



BANK OF AMERICA  
CHICAGO MARATHON

Official Partner of the Bank of America Chicago Marathon

## TEAM GILDA

*Running for a Community that Uplifts Chicago*

Become the Exclusive Charter Sponsor



## GILDA'S CLUB CHICAGO

Gilda's Club Chicago is a community where anyone impacted by cancer — along with their families and friends — can find connection, support, and strength.

Our mission is to uplift and empower people impacted by cancer by providing free programs of support, fostering compassionate communities, and breaking down barriers to care.

## TEAM GILDA

Since 2012, Team Gilda has united endurance athletes who want to make their miles more meaningful by running for a cause. Our runners raise critical funds to ensure Gilda's Club Chicago remains free and accessible to all who need it.

2026 Team: 95+ runners joining 55,000 marathon participants on Sunday, October 11, 2026.

Location Impact: The Gilda's Club Chicago Clubhouse sits at mile 12.75 — where all 50,000+ runners pass by and thousands of spectators cheer.



## REACH & VISIBILITY

### Race Exposure

1.7 million spectators throughout the city

134,000 visitors at the Abbott Health & Fitness Expo, where Gilda's Club is one of 180 exhibitors

### Digital Engagement

67 social media posts (Facebook, Instagram, LinkedIn)

22,000+ impressions | 1,500+ engagements | 811 new followers

### Email Marketing

19 team updates annually

88% average open rate

### Newsletter Reach

Over 2,300 subscribers

Partner with Team Gilda and make every mile count  
for those impacted by cancer.



## EXCLUSIVE CHARTER SPONSORSHIP \$35,000

### Benefits:

- Naming rights: "Team Gilda Presented by [Company Name]"
- Your company will receive premier recognition across all platforms, events, and materials
- Right of first refusal for 5 guaranteed entries to the 2026 Bank of America Chicago Marathon and Shamrock Shuffle
- Logo placement on:
  - Team Gilda shirts (back)
  - All promotional materials
  - Team website
  - All Team Gilda emails
  - Social media posts as presenting sponsor
  - Banner on the Wells Street Clubhouse Marathon Week
- Featured mention in the Gilda's Club monthly newsletter
- Table for 10 at Gilda's Club Chicago's 28<sup>th</sup> Annual Awards Dinner
- Corporate recognition through inclusion in the Red Door Society
- "When Cancer Comes to Work" presentation for your employees — a meaningful session about the emotional and social impact of cancer on individuals and families

For more information on sponsoring Team Gilda, please contact:  
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