

SPONSORSHIP PROGRAMS 2026



*Two great races, three amazing
sponsorship opportunities!*



110 W Woodstock St. Crystal Lake, IL 60014
(815) 893-9075 | www.smithptplus.com



Hello,

We are excited to invite you to support two growing, community-driven race events in Crystal Lake: the Crystal Lake Aquathon and the Crystal Lake Half Marathon. Each race offers a unique opportunity to showcase your business while directly supporting impactful local nonprofit organizations.

The Crystal Lake Aquathon will take place on Sunday, July 19, 2026, followed by the Crystal Lake Half Marathon on Sunday, September 6, 2026. Together, these events attract a highly engaged audience of athletes, families, and volunteers—and continue to grow year after year.

We are offering sponsorship opportunities for each race individually or both. Across both events, we anticipate over 700 athletes and 150 volunteers, providing meaningful exposure and community visibility for our sponsors. Most importantly, these races give back—supporting multiple nonprofit organizations that make a difference right here in our community.

Enclosed, you'll find a range of sponsorship levels and benefits. We'd love to discuss how a partnership can align with your goals. If you have questions, please contact Race Director Denise Smith or Sponsorship Coordinator Melissa Nickle. Sponsorship contributions supporting both races will be split evenly between the two events.

To receive full sponsorship benefits, please note the following deadlines:

- Crystal Lake Aquathon: June 1
- Crystal Lake Half Marathon: August 1

Thank you for considering an investment in our athletes, our nonprofits, and our Crystal Lake community.

Sincerely,

A handwritten signature in cursive script that reads "Denise".

Denise Smith
Race Director

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GROW YOUR BRAND WHILE GIVING BACK

Sponsoring one or both of these races is an opportunity to:

- ✓ Showcase your business to an active, local audience.
- ✓ Align your brand with a trusted community cause.
- ✓ Gain visibility before, during, and after race day through multiple marketing channels.



Proceeds from the Aquathon support Girls on the Run – Northwest Illinois, a nonprofit dedicated to empowering young girls through research-based programs. These programs build confidence, teach critical life skills, and promote lifelong healthy habits. Trained volunteer coaches lead engaging lessons that strengthen mind, body, and character.

The Crystal Lake Half Marathon helps power The McHenry County Races Series which supports the continued growth of both the Half Marathon and the Aquathon. The McHenry County Races Series is a 501(c)(3) organization whose mission is to enhance lives through community partnerships in McHenry County.



Kiwanis



SPONSOR BOTH RACES



Sponsoring both races extends your brand exposure across two high-impact events while showing a meaningful commitment to our local community.

Sponsorship Packages

Presenting Sponsor | \$5,000

- Exclusive email to registered athletes
- Top logo placement (t-shirt start/finish, race route, packet pick-up, registration site)
- Social media feature + video interview
- Spotlight + race-day mentions
- 4 race entries



Supporting Sponsor | \$2,500

- Shared email to registered athletes
- Logo placement (t-shirt, start/finish, race route, registration site)
- Social media mentions
- Race-day mentions
- 3 race entries



Community Sponsor | \$1,500

- Logo placement on t-shirt and registration site
- Race-day signage
- Social media mentions
- 2 race entries

Small Business Sponsor | \$200+

- Booth on race day
- Social media mentions

****All in-kind product or gift card donations will be given the benefits for the level of sponsorship that corresponds to the value of the in-kind item or service. In-kind donations valued at less than \$100 will include company name listed on the race registration website.**



CRYSTAL LAKE AQUATHON



This sheet covers sponsorship opportunities for the Aquathon

Sponsorship Packages

Presenting Sponsor | \$3,000

- Exclusive email to registered athletes
- Top logo placement (t-shirt start/finish, race route, packet pick-up, registration site)
- Social media feature + video interview
- Spotlight + race-day mentions
- 4 race entries

Supporting Sponsor | \$1,500

- Shared email to registered athletes
- Logo placement (t-shirt, start/finish, race route, registration site)
- Social media mentions
- Race-day mentions
- 3 race entries

Community Sponsor | \$750

- Logo placement on t-shirt and registration site
- Race-day signage
- Social media mentions
- 2 race entries

Small Business Sponsor | \$100+

- Booth on race day
- Social media mentions

Exclusive Opportunities

Media Sponsor – \$3,500

Top-tier sponsorship plus exclusive Star 105.5 radio promotion before and during race week.

