

The greater Chicago-land area boasts a Latino population of more than one million. Latinos are the fastest growing population group in Chicago. In the year 2000, Latinos made up 25% of the city’s population; the largest segment of this group is Mexican.

Alivio Medical Center is a non-for-profit community based initiative, born out of the Mexican community’s recognized need for quality health care. Alivio is community centered and community directed.

Alivio addresses the critical health care needs and gaps found in Chicago’s Hispanic communities, especially in the heavily populated areas of Pilsen, Little Village, Back of the Yards, Armour Square, Brighton Park, Bridgeport, McKinley Park, Archer Heights, Gage Park, Near West Side and Cicero. Alivio’s mission is to treat and prevent health problems within the community and to assist individuals in taking control over their own health and well-being.

Alivio provides full bilingual and bicultural quality medical services to all patients, including the insured, the uninsured, the underinsured and the working poor.

Alivio Medical Center is a vital contributor to the health and well being of Chicago’s Latino community and a trusted lifeline for so many who would otherwise not be afforded medical care.

Annually

25,000 Patients use Alivio

90,000 Patients Visits

1000 Babies are Delivered

98% are Latino, Predominantly Mexican



2011

The 21st Annual
Alivio Y Salud Run for Health
Sponsorship Proposal

Saturday, May 21, 2011

Harrison Park
18th Street and Wolcott
8:00 a.m.

Contact Information

Executive Director

Carmen Velásquez
Alivio Medical Center

Event Chair

Juan F. Soto
Pilsen Neighbors Community Council
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Honorary Chair

Agustin Gomez-Leal
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Coordinator

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Event Overview

Deadline

ASAP for Logo Inclusion

Participants

2,000 runners and walkers

Demographics

School age children, adults and families

Components

Open Adult 5K
Children's 5K Run
2 Mile Walk
Awards Ceremony
Raffle

Celebrating 21 Years Una Presencia Activa

1989 1st Community Health Center that recognized the importance of healthy lifestyles, proper eating habits and exercise for overall fitness focusing on youth.

As a result, organized the Alivio Salud Run for Health, an event that focused on elementary and high school participation. Each School Team consists of 50 students.

This event was the first of its kind and was unique, taking place in the Pilsen Neighborhood sponsored by Alivio Medical Center. The event includes a 5K Run, 2K Walk for senior and Kid Dash for children between the ages of 4 and 9.

Is CARA certified! Is a Registered Race with the Chicago Area Runners Association. United States Athletic Track and Field Certified Course.

To Date

35,000 Children have participated

25 Public & Private Schools participate

2,343,000 Miles have been run

250,000,000 Calories have been burned



Celebrating 21 Years Una Presencia Activa

Alivio Y Salud Run For Health Expo & Packet Pick-Up.

On Thursday, May 21, 2011, there will be an opportunity for Sponsors to Exhibit their work to hundreds of runners.

On Saturday, May 21, 2011, The Alivio Medical Center will host its 21th Annual Alivio Y Salud Run for Health. This event has also extended its purpose from a single neighborhood event of a Run for Health to a Family Wellness Campaign. The goal of a healthy life style is a challenge that we all must accept if we are to live our lives to the fullest. The Alivio Run for Health is the largest Latino amateur athletic event held in a Chicago neighborhood.

School Community Involvement is the core of excitement and participation. It seems that the whole community comes out to lend their support to this event, and to help raise funds for the Alivio Medical Center, an institution that is vital to the health and well being of Chicago's Latino population. School participation is key to the event, and last year, 25 schools from the surrounding area participated. An entire school program of fitness and health is designed around the event; kids begin training for the run early in the year, and are taught a curriculum of nutrition and healthy life-style. Parent and teacher collaboration is also key to its success.

The Alivio Run for Health offers something for everyone, and encourages people of all ages to participate. The event features two 5K runs; one for adults, and another for school children. A 2 Mile Walk has a special place with the seniors and a Kid's Dash, are also offered for children between 5 and 9 years old. The event culminates in an elaborate awards ceremony in which awards are given for race winners and for pledge money raised. Raffle prizes are also awarded, and everyone goes home with a racer goody bag. The event is heavily promoted in the Latino media.



ALIVIO MEDICAL CENTER
An Active Presence for a Strong Community

Sponsorship Benefits

PRESENTING SPONSOR

[\$15,000]

Logo Inclusion

All print advertising
Event website, plus link
All event t-shirts (400)
Participating school t-shirts (800)
Event application (20,000 printed)

Media

Your Company mentioned as sponsor in event press releases

Marketing

Exhibitors Table at Alivio Y Salud Run for Health Expo & Packet Pick-up
One time use of participant's mailing list
Opportunity to insert product or literature in racer goody bags (2,000)
Opportunity to use event name and logo in your company's advertising

On-Site

10'X10' tented, furnished booth to be used to promote, sample and or display products and services
Six banners placed at Start/Finish line (sponsor provides banners)
Ten announcer mentions

To Date

Past sponsors include: Jewel/Osco, Ice Mountain Spring Water, Coca Cola, La Raza Newspaper, WGBO Channel 66, The Chicago Park District, Azteca Foods, Saint Xavier University, Cole Taylor Bank, Clifton Gunderson, Chicago Area Runners Association, Velasquez Automatic Music, Chicago Public Schools, American Airlines, McDonald's Restaurants, Pilsen Neighbors Community Council, Wallin/Gomez Architects, Sears, Nabisco, The Chicago Fire, Tampico Citrus Punch, and Telemundo

OFFICIAL SCHOOL SPONSOR

[\$10,000]

Logo Inclusion

Selected print advertising
Event website
Team t-shirts (100)
Event application (20,000 printed)

Marketing

Exhibitors Table at Alivio Y Salud Run for Health Expo & Packet Pick-up
Opportunity to insert product or literature in racer goody bags (2,000)

On-Site

10'X10' tented, furnished booth to be used to promote, sample and or display products and services
Four banners placed at Start/Finish line (sponsor provides banners)
Ten announcer mentions

CLINIC SPONSORS

[\$5,000]

Logo Inclusion

Event website
Team t-shirts (50)
Event application (20,000 printed)

Marketing

Opportunity to insert product/literature in racer goody bags (2,000)

On-Site

Banner signage in Clinic Area 10'X10' tented, furnished booth to be used to promote, sample and or display products and services
Five announcer mentions

2011

The 21st Annual
Alivio Y Salud Run for Health
Sponsorship Proposal

Thursday, May 19, 2011
Alivio Y Salud Run For Health Expo & Packet Pick-Up
Alivio Medical Center
966 W. 21st St.
3:00 - 8:00 p.m.

Become a Sponsor of one of the following Clinics:

“Corriendo Para Mi Salud” Runners Clinic (For Beginners)

Instructors will properly prepare you for an active lifestyle of running and exercising.

“Bailando Para Mi Salud” Runners Clinic: (For Seniors)

Instructors will prepare you for “Salsa and Merengue” and dance for fun.

PRE-REGISTRATION ALSO AVAILABLE AT EXPO

Your company will be exposed to the over 2500 runners and their families as they visit.

Main Stage presentations and runner preparation talks as well as the opportunity to learn more about the course, and gather valuable last-minute tips, nutrition and fitness instructor will be present.

Course information, Aid Stations and additional race weekend details will be presented at the Main Stage during the Expo.

READY, SET, GO!