

SPONSORSHIP OPPORTUNITY



2027 CHICAGO HOMECOMING

Partner with us to bring Chicago's stepping community, visitors, businesses and supporters together for a six-day Homecoming experience.

AUGUST 31 - SEPTEMBER 5, 2027 | CHICAGO, ILLINOIS

Hyatt Regency McCormick Place | 2233 South Martin Luther King Drive

Sponsor contact: Mona | 773-653-9142

1. EVENT OVERVIEW

The 2027 Ten Thousand Steppers March to the Chicago Homecoming is a six-day celebration centered on stepping, music, dancing, fellowship, Chicago culture, hospitality and community connection. The event is scheduled for August 31-September 5, 2027, with the Hyatt Regency McCormick Place serving as the featured hotel location.

Why a sponsor can participate

- Connect a brand with an established social-dance and stepping audience.
- Reach visitors traveling to Chicago for a multi-day event.
- Create direct customer engagement through activations, giveaways, vendor space or hospitality.
- Support Chicago culture and community gathering while receiving event recognition.
- Use the event as an employee, client and community-engagement opportunity.

EVENT INFORMATION FLYER

Find us on FB: 2027 Ten Thousand Steppers Homecoming Week

ATD COSTS
THU and SUN: \$20
FRI and SAT: \$25

THE 2027 TEN THOUSAND STEPPERS MARCH TO THE Chicago Homecoming

NO RSVP TABLES VENDORS
Free setup w/ room block (\$41/table if needed)

HYATT REGENCY MCCORMICK PLACE
2233 South MLK Drive, Chicago, Illinois
312-567-1234 | Group Code: G-CSHC

- Full renovation and upgrades of hotel rooms
- Larger rooms for workshops
- More dance floor
- 10% Discount on all food and non alcoholic beverages at restaurants with all-access badge

ROOM BLOCK GUESTS RECEIVE (2) ALL-ACCESS BANDS PER ROOM
All others guests: \$70pp

SINGLE AND DOUBLE BEDS: STARTING AT \$159 PLUS TAX
Non-refundable deposit required.
Parking: \$28/Day.

Scan QR code and secure your room today:

MADE BY SHARVIN LLC

2. SPONSORSHIP LEVELS

LEVEL	ASK	CORE RECOGNITION / BENEFITS
Presenting Sponsor	\$25,000	Top billing; premium logo placement; major announcements; VIP recognition; premium activation/vendor opportunity.
Platinum Sponsor	\$10,000	Large logo placement; event recognition; social promotion; premium vendor/activation opportunity; VIP access.
Gold Sponsor	\$5,000	Logo on selected marketing; social recognition; event announcements; vendor/activation opportunity.
Silver Sponsor	\$2,500	Logo/name recognition; social-media mention; event recognition.
Community Sponsor	\$1,000	Name/logo on sponsor listing; event recognition.
Friend of Homecoming	\$500	Name listed as supporting sponsor; event recognition.
In-Kind Sponsor	\$250+ value	Recognition based on donated goods/services, such as printing, food, transportation, photography or merchandise.

Important: Sponsorship benefits should be finalized in writing with each sponsor. If the event is not being presented by a 501(c)(3) organization, do not describe sponsorship payments as tax-deductible.

3. SPONSOR A FEATURED EXPERIENCE

OPPORTUNITY	SUGGESTED ASK	WHAT THE SPONSOR CAN RECEIVE
Opening Night Sponsor	\$5,000-\$10,000	Naming recognition, opening-night announcements, logo placement, activation.
Friday Night Sponsor	\$5,000	Night-specific branding, announcements, social recognition, activation.
Saturday Night Sponsor	\$5,000-\$10,000	Premium evening recognition, hospitality/activation.
Sunday Brunch Sponsor	\$2,500-\$5,000	Brunch recognition, signage, social promotion.
Dance Workshop Sponsor	\$2,500	Workshop branding, recognition, product/service activation.
Official T-Shirt Sponsor	\$5,000-\$10,000	Logo placement on official event merchandise, subject to design/production agreement.
Transportation Sponsor	\$2,500-\$5,000	Branding on transportation materials and event communications.
Hospitality Sponsor	\$5,000+	Guest hospitality, welcome materials, branded experience.
Photography/Video Sponsor	\$2,500-\$5,000	Recognition in event media and approved recap content.
Vendor Village Sponsor	\$2,500-\$5,000	Branding around vendor area and sponsor activation.

