

2009
DAY OF THE DEAD
5K RACE IN PILSEN!



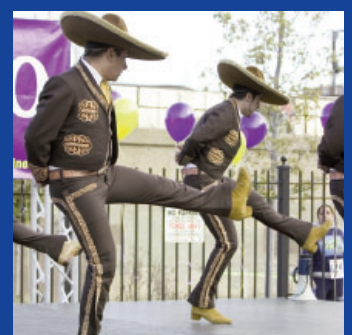
SPONSORSHIP
PACKAGE

Saturday
October 31, 2009



UNO

United Neighborhood Organization





UNO

United Neighborhood Organization



UNITED NEIGHBORHOOD ORGANIZATION

The United Neighborhood Organization is a community based organization that aims to improve the quality of life for Chicago's Latino residents. UNO's mission is to transform communities by challenging their leadership, people, and institutions to achieve their full potential.



OUR HISTORY

The United Neighborhood Organization (UNO) was established in 1984 by a group of community leaders and local priests seeking to engage Chicago's Hispanic neighborhoods.

Since these beginnings, UNO has viewed quality public education as a crucial component to success for the Hispanic population. Accordingly, UNO has worked to enhance Chicago's public education system over the past two decades, playing a central role in Chicago's school reform movement of the 1980's and instituting some of the city's most successful parent involvement programs throughout the 1990's. UNO takes its involvement in education to the ultimate level, putting its educational philosophies to the test by directly providing quality public education to students across Chicago.

UNDERSTANDING THE VISION & ASPIRATIONS OF ITS COMMUNITY



PROMOTING HEALTHY FAMILIES AND COMMUNITIES

UNO seeks to promote the health and well-being of our communities, while celebrating the rich traditions of Latin America with the next generation of Latino youth.

Join UNO for its 3rd annual "Day of the Dead" 5K run/walk and reach Latino families in Chicago through this cultural festival in Pilsen!

By sponsoring this growing annual tradition your company can reach the growing Hispanic Market through our various sponsorship packages



CHICAGO'S LATINO MARKET

- \$34.9 billion buying power in Illinois makes this market the third-largest Latino market in the country
- Latinos made up 28% of the Chicago's population as of 2006
- Median Latino Household income: \$41,494
- Hispanics have the highest labor force participation with 74% employment rate

UNO'S DAY OF THE DEAD 5K RUN/WALK

- Reach the brand-loyal Latino market in Chicago through the UNO Carrera de los Muertos 5k run/walk
- Target age groups from teens to adults 50+
- Expose your brand to a captive and receptive audience that includes families, community leaders, small business owners, and Chicago's running community.
- Receive instant feedback about your products or services at the festival



UNO SCHOOLS ARE LOCATED IN PRIMARILY LATINO NEIGHBORHOODS:

- Pilsen
- Little Village
- Gage Park
- Brighton Park
- Archer Heights



Race Sponsorship

PARTNER WITH CHICAGO'S THRIVING HISPANIC COMMUNITY

Sponsors provide the resources to make this an outstanding event. Becoming a sponsor will give your company significant exposure to thousands of participants and spectators from the multi-billion dollar Hispanic consumer market. UNO's Carrera De Los Muertos 5K brands your organization an active partner with the Hispanic community.

SPONSOR BENEFIT LEVELS	LEAD	Gold	Silver	Bronze	Race Patron
Top sponsor billing in paid advertising including radio, print & online	•				
Speaking opportunity on race day	•				
On-site product sales	•				
Tickets to the UNO Annual Banquet and verbal recognition at the Banquet	•				
Signage at Main Stage	•				
Recognition on banners at start and end of race with lead sponsors listed	•				
Opportunity to have pre-race registration at company location	•	•			
Name or logo in all race shirts	•	•			
Logo and name printed on posters to be displayed by local area businesses	•	•			
Logo on paid advertising for the race including print and electronic	•	•			
Mention in all media advisories/releases promoting the race	•	•	•		
Verbal recognition on race day	•	•	•		
Name or logo on event website	•	•	•		
Name or logo on race entry form and all race-related collateral	•	•	•		
Name or logo on e-blast promoting race	•	•	•		
Sponsor booth at race site	•	•	•		
Insert in race goody bags	•	•	•	•	
Number of complimentary race entries	•	•	•	•	•
Number of complimentary tickets according to sponsorship level	•	•	•	•	•

After School Programs

Your sponsorship helps UNO promote the importance of sports and health to our students. You'll also help raise funds to create more academic and sports after school programs, enabling UNO to provide more tutors, coaches, uniforms and events for the different activities we offer to our students free of charge.

In 2004, UNO expanded its educational focus to include direct management of charter schools by creating the UNO Charter School Network. The UCSN boasts rising state test scores, high parent satisfaction and community involvement opportunities at all of its six Chicagoland schools.

The Carrera de los Muertos race coincides with the Day of the Dead, a unique Hispanic custom which has long been a Mesoamerican tradition. By celebrating this day with a festival-like event in the heart of Chicago's Mexican-American community, UNO promotes the health and well-being of the community.



UNO SETS THE BAR FOR HIGH ACADEMIC ACHIEVEMENT



**Join UNO for the Carrera de los Muertos
5k run/walk on October 31, 2009**

*Proceeds from the race will benefit the UNO
Charter School Network after school programs.*





UNO

United Neighborhood Organization

954 W. Washington Blvd, 3rd Floor, Chicago, IL 60607

(312) 432-6301 • www.uno-online.org



**VETERANS
MEMORIAL**
SCHOOL CAMPUS

4248 W. 47TH ST.
CHICAGO, IL. 60632

VETERANS MEMORIAL 1

PH: 773.579.3470
FX: 773.376.5605

VETERANS MEMORIAL 2

PH: 773.579.3475
FX: 773.376.5645

**VETERANS MEMORIAL
HIGH SCHOOL**

PH: 773.579.3480
FX: 773.376.5785



**BARTOLOME
DE LAS CASAS**
AN UNO CHARTER SCHOOL

1641 W. 16TH ST.
CHICAGO, IL. 60608

PH: 312.432.3224
FX: 312.432.1066



CARLOS FUENTES
AN UNO CHARTER SCHOOL

2845 W. BARRY AVE.
CHICAGO, IL. 60618

PH: 773.279.9826
FX: 773.279.9852



ESPERANZA
AN UNO CHARTER SCHOOL

4407 S. CARROLLTON AVE.
NEW ORLEANS, LA 70119

PH: 504.373.6272
FX: 312.432.6301



OCTAVIO PAZ
AN UNO CHARTER SCHOOL

PRIMARY CAMPUS

2651 W. 23RD ST.
CHICAGO, IL. 60608

PH: 773.890.1054
FX: 773.890.1069



OCTAVIO PAZ
AN UNO CHARTER SCHOOL

INTERMEDIATE CAMPUS

2401 W. CONGRESS PKWY.
CHICAGO, IL. 60612

PH: 312.432.1170
FX: 312.432.1180



**OFFICER
DONALD MARQUEZ**
AN UNO CHARTER SCHOOL

2916 W. 47TH ST.
CHICAGO, IL. 60632

PH: 773.321.2200
FX: 773.321.2250



RUFINO TAMAYO
AN UNO CHARTER SCHOOL

5135 S. CALIFORNIA
CHICAGO, IL. 60632

PH: 773.434.6355
FX: 773.434.5036