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2025 EVENT

# SPONSORSHIP

[WWW.CHINESEMUTUALAID.ORG](http://WWW.CHINESEMUTUALAID.ORG)

**ATTN**

[EVENTS@CHINESEMUTUALAID.ORG](mailto:EVENTS@CHINESEMUTUALAID.ORG)





# SUPPORT US REACH BENEFITS

✦ Gain visibility and build brand awareness! As a sponsor, you'll receive extensive exposure to over 3,000 participants, including community leaders, supporters, and stakeholders. Our events raise over \$200,000, enabling us to serve more than 5,000 immigrants, refugees, and community members in need. We provide a wide range of programs to meet the diverse needs of our community, including in-home care services, English as a second language courses, citizenship assistance, employment support, youth initiatives, and a business development center.

## MEDIA REACH

- Total impression: 10K+
- CMAA website and Newsletter (9000+ followers and 35k+ combined reach)

## MEDIA PLACEMENTS

Chicago Chinese News, VOC Media, Chicago VietBao, World Journal Newspaper, China Journal, Epoch Times Chicago, Hi India, VIA Times News Magazine, ABC 7, WGN 9, Fox 32, NBC 5, WBEZ

## SOCIAL MEDIA REACH

- Total Reach: 35K+
- Facebook, Instagram, Twitter, LinkedIn

✦ **BENEFIT YOUR BUSINESS AND GET A TAX DEDUCTION**



# DIM SUM & THEN SOME: THE UPTOWN 5K/10K & KIDS DASH

CHINESE MUTUAL AID ASSOCIATION | 1016 W. Argyle St., Chicago, IL 60640 | August 2, 2025



## 2,500+

**ATTENDEES**

Includes Runners, Walkers, Volunteers, Influencers, Supporters, Community Leaders



**CULTURAL PERFORMANCE**

Lion Dance, Lotus Dance, Lao Performance



**DIM SUM & BUBBLE TEA**



**UNIQUE MEDAL & SHIRT DESIGN**

**2024 BY THE NUMBERS & PROGRAMMING PERFORMANCES**

BUY THE TICKETS

[www.dimsum5k.com](http://www.dimsum5k.com)

FOLLOW US

[@dimsum5k](https://www.instagram.com/dimsum5k)



# DIM SUM & THEN SOME: THE UPTOWN 5K/10K & KIDS DASH

CHINESE MUTUAL AID ASSOCIATION | 1016 W. Argyle St., Chicago, IL 60640 | August 2, 2025

## SPONSORSHIP LEVELS

	PRESENTING \$20,000	CHAMPION \$10,000	SPRINTER \$5,000	RUNNER \$2,500	JOGGER \$1,000	NEIGHBOR \$500
SPONSOR LOGO INCLUSION ON FINISHER MEDAL RIBBON	✓					
"OFFICIAL" SPONSORSHIP DEDICATION	DIM SUM TENT & BOXES	BUBBLE TEA TENT				
FINISH LINE BANNER DISPLAY	✓	✓	✓			
SPONSOR BOOTH AT THE RACE DAY	✓	✓	✓	✓		
NAME ON CMAA'S 5K WEBSITE	LINKED TO SPONSOR'S WEBSITE	LINKED TO SPONSOR'S WEBSITE	LINKED TO SPONSOR'S WEBSITE	LINKED TO SPONSOR'S WEBSITE	✓	
CUSTOM SOCIAL MEDIA SHOUT OUT	STAND ALONE	STAND ALONE	STAND ALONE	GROUP	GROUP	GROUP
SPONSOR LOGO ON BACK OF RACE T-SHIRT	✓	✓	✓	✓	✓	✓
PROMOTIONAL MATERIALS INCLUDED AT PACKET PICKUP	✓	✓	✓	✓	✓	✓
VERBAL RECOGNITION ON RACE DAY	✓	✓	✓	✓	✓	✓
GUEST TICKETS	30	20	10	6	4	2

# DIM SUM & THEN SOME: THE UPTOWN 5K/10K & KIDS DASH

## IN-KIND SPONSORS

Every year, our Dim Sum & Then Some: The Uptown 5k/10k would not be possible without the generous support of companies who provide valuable products and services for our participants. Please consider donating an in-kind contribution to our event by choosing from the following categories below.

### Food/Snack/Beverage

Value >\$1,000

- Logo placement on event posters, banners, and promotional materials.
- Mention in event announcements and acknowledgments during the event.
- Opportunity to set up a branded booth or station to showcase your products and interact with event attendees.
- Complimentary tickets to the event for your company representatives.
- Social media shout-outs

### Photos/Videography Sponsor

Value >\$ 1,000

- Sponsor logos are imprinted on the corner of the photos/ videos
- The post-race emailing to all participants that announces photos are ready will include mention of your sponsorship and Web address.
- Custom Social Media shoutout
- Brand Feature on CMAA and Dim Sum 5k/10k website for a year, and linked to your web address
- Brand logo placed on all event marketing materials

### Others



Please submit your logo as a PNG or JPEG to  
**Nguyen Truong at [nguyent@chinesemutualaid.org](mailto:nguyent@chinesemutualaid.org)**

# DIM SUM & THEN SOME: THE UPTOWN 5K/10K & KIDS DASH

## SPONSORSHIP ADD ONS

These additional sponsorship options are available to all sponsors.

Dedicated Email Blast on CMAA & Dim Sum 5K Channels with 12,000+ subscribers

\$500

"Official" sponsorship dedication (i.e. water station, gear check, or tent, or start/finish line)

\$200

Single item in all participant goodie bags

\$100

Tent

\$200

Table

\$20

Suggestions:

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# DIM SUM & THEN SOME: THE UPTOWN 5K/10K & KIDS DASH SPONSORSHIP REPLY FORM

**COMPANY/INDIVIDUAL:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**STATE:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

PLEASE LIST PERSONAL OR COMPANY NAME AS YOU WOULD LIKE TO BE RECOGNIZED

\$20,000 PRESENTING

\$10,000 CHAMPION

\$5,000 SPRINTER

\$2,500 RUNNER

\$1,000 JOGGER

\$500 NEIGHBOR

## PAYMENT INFORMATION

CHECK ENCLOSED (Please make checks payable to: Chinese Mutual Aid Association)

PLEASE CHARGE MY CREDIT CARD

VISA

MASTERCARD

AMEX

DISCOVER

**NAME ON CREDIT CARD:** \_\_\_\_\_

**CREDIT CARD NUMBER:** \_\_\_\_\_

**EXPIRATION DATE:** \_\_\_\_\_

**CVV:** \_\_\_\_\_

**BILLING ZIP CODE:** \_\_\_\_\_

Please mail this form to:  
**Chinese Mutual Aid Association**  
1016 W. Argyle Street  
Chicago, IL 60640

Or email to: [nguyent@chinesemutualaid.org](mailto:nguyent@chinesemutualaid.org)