4. CHICAGO SPONSOR PROSPECT LIST

Start with organizations whose community-investment activity overlaps with Chicago, culture, workforce, families, youth, neighborhoods, hospitality or events. Confirm current sponsorship availability and the application/contact route before submitting.

Wintrust Financial Category: Banking / community investment | Initial ask: \$10K-\$25K
Why approach: Chicagoland community partnership; documented nonprofit/event support.

Comerica Bank Category: Banking / charitable sponsorship | Initial ask: \$5K-\$10K
Why approach: Has a charitable sponsorship process; lead time matters.

JPMorgan Chase Category: Banking / community engagement | Initial ask: \$10K-\$25K
Why approach: Chicago presence and community programming.

Exelon Category: Energy / community investment | Initial ask: \$10K-\$25K
Why approach: Community investment includes workforce, neighborhood and arts/culture areas.

Comcast / NBCUniversal Category: Media / community investment | Initial ask: \$10K-\$25K
Why approach: Chicago community investment and local visibility.

Amazon Category: Technology / retail / community | Initial ask: \$10K-\$25K
Why approach: Documented Chicago giving in education, arts, wellness and food access.

DRW Category: Finance / community investment | Initial ask: \$5K-\$10K
Why approach: Chicago nonprofit community partners and local investment.

U.S. Bank Category: Banking | Initial ask: \$5K-\$10K
Why approach: Approach community affairs about a corporate partnership.

CIBC U.S. Category: Banking | Initial ask: \$5K-\$10K
Why approach: Chicago headquarters presence; community/corporate affairs prospect.

Northern Trust Category: Banking / wealth | Initial ask: \$10K-\$25K
Why approach: Major Chicago corporate presence; approach community affairs.

4. CHICAGO SPONSOR PROSPECT LIST (continued)

Discover	Category: Financial services Initial ask: \$5K-\$10K Why approach: Chicago corporate presence; employee/community engagement prospect.
William Blair	Category: Finance / investment Initial ask: \$5K-\$10K Why approach: Chicago headquarters; corporate/community partnership prospect.
Target	Category: Retail / community Initial ask: \$5K-\$10K Why approach: National retailer with Chicago-area presence; community engagement prospect.
EY	Category: Professional services Initial ask: \$5K-\$10K Why approach: Chicago corporate/community partner prospect.
Deloitte	Category: Professional services Initial ask: \$5K-\$10K Why approach: Chicago corporate/community partner prospect.
Conagra Brands	Category: Food / consumer Initial ask: \$5K-\$10K Why approach: Chicago-area corporate presence; food/community activation prospect.
Hyatt Regency McCormick Place	Category: Hospitality Initial ask: \$10K-\$25K / in-kind Why approach: Featured hotel; seek event partnership, hospitality, upgrades, food/beverage or activation.
Choose Chicago	Category: Tourism / destination marketing Initial ask: Partnership / promotion Why approach: Explore a destination partnership or promotional opportunity; confirm the current submission route.
Chicago Community Trust	Category: Philanthropy Initial ask: Sponsorship/grant inquiry Why approach: Explore eligibility for Chicago/Cook County nonprofit event support and current program status.
United Way of Metro Chicago	Category: Community / corporate network Initial ask: \$5K-\$10K Why approach: Works with corporate partners and Chicago-area community organizations.

