SPONSORSHIP PROGRAMS 2007

ONE GREAT COMMUNITY



TWO GREAT RACES



THREE AMAZING SPONSORSHIP OPPORTUNITIES!



AQUATHON
CRYSTAL LAKE

CRYSTAL LAKE
HALF MARATHON & 12K

Smith Physical Therapy + Running Academy

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 18, 2027, followed by the Crystal Lake Half Marathon on Sunday, September 5, 2027. Together, these events attract a highly engaged audience of athletes, families, and volunteers—and continue to grow year after year.

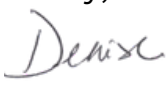
Moving the half marathon post-race celebration to Depot Park brought new energy to the event, creating a more vibrant gathering space and encouraging even greater involvement from local businesses, families, and community members. We're also proud that our half marathon features a USATF-certified course, providing runners with an accurately measured race experience. It was incredible to see the community come together to celebrate our runners, and we look forward to building on that momentum in 2027 and beyond. Our goal is to continue growing these events, expanding community partnerships, and making an even greater impact right here in Crystal Lake.

We are offering sponsorship opportunities once again for both races. Across both events combined, we anticipate more than 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.

Thank you for considering an investment in our athletes, our nonprofits, and our Crystal Lake community. With your support, we can continue to grow these events, bring our community together, and make 2027 our best year yet!

Sincerely,



Denise Smith
Race Director

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.








Girls on the run

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.

MCHENRY COUNTY PATRIOT RUN

MCHENRY COUNTY SANTA RUN FOR KIDS

VETERANS Path to Hope

The Blue Star Banner Program Crystal Lake

main stay THERAPEUTIC FARM

KIN

Big Brothers Big Sisters OF MCHENRY COUNTY

Kiwanis International Kiwanis

CASA Court Appointed Special Advocates FOR CHILDREN CASA OF MCHENRY COUNTY

CRYSTAL LAKE AQUATHON

Sponsorship Packages

Presenting Sponsor | $2,500

- Company Description During Race-Day Announcement
- Video Interview Featured on Social Media
- Branded Banner Featured at Race Packet Pick-up Sites
- Three Race Entries (if requested)

Supporting Sponsor | $1,250

- Branded Banner Featured at Aquathon
- Company Call Out During Race-Day Announcements
- Two Race Entries (if requested)

Community Sponsor | $750

- Booth on Race Day (or please contact us)
- Branded Yard Sign Featured at Event
- One Race Entry (if requested)
- One T-shirt (if requested)

Small Business Sponsor | $250+

- Logo on Smith PT Event Site
- Logo on RaceRoster
- Social Media Mentions
- Company Name printed on Volunteer T-shirt
- Company logo included in marketing emails to racers (pre-and post-race)
- Swag Bag Marketing Material (virtual, printed or both)

**Sponsorship benefits are cumulative, meaning each higher level includes the benefits of the levels below it, unless otherwise noted.*

AQUATHON
CRYSTAL LAKE

EXCLUSIVE OPPORTUNITIES

Swag Sponsor – $1500

Gets all supporting benefits plus company logo on swag that goes to each racer.

Race Bib Sponsor – $600

Gets all community benefits plus company logo on race bibs.

***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.*

GOOGLE FORM

CRYSTAL LAKE HALF MARATHON

Sponsorship Packages

Presenting Sponsor | $3,000

- Company Description During Race-Day Announcement
- Video Interview Featured on Social Media
- Branded Banner Featured at Race Packet Pick-up Sites
- Three Race Entries (if requested)

Supporting Sponsor | $1,500

- Branded Banner Featured at Event
- Company Call Out During Race-Day Announcements
- Two Race Entries (if requested)

Community Sponsor | $750

- Booth on Race Day (or small business please contact us to discuss options)
- Branded Yard Sign Featured at Event
- One Race Entry (if requested)
- One T-shirt (if requested)

Small Business Sponsor | $250+

- Logo on Smith PT Event Site
- Logo on RaceRoster
- Social Media Mentions
- Company Name printed on racer T-shirt
- Company logo included in marketing emails to racers (pre-and post-race)
- Swag Bag Marketing Material (virtual, printed or both)

**Sponsorship benefits are cumulative, meaning each higher level includes the benefits of the levels below it, unless otherwise noted.*

GOOGLE FORM

CRYSTAL LAKE
HALF MARATHON & 12K

Exclusive Opportunities

Porto-Johns Sponsor – $1000
Gets all community benefits plus signage at the race restroom facilities.

