

11th annual CHICAGO RIVER FLATWATER CLASSIC Sunday, October 3, 2010



Overview

Who

Friends of the Chicago River and nearly 1,000 paddlers, volunteers, and spectators. From first-time paddlers to avid racers and from families to corporate teams, Flatwater Classic participants power down the river in standard canoes and kayaks as well as 26-foot Voyageur replica boats.

What

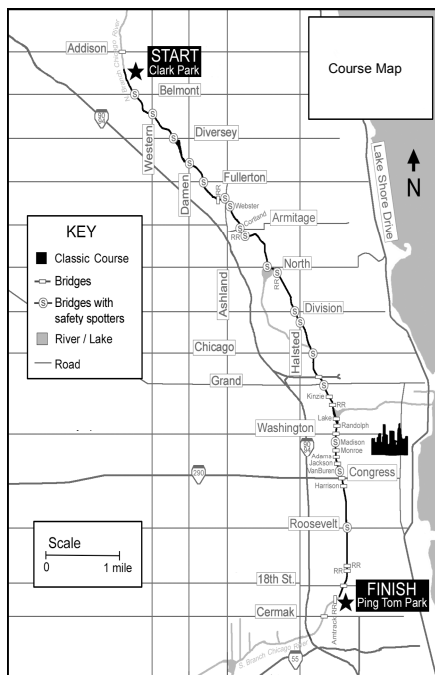
The Chicago River Flatwater Classic, the only canoe and kayak race on the Chicago River. The race begins with our Voyageur Challenge, in which 10 to 12 corporate teams compete for the trophy. The race then opens up to hundreds of individual racers and non-competitive participants.

When

Sunday, October 3, 2010

Where

Paddlers begin the 7¼ mile course at Clark Park (3400 N Rockwell) and paddle south to the finish at Ping Tom Memorial Park in Chinatown (300 W 19th St). Along the way, participants enjoy all of the visual splendor that the Chicago River has to offer, including the wooded riverbanks of north side neighborhoods, industrial corridor surrounding Goose Island, and awe-inspiring vista of downtown as seen from the river.



Race quick facts

Course length: 7¼ miles

Start time: Voyageurs 10 a.m.
Individuals 10:04 a.m.

Average finish time: 1½ to 2 hours

Age range: Six to 85+ years old

Race classes: 24 U.S. Canoe
Association-sanctioned boat
classes

Friendly Float: The non-
competitive heat

States represented in 2009: 7

Cities represented in 2009: 79

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

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.

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Sponsorship Opportunities

Presenting sponsor - \$25,000

- Top billing as presenting sponsor on all Flatwater Classic promotional materials, including media releases
- Company logo prominently featured on registration materials, event webpage, t-shirt (front and back), event report, and Crain's ad
- Custom signage at the race start *and* finish lines
- VIP recognition at the finish line plus booth space
- Voyageur team *plus* participation for ten additional paddlers
- 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 - \$7,000

- Logo featured on registration materials, event webpage, t-shirt, event report, and Crain's ad
- Name on all other promotional materials as a lead sponsor, including media releases
- Voyageur team *or* participation for ten paddlers
- Name listed on Friends' annually updated donor plaque at the Bridgehouse
- Two complimentary tickets to Friends' Big Fish Ball gala

Voyageur sponsor - \$3,000

- Name featured on event webpage, t-shirt, event report, and Crain's ad
- Voyageur team *or* participation for ten paddlers
- Ten complimentary passes to the Bridgehouse
- Name on the annually updated donor plaque at the Bridgehouse

Cruise sponsor - \$1,250

- Name included on the event webpage, t-shirt, and event report
- Booth space at the finish line
- Participation for ten paddlers

We are also pleased to discuss sampling, retail tie-ins, information distribution, and additional exposure opportunities that will benefit sponsors at the "Presenting" and "Race" levels.

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 Suellen Burns at (312) 939-0490, ext. 19, or

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: 800

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

Attendees: 900

Over 400 paddlers, from avid racers to corporate teams to families and friends; 200 volunteers; and 300 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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Voyageur 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? As a sponsor of the Flatwater Classic at the \$3,000 level or above, you have the unique opportunity to participate in the Voyageur Challenge, the headline component of the race.

Aboard replicas of 17th century fur trading “Voyageur” canoes, teams of 10 (nine corporate team members and one *guvenale*, or trained steersman) work together to maneuver their craft through the river’s twists and turns. The course winds around Goose Island, under historic bridges, and through the majesty of Chicago’s Loop, which is all the more fantastic when experienced by canoe.

The victorious team wins the right to display the Flatwater Classic trophy at its place of business for one year. In 2009, 2008, and 2006 PricewaterhouseCoopers claimed the coveted trophy as its own. Previous winners also include NAVTEQ, Ozinga, Marsh Environmental (3 years in a row!), and Ernst & Young. The Voyageur Challenge is fun competition that brings out the best in your team.

What you receive

Friends provides each team with the 26-foot Voyageur canoe, paddles, life jackets, the *guvenale*, and instruction. Once at the finish line, all team members are treated to lunch and receive a t-shirt to commemorate their achievement.

What to expect

Voyageur teams arrive at Clark Park by 9 a.m. to meet their *guvenale*, choose their gear, and begin to strategize their victory. After receiving on-land instructions, 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 hard to be the first to cross the finish.

How it works

Because voyageur canoes are so unusual, there is a limited number of teams who can compete. To ensure you are able to reserve a boat please:

1. Review the sponsorship opportunities enclosed. Choose the \$25,000, \$7,000, or \$3,000 level to be eligible for the Voyageur 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 October.

Recent select sponsors and Voyageur teams

- 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
 - Race sponsor - \$7,000
 - Voyageur sponsor - \$3,000
 - Cruise Sponsor - \$1,250

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.
- Please send an invoice.

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
Kimberly Bevan
Outreach Program Coordinator
Phone: (312) 939-0490, ext. 15
Email: kbevan@chicagoriver.org

Replying no later than May 15, 2010 will ensure your name/company's name is included on all event promotional materials.