

5th annual BIG FISH BALL June 9, 2010



Sponsorship opportunities

Northern Pike - \$25,000

- Top billing as presenting sponsor on all promotional materials
- Company logo prominently featured on the save-the-date, invitation, program, event webpage, and all three Crain's advertisements
- Full page ad in the event program
- Custom signage and special recognition at the Big Fish Ball
- Two tables of VIP seating for a total of 20 guests, plus parking
- Tickets to the after-party boat cruise (9 p.m.) for 20 guests
- Name listed on an annually updated plaque at Friends' McCormick Bridgehouse & Chicago River Museum
- Complimentary rental of the Bridgehouse Museum for a corporate event

Rainbow Darter - \$10,000

- Logo featured on invitation, program, webpage, and all three Crain's ads
- Name featured on all other promotional materials as a lead sponsor
- Half-page ad in the event program
- Custom signage at the event
- One table of premium seating for a total of 10 guests
- Tickets to the after-party boat cruise for 10 guests
- Name listed on annually updated plaque at the Bridgehouse Museum

White Perch - \$7,000

- Logo included on invitation, program, and webpage
- Name featured as a sponsor on post-event Crain's ad
- Quarter-page ad in the event program
- One table of preferred seating for a total of 10 guests
- Name listed on annually updated plaque at the Bridgehouse Museum

Bluegill - \$3,500

- Name listed on invitation, program, webpage, and post-event Crain's ad
- One table of seating* for 10 guests
- Name listed on annually updated plaque at the Bridgehouse Museum

A portion of sponsorship is tax-deductible. You may waive some or all of the benefits above and the amount of your support that is tax-deductible will increase. Please contact Suellen Burns at (312) 939-0490, ext. 19, for more information.

EXPOSURE

Invitation: 5,000

Mailed to current and prospective supporters who represent a diverse range of professional and personal backgrounds

Crain's Chicago Business Ads: 3

Two pre-event ads promoting the Big Fish Ball and sponsor participation; one post-event supporter recognition ad

Program: 500

Distributed to Big Fish Ball guests and used for broader promotional purposes for the subsequent 12 months

Attendees: 400

Prominent and diverse group of corporate, civic, and community leaders

Updated Mar-10

* Preferred seating is available at \$7,000 and above.

Friends of the Chicago River

BIG FISH BALL

Highlights from 2009

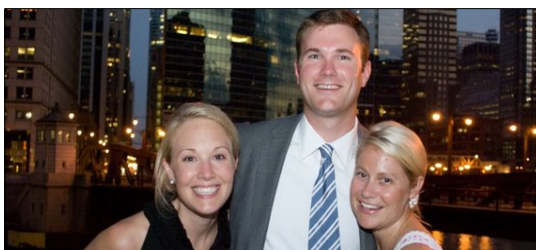
The fourth annual Big Fish Ball on June 24 was a spectacular success! Despite the challenging economy, Friends of the Chicago River raised more than \$186,000 and increased our net income 7% over last year.

The summer evening festivities included stylish outdoor dining, live Chicago River animals, and much more. Remarks by host Chris Kennedy of Merchandise Mart Properties, a rousing performance by ALYO Children's Dance Theatre, and an after-party boat cruise were among the highlights. Our backdrop was the spectacular city skyline and Wolf Point, where the North Branch, Main Stem, and South Branch of the Chicago River converge.

Some of Chicago's most prominent and diverse leaders in the civic and corporate communities were among the 350 guests who attended, including presenting sponsor Aon as well as 27 additional sponsors.

PricewaterhouseCoopers lauded, "The Big Fish Ball is our favorite event every year. The venue along the Chicago River, nestled amid the glittering and soaring skyscrapers of Chicago, is an absolutely unique and special experience. Our clients love it!"

Aon said, "Congratulations on another terrific gala. The entertainment, food and drink, and boat cruise combined to make it the most unique event held in Chicago. At Aon, we take great pride in giving back to the communities in which we do business. Sponsoring this flagship event by Friends of the Chicago River is an ideal way to demonstrate our company's commitment to preserving and enhancing the river -- one of the city's greatest assets. Greg Case, our president and chief executive officer, was proud to be an honorary chair for this very special event."



SPONSORS

Northern Pike
Aon

Rainbow Darter
Crain's Chicago Business
General Iron Industries
Merchandise Mart Properties, Inc.
Ozinga Ready Mix Concrete, Inc.
Phil Stefani Signature Events
Shoreline Sightseeing

White Perch
Classic Color
Bruce B. Jefferson
Kirkland & Ellis LLP
Stellar Productions, Inc.
WRD Environmental

Bluegill
Burke, Warren, MacKay & Serritella, P.C.
The Care of Trees
Clune Construction
Grubb & Ellis Company
Hines
McCormick Foundation
Harold M. and Adeline S. Morrison Family Foundation
O'Briens Riverwalk Café
PricewaterhouseCoopers
Prime Group Realty Trust
Rise Group
Skidmore, Owings & Merrill LLP
Superior Ambulance Service, Inc.
Sven and Julie Sykes
Wight & Company
Winston & Strawn LLP

Friends of the Chicago River



BIG FISH BALL

Sponsorship reply form



Please complete the information below to help Friends of the Chicago River properly recognize your participation.

I want to be part of this spectacular event as a sponsor! Select one:

- Northern Pike - \$25,000
- Rainbow Darter - \$10,000
- White Perch - \$7,000
- Bluegill - \$3,500

For recognition purposes, list my name or company as:

I would like to discuss sponsorship benefits further. Please call me.

Contact information

Name _____

Company _____

Address _____

City, State and Zip _____

Daytime phone _____ Email _____

Payment method

My check made payable to Friends of the Chicago River is enclosed.

Please charge my credit card. Select one:

- American Express
- Discover
- MasterCard
- VISA

Card number _____

Expiration date _____ 3-4 digit security code _____

Name on card and/or billing address if different than above

We will send a check separately. Expect it in approximately _____ weeks.

Please send an invoice.

Return this form to:

Big Fish Ball Sponsorship
FRIENDS OF THE
CHICAGO RIVER
28 E. Jackson, Suite 1800
Chicago, IL 60604
Fax: (312) 939-0931

For questions or additional information, contact:

Suellen Burns
Director of Development
T: (312) 939-0490, ext. 19
E: sburns@chicagoriver.org

Replying by April 1, 2010 will ensure your name/ company's name is included on the event invitation.

Friends of the Chicago River