Race Bib Sponsor – $900
Gets all community benefits plus company logo on race bibs.

Packet Pick-Up – $750
Gets all community benefits plus exclusive branding at runner packet pick-up.

Bus Sponsor – $500
Brand visibility on race shuttles transporting runners from parking to the start line.

***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.*

DUAL RACE SPONSORSHIP

Sponsorship Packages

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

10% OFF **Presenting Sponsor | $4,950**
Save $550

10% OFF **Supporting Sponsor | $2,475**
Save $275

Community Sponsor | $1,500

Small Business Sponsor | $500

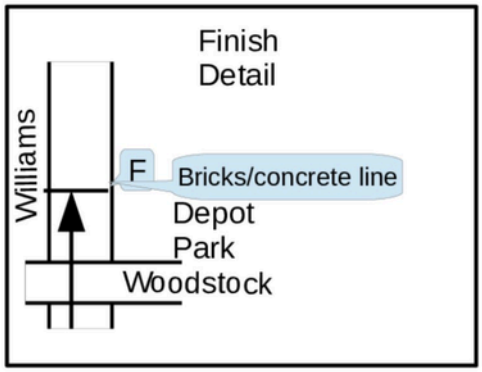




AQUATHON CRYSTAL LAKE + CRYSTAL LAKE HALF MARATHON & 12K

GOOGLE FORM

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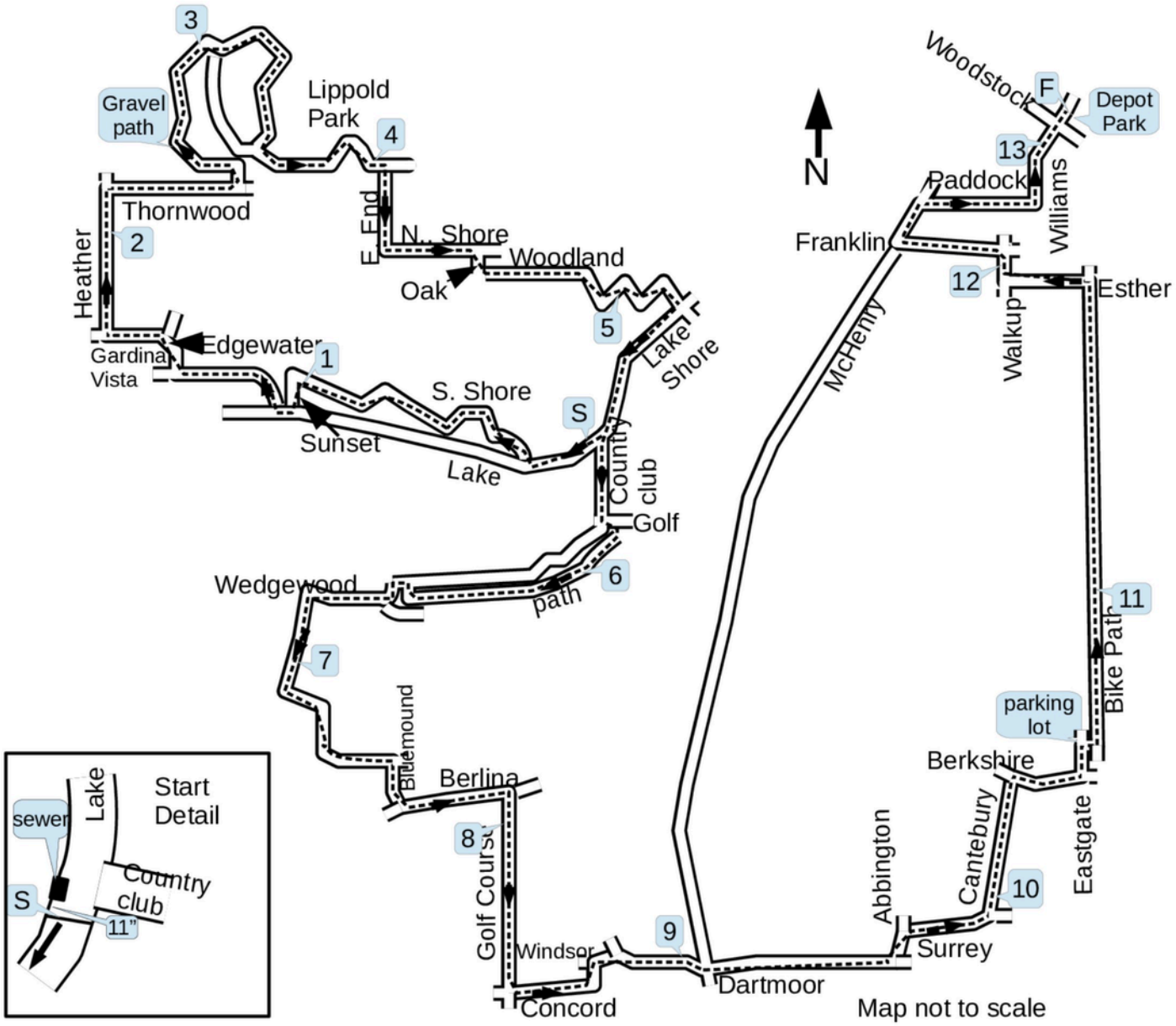