4. CHICAGO SPONSOR PROSPECT LIST (continued)

Impact Grants Chicago	Category: Philanthropy / women leaders Initial ask: \$5.5K+ corporate partnership
Why approach: Corporate giving for its own program begins at \$5,500; explore its network for introductions.	
PNC	Category: Banking / community Initial ask: \$5K-\$10K
Why approach: Chicago corporate/community prospect.	
BMO	Category: Banking / community Initial ask: \$5K-\$10K
Why approach: Chicago corporate/community prospect.	
Fifth Third Bank	Category: Banking / community Initial ask: \$5K-\$10K
Why approach: Chicago-area community partnership prospect.	
Blue Cross Blue Shield of Illinois	Category: Health / community Initial ask: \$5K-\$10K
Why approach: Large Illinois employer and community partnership prospect.	
AbbVie	Category: Pharmaceuticals / community Initial ask: \$10K-\$25K
Why approach: Illinois corporate/community prospect.	
Walgreens	Category: Retail / health Initial ask: \$5K-\$10K
Why approach: Chicago-area brand/community prospect.	
McDonald's	Category: Food / Chicago brand Initial ask: \$10K-\$25K
Why approach: Chicago-rooted corporate/brand prospect.	
United Airlines	Category: Airline / travel Initial ask: \$10K-\$25K
Why approach: Travel and visitor audience make airline partnership worth exploring.	
Ford Motor Company	Category: Automotive / community Initial ask: \$5K-\$10K
Why approach: Large regional employer and community-partnership prospect.	

5. SPONSOR OUTREACH SCRIPT

Email subject: Chicago Homecoming 2027 - Sponsorship Partnership Opportunity

Hello [Name],

My name is Mona, and I am part of the team organizing the 2027 Ten Thousand Steppers March to the Chicago Homecoming, August 31-September 5, 2027, in Chicago.

We are inviting a select group of businesses and organizations to become sponsors of this six-day Chicago Homecoming experience.

The event brings together steppers, dancers, visitors, entrepreneurs, vendors and community members for music, dance, workshops, entertainment and fellowship.

We would like to explore a sponsorship with [Company]. We have opportunities ranging from \$500 community sponsorships to \$25,000 presenting sponsorships, as well as individual-night and in-kind opportunities.

I would love to send you our sponsorship package and schedule a short conversation.

Thank you,

Mona

773-653-9142

Phone script

Hello, my name is Mona. I'm calling about a Chicago event taking place August 31 through September 5, 2027 - the Ten Thousand Steppers March to the Chicago Homecoming. We're bringing together a large stepping and social-dance community and are currently looking for corporate and community sponsors. Who handles community partnerships or event sponsorships for your company?

6. 30-DAY SPONSOR CAMPAIGN

The goal is to build a pipeline rather than wait on one sponsor. Contact 5-10 prospects each business day, follow up, and ask for introductions when the first person is not the correct decision-maker.

DAYS	ACTION	TARGET
1-3	Send package to top corporate prospects	20 contacts
4-7	Call every prospect and identify decision-maker	20 calls
8-12	Send customized sponsor proposals	10 proposals
13-17	Follow up; offer \$2,500-\$10,000 packages	10 follow-ups
18-22	Approach local Black-owned businesses and vendors	20 contacts
23-26	Approach hospitality, travel and transportation partners	10 contacts
27-30	Close commitments; collect logos and signed agreements	5-10 commitments

Suggested first fundraising target

SPONSOR MIX	TARGET
3 sponsors at \$10,000	\$30,000
5 sponsors at \$5,000	\$25,000
10 sponsors at \$2,500	\$25,000
20 community sponsors at \$1,000	\$20,000
Total	\$100,000

This is a campaign target, not a prediction or guarantee. Actual sponsorship results will depend on outreach, sponsor budgets, event audience data, benefits offered and timing.

NEXT STEP

Build a one-page sponsor agreement that states the amount, payment schedule, exact benefits, logo deadline, cancellation terms and authorized signatures.