Awards Ceremony Sponsor – \$500

Presenting sponsor of the awards ceremony with brand recognition during podium announcements.

Race Bib Sponsor – \$500

Logo placement on every race bib for maximum runner visibility.

Water Station Sponsor – Ask Us

Logo placement and recognition at a high-traffic water station on the race course.

Beer Table Sponsor – Ask Us

High-visibility branding at the post-race beer table, where athletes celebrate and gather.

**All in-kind product or gift card donations will be given the benefits for the level of sponsorship that corresponds to the value of the in-kind item or service. In-kind donations valued at less than \$100 will include company name listed on the race registration website.



CRYSTAL LAKE HALF MARATHON



This sheet covers sponsorship opportunities for the Half Marathon

Sponsorship Packages

Presenting Sponsor | \$3,000

- Exclusive email to registered athletes
- Top logo placement (t-shirt start/finish, race route, packet pick-up, registration site)
- Social media feature + video interview
- Spotlight + race-day mentions
- 4 race entries

Supporting Sponsor | \$1,500

- Shared email to registered athletes
- Logo placement (t-shirt, start/finish, race route, registration site)
- Social media mentions
- Race-day mentions
- 3 race entries

Community Sponsor | \$750

- Logo placement on t-shirt and registration site
- Race-day signage
- Social media mentions
- 2 race entries

Small Business Sponsor | \$100+

- Booth on race day
- Social media mentions

Exclusive Opportunities

Media Sponsor – \$3,500

Top-tier sponsorship plus exclusive Star 105.5 radio promotion before and during race week.

Awards Ceremony Sponsor – \$500

Presenting sponsor of the awards ceremony with brand recognition during podium announcements.

Bus Sponsor – Ask Us

Brand visibility on race shuttles transporting runners from parking to the start line.

Volunteer Shirt Sponsor – Ask Us

Logo on volunteer shirts worn throughout event, offering visible brand exposure.

Water Station Sponsor – Ask Us

Logo placement and recognition at a high-traffic water station on the race course.

**All in-kind product or gift card donations will be given the benefits for the level of sponsorship that corresponds to the value of the in-kind item or service. In-kind donations valued at less than \$100 will include company name listed on the race registration website.





If you are interested in sponsoring the 2026 Crystal Lake Aquathon and/or the Crystal Lake Half Marathon, please [CLICK HERE](#) or scan the QR code to fill out the Google Form. With questions, reach out directly to:

Melissa Nickle - Sponsorship Coordinator
815.893.9075
melissa.nickle@smithptplus.com

Denise Smith - Race Director
815.307.5657
denise.smith@smithptplus.com

Scan the QR code to fill out the Google Form:



@claquathon
@clhalfmarathon

Additional Ways to Support the Race: Volunteer Brand Visibility

Volunteers play a vital role in making race day a success—and it's another great way for businesses and organizations to show their support

Companies may volunteer for a variety of race-day roles and are welcome to wear their own branded apparel, providing visible community exposure along the course. Volunteer participation can be added alongside a sponsorship package or fulfilled independently at no cost with a commitment to a minimum of two volunteer positions.

Whenever possible, volunteers will be assigned together in high-visibility areas such as water stations or course monitoring. Early sign-up is strongly encouraged to help secure preferred roles.

Interested in volunteering?

Please contact our Sponsorship Coordinator, who will connect you with the race Volunteer Coordinator to get started.
melissa.nickle@smithptplus.com



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