USATF Certificate

IL26029NM

Effective: 07/29/2026

Through: 12/31/2036



CRYSTAL LAKE

HALF MARATHON & 12K

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.

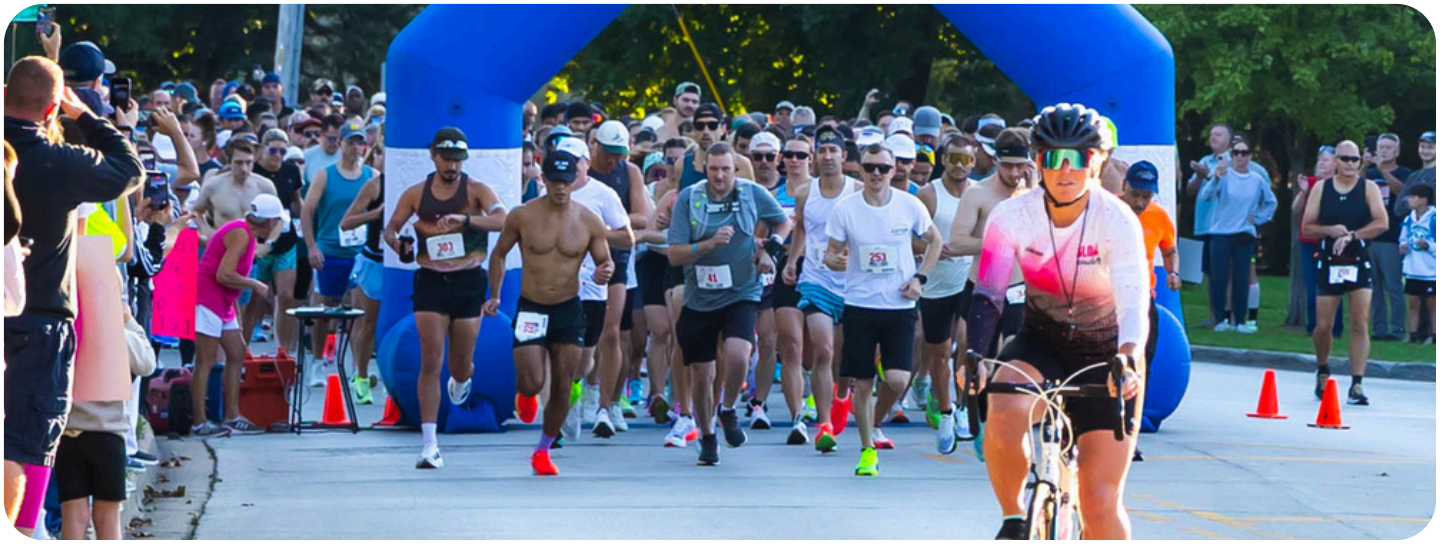


Interested in volunteering?
Please contact our Sponsorship Coordinator, who will connect you with the race Volunteer Coordinator to get started.
melissa.nickle@smithptplus.com

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If you are interested in sponsoring the 2027 Crystal Lake Aquathon and/or the Crystal Lake Half Marathon, please **CLICK HERE** or scan the QR code to fill out the Google Form. To receive full sponsorship benefits, please note the following deadlines:

- Crystal Lake Aquathon: June 1st
- Crystal Lake Half Marathon: July 1st



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

@claquathon
@clhalfmarathon