



www.ashanet.org/chicago/marathon

OUR MISSION

Our mission is to catalyze socioeconomic change in India through the education of underprivileged children. Here at Asha, we believe education to be the building block for progress. Currently, Asha for Education supports 350+ pre-primary and primary level educational projects across 24 states in India.

ASHA CHICAGO AND TEAM ASHA AT A GLANCE

By organizing the 5th annual Team Asha event, the Chicago Chapter of Asha for Education reasserts its commitment towards supporting social and economic change by breaking the cycles of poverty, illiteracy and child labor in India. The Chicago chapter currently supports 8 educational projects.

Our organization operates at minimal overhead costs and we work to achieve this goal through:

1. **100% Volunteer Status:** There are no paid employees or contract workers at Asha Chicago. Our efforts are initiated, planned and executed by our volunteers, who often even bear minor administrative expenses.

2. **Corporate Sponsorship:** This is where we need your support!

Perspective - Overhead costs for some very well known charity marathon teams average in the 20-30% range, hence much of their runners' fund raising efforts go towards covering these expenses and towards employee salaries.

Our Record - In 2008, Team Asha Chicago managed a 12% overhead rate through its volunteer efforts and generous corporate sponsorships.

Despite our best efforts, an event like Team Asha tends to run high in overhead costs due to recruiting/publicity efforts, race registration fees, running materials (such as providing gatorade to runners), and race day event costs. Our current estimated cost for Team Asha 2009 is around \$25,000. Help us raise funds to cover our event related expenses so that funds raised by our runners can be directed solely towards supporting our educational projects.

SPONSORSHIP DETAILS

We offer various levels of sponsorship based on your contributions.

BRONZE, "Brighter Days" sponsor

Contribution level: \$250-\$499

Benefits:

Your **corporate logo** and a **link to your official corporate website** will be displayed on the Team Asha website. Currently, our estimated site visits are at 2000.

Signs, banners, pamphlets, and brochures advertising your company/organization will be exhibited at the Team Asha events. Team Asha typically sets up 3 race day tents which are trafficked by thousands of runners and spectators, primarily comprised of Chicago land residents.

SILVER, "Taking Steps to Educate" sponsor

Contribution level: \$501-\$999

Benefits:

1. Your **corporate logo** and a **link to your official corporate website** will be displayed on the Team Asha website. Currently, our estimated site visits are at 2000.
2. **Signs, banners, pamphlets, and brochures advertising your company/organization** will be exhibited at the Team Asha events. Team Asha typically sets up 3 race day tents which are trafficked by thousands of runners and spectators, primarily comprised of Chicago land residents.
3. **Blog Blast.**
4. We offer a **race day goodie bag insert** which includes your company's brochures, business cards, product samples, etc. The goodie bag is distributed to all Team Asha runners, and is also available to their family/friends.

GOLD, "A Gift Of Education" sponsor

Contribution level: \$1000-\$2499

Benefits:

1. Your **corporate logo** and a **link to your official corporate website** will be displayed on the Team Asha website. Currently, our estimated site visits are at 2000.

2. **Signs, banners, pamphlets, and brochures advertising your company/organization** will be exhibited at the Team Asha events. Team Asha typically sets up 2-3 race day tents which are trafficked by thousands of runners and spectators, primarily comprised of Chicago land residents.
3. **Blog Blast.**
4. We offer a **race day goodie bag insert** which includes your company's brochures, business cards, product samples, etc. The goodie bag is distributed to all Team Asha runners, and is also available to their family/friends.
5. We also invite you to set up **booths in our race day tents** to advertise your company/product to runners and their supporters that turn up in impressive numbers.

PLATINUM, "The Champion Of Hope" sponsor

Contribution level: \$2500-\$4999

Benefits:

1. Your **corporate logo** and a **link to your official corporate website** will be displayed on the Team Asha website. Currently, our estimated site visits are at 2000.
2. **Signs, banners, pamphlets, and brochures advertising your company/organization** will be exhibited at the Team Asha events. Team Asha typically sets up 2-3 race day tents which are trafficked by thousands of runners and spectators, primarily comprised of Chicago land residents.
3. **Blog Blast**
4. We offer a **race day goodie bag insert** which includes your company's brochures, business cards, product samples, etc. The goodie bag is distributed to all Team Asha runners, and is also available to their family/friends.
5. We also invite you to set up **booths in our race day tents** to advertise your company/product to runners and their supporters that turn up in impressive numbers.
6. We also invite you to set up Posters/Banners at our Booth at the Chicago Marathon Expo , which will be trafficked by **40,000+** runners and volunteers
7. Additionally, as a Diamond-level sponsor, your **corporate logo** will be placed prominently on Team Asha Chicago Runners' t-shirts.
8. We will send out an Asha booklet to all Asha Chicago members at the end of the year outlining our accomplishments and future plans. As a Diamond level sponsor, your corporate logo will be advertised in this booklet.

Sponsor TeamAsha Chicago Today!

Sponsor Organization Name: _____

Street Address: _____

City/State/Zip: _____

Organization Name specified above will sponsor Team Asha Chicago at the following level:

(Please Choose One)

- Bronze . Brighter Days. - \$250 - \$499**
- Silver .Taking Steps to Educate. - \$500 - \$999**
- Gold . Gift of Education. - \$1000 - \$2499**
- Platinum . Champion of Hope. - \$2500 - \$4999**

Contact Name: _____

Contact Title: _____

Contact Email: _____

Contact Phone: (_____) _____ Contact Fax:
(_____) _____

Contact Signature: _____ Date: _____

Please fax this form back to us (866) 497-3735 and we'll be in touch asap! Thanks for your support!

Asha for Education Chicago Contact: _____

AfE Volunteer Role: _____

AfE Contact Signature: _____ Date: _____

Asha for Education is a 5013c recognized charitable organization.
Asha for Education, Chicago Chapter, PO Box 2283, Chicago, IL 60690-2283.