

**12th annual
CHICAGO RIVER FLATWATER CLASSIC
Paddle & Pedal
Sunday, September 18, 2011**

*We've Moved! We're now on the scenic
North Branch of the Chicago River!*

Overview



Who

Friends of the Chicago River and hundreds of paddlers, pedalers, volunteers, and spectators. From first-time paddlers to avid bikers and from families to corporate teams, Flatwater Classic participants power down the river *or* the bike trail - either competing for the first place medal, or just enjoying the beautiful scenery.

What

The Chicago River Flatwater Classic is the only canoe and kayak race on the Chicago River. The race begins with our Corporate Team Challenge, and then opens up to individual racers and non-competitive participants.

For 11 years, Friends of the Chicago River has been hosting the Flatwater Classic to create visibility around the importance of improving our water quality standards by showing that hundreds of people use the Chicago River recreationally. And we were successful! Our ever growing presence on the Chicago River helped convince the Illinois Pollution Control Board that we need new water quality standards.

We've moved the Flatwater Classic to the North Branch to create the same level of visibility around dam modification. Paddlers will portage two dams on their way to the finish line - and we're working to convince the Forest Preserve District of Cook County to take the plunge and remove them to enhance fish and paddler passage. Built in the early 1900's, these dams serve no purpose today and in fact, severely inhibit fish and paddler passage along the North Branch.

Where

The race starts just south of the Willow Road Dam in the Skokie Lagoons. Paddlers make their way 6½ miles downstream to the finish line in Linne Woods. While navigating the meandering flow of the North Branch, paddlers will go through scenic Forest Preserves (perfect for wildlife spotting). Pedalers will race 13 miles around the Skokie Lagoons, and right alongside the Chicago River on the North Branch Bicycle Trail.

Why become a sponsor

Participants in the Flatwater Classic share the affinity for healthy living, outdoor recreation, and a clean, accessible, and thriving Chicago River. Through event sponsorship, your company positions itself as a champion of these same values.

In return for your support, sponsors can take advantage of substantial market exposure, an unrivaled team-building experience for your employees, and much more.

Race quick facts

Course length: 6 ½ miles (paddle)
13 miles (pedal)

Start time: 10:00a.m.

Average finish time: 1½ to 2 hours

Age range: Six to 85+ years old

Race classes: 17 U.S. Canoe Association-sanctioned boat classes

Friendly Float: The non-competitive heat

States represented in 2010: 10

Finish line activities: Music, refreshments, vendors, sponsor displays, and more



Friends of the Chicago River

28 East Jackson, Suite 1800 • Chicago, Illinois 60604-2272
tel 312.939.0490 • fax 312.939.0931 • www.chicagoriver.org

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Sponsorship Opportunities



Presenting sponsor - \$25,000 *Thank you NAVTEQ*

- Top billing as presenting sponsor on all Flatwater Classic promotional materials, including media releases
- Company logo prominently featured on registration materials, event webpage, Facebook, t-shirt (front and back), e-news, event report, and Crain's ad
- Custom signage at the race start *and* finish lines
- VIP recognition at the finish line plus booth space
- Two Corporate Challenge teams
- Name listed on an annually updated plaque at Friends' McCormick Bridgehouse & Chicago River Museum
- Complimentary rental of the Bridgehouse for a corporate event

Race sponsor - \$7,500

- Logo featured on registration materials, event webpage, Facebook, e-news, t-shirt, event report, and Crain's ad
- Name on all other promotional materials as a lead sponsor, including media releases
- One Corporate Challenge team
- Name listed on Friends' annually updated donor plaque at the Bridgehouse
- Two complimentary tickets to Friends' Big Fish Ball gala

Corporate Team Challenge (Paddle) - \$1,500

- Name featured on event webpage, t-shirt, event report, and Crain's ad
- Ten complimentary passes to the Bridgehouse
- Name on the annually updated donor plaque at the Bridgehouse

Corporate Team Challenge (Pedal) - \$1,250

- Name featured on event webpage, t-shirt, event report, and Crain's ad
- Ten complimentary passes to the Bridgehouse
- Name on the annually updated donor plaque at the Bridgehouse

Cruise sponsor - \$500

- Name included on the event webpage, t-shirt, and event report
- Booth space at the finish line
- 25% discount on race entry fees

A portion of your sponsorship will be tax-deductible. You may choose to waive some or all of the benefits above and the amount of your support that is tax-deductible will increase. Contact Mary Beth Sova at (312) 939-0490, ext. 19, or msova@chicagoriver.org for more information.

