

RICKY BYRDSONG MEMORIAL

RACE AGAINST HATE

YWCA EVANSTON / NORTH SHORE



2026 Corporate Sponsorship

Join the Movement to End Racism and Hate

10K/5K | Sunday, June 21, 2026 | Father's Day

7:30 AM, FLOYD LONG FIELD, EVANSTON, IL

The Ricky Byrdsong Memorial Race Against Hate is the largest racial justice event of its kind in the country, sending a powerful message that we are united in our commitment to end racism, hate, fear, and intolerance throughout our communities. Every year since the first official Race in 2000, thousands of people from all over Chicagoland and the country come together to run and walk in unity against racial hatred and violence, fueling YWCA Evanston/North Shore's (E/NS) mission to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all.

WHY WE RACE

Race Against Hate memorializes Ricky Byrdsong, former Northwestern University men's basketball coach and Vice President of Community Affairs at Aon Corporation, who was murdered by a white supremacist in July 1999 while walking with two of his young children in his Skokie neighborhood.



COMMITMENT

Demonstrate your organization's values through action by aligning with YWCA and the fight for racial justice and equity.



REACH

Gain visibility with over 4,000 participants annually from Chicagoland and across the U.S.—a diverse, passionate, and engaged audience.



IMPACT

Since Byrdsong's tragic death in 1999, the number of hate crimes in the U.S. has increased. Your sponsorship directly supports impactful racial equity and violence prevention programming.

SPONSOR BENEFITS INCLUDE:

- **Logo placement** on race swag, including t-shirts, banners, and promotional materials
- **High visibility in digital communications**, social media campaigns, and public relations efforts
- **Meaningful connection** with participants and supporters during the event and at exclusive YWCA E/NS networking events, fostering goodwill and community engagement.
- **YWCA E/NS expert-led education and training opportunities** in survivor support, violence prevention, and financial wellness, equipping your organization to make a meaningful impact.

WE CAN'T WAIT TO HEAR FROM YOU!

Contact **Mindy Scott, Vice President of Development & Impact** at msscott@ywca-ens.org or call 847-864-8445 (ext. 2108) to discuss sponsorship opportunities and share what your organization values most.

Learn more about the Race and YWCA Evanston/North Shore at ywca-ens.org/rah



SCAN ME



	PRESENTING \$25,000	PRINCIPAL \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1000	BRONZE \$500
General Marketing, Swag, and PR						
Name-Branded Race: entire race and all promotional materials marketed with "Presenting Level" sponsor title	•					
Mention in YWCA E/NS event press release(s)	•	•	•			
Logo on back of approx. 4,000 t-shirts <i>(distributed at packet pick-ups and on Race day)</i>	•	•	•	•		
Right to indicate sponsorship within your own marketing materials <i>(sponsor promo toolkit will be provided)</i>	•	•	•	•	•	•
Print/Collateral						
Logo placement on publicity banners in North Shore community in advance of the Race	•					
Logo placement on 200+ lawn signs <i>(distributed and displayed in months leading up to the Race)</i>	•					
Recognition on flyers and posters distributed throughout Chicagoland area	Logo	Logo	Logo	Listing	Listing	
Recognition on post-event "Thank You" banner displayed at corner of Church & Ridge in Evanston	Logo	Logo	Logo	Listing	Listing	
Digital Promotion						
Recognition in Race Against Hate promotional emails to 15,000+	Logo	Logo	Listing			
Recognition in paid digital and print ads	•	•	•			
Social media sponsor(s) post (Facebook, Instagram, and LinkedIn)	•	•	•	•		
Recognition on YWCA Race Against Hate website	•	•	•	•		
Recognition on Race Against Hate RaceRoster event site	•	•	•	•	•	•
On-Site Event Exposure						
Logo on start/finish banner	•					
Stage appearance on Race Day	•					
Logo branding on 10K/5K course		•				
Company team tent on field with logo signage	•	•	•			
10'x10' tent on field on Race Day <i>(includes tent, 1 table/2 chairs)</i>	•	•	•			
Recognition from the stage <i>(event MC, sponsor acknowledgment)</i>	•	•	•	•		
10'x10' space on field on Race Day <i>(includes 1 table/2 chairs)</i>	•	•	•	•	•	•
Employee Engagement and Experience						
Complimentary registrations	30	20	15	10	5	2
"Concierge" registration support	•	•	•			

Please Note: All sponsorship benefits are timing dependent and cannot be guaranteed for sponsors who commit closer to the date of the Race.