website and in promotional emails	•	•	•	•	•	•	
10'x10' space on field on Race Day <i>(includes 1 table/2 chairs. Tent also included for \$5000 and up.)</i>	•	•	•	•	•	•	•
Employee Engagement and Experience							
Complimentary registrations	30	20	20	15	10	5	2
"Concierge" registration support	•	•	•	•			

New this year!
Sponsor a large LED screen on Race day for \$5,000 with "Presented by" messaging

RICKY BYRDSONG MEMORIAL RACE AGAINST HATE

Corporate (\$2500+) Sponsorship History

2023 Sponsors

Presenting (\$25,000)

Thermoflex Corporation

Platinum (\$5,000)

Enterprise

Thresholds

JCLicht

Rotary International

Gold (\$2,500)

Acquirent

Baker Demonstration School

Barnes and Thornberg

Beacon Academy

BMO

Dreamtown Realty

Evanston Animal Hospital

Evanston Community Bank & Trust

Hagerty Consulting

ML Group

NorthShore University Health System

Oakton Community College

Roycemore School

St Matthews Episcopal Church

Tenneco/Federal-Mogul

Wellness Revolution

Westminster Place

2022 Sponsors

Presenting (\$25,000)

Thermoflex Corporation

5K Principal Sponsor (\$15,000)

Enterprise

10K Principal Sponsor (\$10,000)

Baxter

Platinum (\$5,000)

JCLicht

Loyola Academy

Rotary International

Gold (\$2,500+)

AthletiCo Physical Therapy

Acquirent

Avidor

Barnes & Thornburg

Beacon Academy

Blink Fitness

Dreamtown Realty

Evanston Animal Hospital

Evanston Community Bank & Trust

Hagerty Consulting

Nature's Perspective Landscaping

North Shore Country Day School

NorthShore University HealthSystem

Mark Vend

Murphy's Fit

St. Matthews Episcopal Church

Tenneco/Federal-Mogul Corporation

Valli Produce

Wesley Realty Group

Westminster Place

Winning Smile Dental Group

2020 and 2021

Pandemic Heroes

the sponsors who stood with us when an in-person Race Against Hate was not possible:

Baxter International

Berkshire Hathaway/Koenig Rubloff

Dynamic Colors

Enterprise

Evanston Community Bank and Trust

Evanston Community Foundation

Evanston Running Club

Hagerty Consulting

Illinois Bone and Joint Institute

Mark Vend

MB Real Estate

Medline Industries

Morgante Wilson

North Shore Country Day School

NorthShore University Health Systems

Romano Wealth Management

Rotary International

Thermoflex Corporation

Trilogy Inc.

Trulee Evanston

Unitarian Church of Evanston

Walsh Natural Health

Warren W. Cherry Preschool

Winning Smile Dental Group

Race Against Hate Promo Material Examples



8.5" x 5.5" (Half page) flyers

10,000+ distributed across the Chicagoland area



11" x 17" Posters

500+ posted across the Chicagoland area

YOUR LOGO/LISTING HERE!

Race Against Hate Swag Examples



2022 Race T-shirt, front and back



Race Bags



Press and Media



RICKY BYRDSONG MEMORIAL RACE AGAINST HATE Past Press Coverage from 20th Annual Celebration in 2019

(Similar coverage anticipated in 2024 for the 25th Annual Celebration)

- [Chicago Tribune: 20 years after Ricky Byrdsong was murdered, the Race Against Hate continues in Evanston: 'It's a living demonstration of the power of love over hate](#)
- [FOX32 Chicago: Ricky Byrdsong's death at the hands of a white supremacist still prevalent 20 years later](#)
- [CBS2 Chicago: Hundreds Race Against Hate In Memory Of Northwestern Basketball Coach Ricky Byrdsong](#)
- [Chicago Tribune: Race Against Hate looks to bring community together: 'We refuse to be stymied'](#)
- [ABC7 Chicago: The Race Against Hate continues in Evanston 20 years after Ricky Byrdsong's murder](#)



About YWCA Evanston/North Shore

YWCA Evanston/North Shore (E/NS) is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. Established in 1931, we are a nonprofit organization that works to stand up for social justice and strengthen local communities. We serve more than 8,000 people annually in northern Cook County through our Domestic Violence, Equity Institute, Economic Advancement, and Flying Fish Aquatics programs.

Proceeds from Race Against Hate are used to further the mission of YWCA Evanston/North Shore, in particular our efforts in the areas of racial justice and violence prevention. Your sponsorship of the Race helps support the following YWCA E/NS programs and initiatives:

- **Building Healthy Relationships** - a relationship violence prevention curriculum designed to give young people the social-emotional skills they need to treat one another with respect, stop bullying, and prevent violence
- **Community Engagement and Events** - Forums and events, including racial healing workshops and events, Race Against Hate, Unite Against Racism, and keynote expert discussions, which offer individuals the opportunity to come together around current issues of racial justice
- **Becoming Equitable Institutions (BEI)** - Our Equity Institute delivers customized equity consultations for businesses and organizations to assess all aspects of the workplace—recruitment, hiring, employee engagement, client experience, HR policies, and more—through an equity lens, complete with action plans, custom training, and follow-up evaluation.
- **Alternatives to Violence** - Our 26-week learning and education group for those who have caused harm provides the opportunity and skills to change the behavior, beliefs, and attitudes that support their use of violence against intimate partners.
- **40-Hour Domestic Violence Training** - YWCA E/NS is an approved ICDVP training site for 40-hour domestic violence training that provides a solid base of knowledge for anyone working with individuals affected by domestic violence using a trauma-informed lens.
- **Equity Training and Workshops** - Racial equity trainings for groups and individuals who want to deepen their understanding of equity and learn actions they can take to level the playing field.
- **Comprehensive Sex Education** - students learn about consent and determine their boundaries in a neutral environment, empowering them to gain the knowledge, confidence, and communication skills to make healthy relationship choices and seek support if a relationship is harmful.



Check out our FY2023 Annual Impact Report to learn more about our work!



ywca-ens.org/our-impact