EXPOSURE

Crain's Chicago Business:

Post-event supporter
recognition ad

Registration materials: 3,300

Mailed to prospective race
participants and downloadable
from the event webpage

T-shirts: 500

Worn with pride by Flatwater
Classic participants and
volunteers at the event and on
many occasions following

Website: 3,000 views per month

E-News: 3,000 recipients

Facebook: 12,000 views per
month

Attendees: 650

Over 350 paddlers and pedalers,
from avid racers to corporate
teams to families and friends; 150
volunteers; and 150 spectators

Event report: 3,700

Mailed to race participants as well
as Friends of the Chicago River
members and our broader network
of contacts

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Corporate Team Challenge



While your team has worked hard together to win the big deal and may have even competed together in sporting events, have you ever canoed the watery canyons of the Chicago River? Or raced down the North Branch Bicycle Trail? As a sponsor of the Flatwater Classic at the \$1,250 level or above, you have the unique opportunity to participate in the Corporate Team Challenge, the headline component of the race.

Whether you prefer to get on the water, or stay in dry land, the Corporate Team Challenge will be a day to remember. Teams of ten compete for the trophy in this beautiful and scenic, yet challenging, race. While navigating the meandering flow of the North Branch, paddlers will go through scenic Forest Preserves (perfect for wildlife spotting). Pedalers will race 13 miles around the Skokie Lagoons, and right alongside the Chicago River on the North Branch Bicycle Trail.

The victorious team wins the right to display the Flatwater Classic trophy at its place of business for one year. In 2010, 2009, 2008, and 2006 PricewaterhouseCoopers claimed the coveted trophy as its own. Previous winners also include NAVTEQ, Ozinga, Marsh Environmental, and Ernst & Young. The Corporate Team Challenge is a fun competition that brings out the best in your team.

What you receive

Friends provides each paddling team with five standard, two person canoes, paddles, life jackets, and instruction. Friends provides each pedaling team with helmets and instruction - *please note that you must bring your own bike for the pedaling component*. Once at the finish line, all team members are treated to lunch and receive a t-shirt to commemorate their achievement.

What to expect

Corporate teams arrive at Skokie Lagoons by 9 a.m. to pick up their gear, and begin to strategize their victory. After receiving on-land instructions, paddling teams carry their canoes to the launch for on-the water training before the race begins. The whistle sounds at 10 a.m. and teams set off, paddling or pedaling hard to be the first to cross the finish.

How it works

To ensure you are able to reserve your space, please:

1. Review the sponsorship opportunities enclosed. Choose the \$25,000, \$7,500, \$1,500, or \$1,250 (pedalers only) level to be eligible for the Corporate Team Challenge.
2. Start building your team. Teams must be co-ed, including 3 or more women, to participate competitively. *Non-competitive teams are welcome, too!*
3. Sit back and wait for September.

Recent Select Sponsors

- AECOM Environment
- The Boeing Company
- Chicago Park District
- CNA
- Erehwon
- GaiaTech
- General Iron Industries
- The John Buck Company
- McDonnell, Boehnen, Hulbert & Berghoff, LLP
- MWH
- NAVTEQ
- Ozinga
- PricewaterhouseCoopers
- Quarles & Brady, LLP
- REI
- Schulze & Burch Biscuit Co.
- Wendella Sightseeing and Chicago Water Taxi

"We sponsor the Flatwater Classic because it supports improvement of one of the most unique assets of this great city the Chicago River – while simultaneously strengthening the connection between our employees and this city. Being part of the vibrant Chicago cityscape is one of the things that attracts the right talent to NAVTEQ. Giving those employees a chance to play together and cheer one another on is part of how we tighten that bond and, for that, there's nothing better than the Flatwater Classic."

— Larry Kaplan, CEO, NAVTEQ

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Sponsor Reply Form



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

- I want to champion healthy living and outdoor adventure as a Chicago River Flatwater Classic sponsor! Select one:
- Presenting sponsor - \$25,000 **Thank you NAVTEQ**
 - Race sponsor - \$7,500
 - Corporate Team Challenge (paddle) - \$1,500
 - Corporate Team Challenge (pedal) - \$1,250
 - Cruise sponsor - \$500

For recognition purposes, list my name or company name as:

_____ please print

- I would like to discuss sponsorship benefits further. Please contact 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

Name as appears on card _____ please print

Card number _____

Expiration date _____ 3-4 digit security code _____

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

Return this form to:

Flatwater Classic Sponsorship
FRIENDS OF THE CHICAGO RIVER
28 E. Jackson Blvd., Ste. 1800
Chicago, IL 60604
Fax: (312) 939-0931

For questions or additional
information, please contact
Meshawn Ayala

Constituency Relations Developer
Phone: (312) 939-0490, ext. 18
Email: mayala@chicagoriver.org

Replying no later than August 19, 2011
will ensure your name/company's name
is included on event promotional
materials.

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