



RACE AGAINST HATE

RICKY BYRDSONG MEMORIAL YWCA EVANSTON / NORTH SHORE

2023 SPONSORSHIP OPPORTUNITIES

Uniting our communities to honor the legacy of Ricky Byrdsong and support the violence prevention and racial justice work of YWCA Evanston/North Shore

June 18, 2023 | 7:30 AM
FLOYD LONG FIELD, EVANSTON, IL

www.ywca-ens.org/rah

Combating hatred in all its forms

Why sponsor the Race Against Hate?

The *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 on a summer day in July 1999 while walking with two of his young children in his Skokie neighborhood. Because of Ricky's lifelong love of sports and his compelling work with young people in the community, the Ricky Byrdsong Memorial Race Against Hate was launched by his widow, Serialyn Byrdsong, and family and friends in 2000 to honor his legacy and bring attention to the need to combat hatred in all its forms.



Ricky Byrdsong

The Race Against Hate honors the life and legacy of Ricky Byrdsong. This is why we Race.



Sherialyn Byrdsong with her family and YWCA CEO Karen Singer

Sadly, since Byrdsong's death in 1999, there have been countless more hate crime-related murders and mass shootings in the United States. In 2022 alone, we saw multidecade highs in reported hate crimes in all major cities, including New York, Los Angeles, Austin, and right here in our own backyard in Highland Park. African Americans, Asian Americans, Women, LGBTQ, people of Muslim and Jewish faith, and many more have been and continue to be targeted across this country. **This is why we Race, and this is why you should sponsor the Race Against Hate.**

Each year, the Ricky Byrdsong Memorial Race Against Hate brings together thousands of people from all over Chicagoland to run and walk in unity against racial hatred and violence. Over the years, the Race has become **one of the largest events of its kind in the United States welcoming over 5,000 participants annually, and is loved and sustained by communities that extend beyond the Chicago area.**



Your sponsorship of the Race Against Hate supports YWCA Evanston/North Shore's (E/NS) racial justice, anti-racism, and violence prevention and intervention programming.

Stewardship of the Race by YWCA Evanston/North Shore

Sherialyn Byrdsong had long been familiar with the racial justice work of YWCA E/NS, and in 2006, she asked the YWCA to partner with the Ricky Byrdsong Foundation to produce the Race Against Hate. A year later in 2007, she dissolved the Ricky Byrdsong Foundation and entrusted the Race to YWCA to steward into the future.

"It is impossible to express with words the feelings of joy and pride that my children and I experience each year as we see thousands of people come together to Race Against Hate. Together we can turn tragedy into victory."

-Sherialyn Byrdsong



To learn more about the legacy of Ricky Byrdsong and stewardship of the Race, visit ywca-ens.org/rah.

Participation



RICKY BYRDSONG MEMORIAL RACE AGAINST HATE Participation History and Outlook

Participation Over Time*

Year	10K	5K	Walk	Youth Mile	TOTAL
2009	704	1,368	921	531	3,524
2010	790	1,454	804	621	3,669
2011	841	1,668	874	622	4,008
2012	828	1,968	941	636	4,373
2013	863	2,536	1,061	702	5,162
2014	863	2,515	1,103	683	5,162
2015	909	2,366	1,226	652	5,153
2016	814	2,447	1,280	623	5,164
2017	679	1,980	1,140	534	4,333
2018	681	2,297	1,122	465	4,560
2019	644	2,039	1,031	427	4,147
2020	-	-	-	-	-
2021	-	-	-	-	-
2022	497	1,511	1,078	398	3,484

**Modified race in place events took place in 2020 and 2021 to ensure the safety of the participants in alignment with CDC guidelines.*

2023 Participation Goals

10K	5K	Walk	Youth Mile	TOTAL
800	2,250	1,000	450	4,500

Geographic Breakdown of Race Participants

Community	Percentage
Evanston/North Shore	71%
Chicago	15%
Northwest Suburbs	10%
West & Southwest Suburbs	2%
Down state, out of state, international	2%

Sponsorship

RACE AGAINST HATE SPONSORSHIP LEVELS	PRESENTING \$25,000	10K Principal \$10,000	5K Principal \$10,000	Platinum \$5000	Gold \$2500	Silver \$1,000	Bronze \$500	Community \$250
NAME BRANDED RACE Entire race and all promotional material marketed with sponsor's title	•							
Logo placement on publicity banner and 300 lawn signs (displayed prior to Race)	•							
Logo on start/finish banner	•							
Stage appearance on Race Day	•							
Logo branded 5 or 10K course		•	•					
Team tent on field with logo signage	•	•	•	•				
"Concierge" registration support	•	•	•	•				
Logo on 5,000 race bags	•	•	•	•				
Logo or digital ad of your design on YWCA lobby monitor (seen by 500 people/week)	•	•	•	•				
Logo on 5,000 tech t-shirts	•	•	•	•	•			
Prominent recognition from stage (expected crowd of 5,200)	•	•	•	•	•			
Recognition in social media posts (Instagram and Facebook)	•	•	•	•	•			
Opportunity to include promotional ITEM in 5,000 giveaway bags or to add a coupon, ad, or discount offer in three emails to race participants	•	•	•	•	•	•		
Recognition on Race Entry form	Logo	Logo	Logo	Logo	Listing	Listing		
Individual sponsor logo banner on fencing along Race course	•	•	•	•	•	•		
Recognition on Ads <i>Chicago Athlete print ad</i> (circulation 100,000)	Logo	Logo	Logo	Logo	Listing			
<i>Pioneer Press, North Shore distribution</i> (circulation 30,000)	Logo	Logo	Logo	Logo	Logo	Listing		
<i>Evanston Roundtable</i> (circulation 15,000)	Logo	Logo	Logo	Logo	Listing	Listing	Listing	
Logo on YWCA Race web page with link to your website	•	•	•	•	•	•	•	
Opportunity to have a table/tent on the field on Race Day	•	•	•	•	•	•	•	
Complimentary Registration	30	20	20	15	10	5	2	1
Recognition on 200 Race posters and 1,000 flyers displayed throughout the community	Logo	Logo	Logo	Logo	Listing	Listing	Listing	Listing
Right to indicate sponsorship in your own marketing materials	•	•	•	•	•	•	•	•
Listing on community banner at start/finish line							•	•
Recognition on thank you banner posted at busy Evanston intersection	Logo	Logo	Logo	Logo	Listing	Listing	Listing	Listing

RICKY BYRDSOY MEMORIAL RACE AGAINST HATE

Corporate Sponsorship History

2022 Sponsors

Presenting (\$25,000)
Thermoflex Corporation

10K Principal Sponsor (\$15,000)
Enterprise

10K Principal Sponsor (\$10,000)
Baxter

Platinum (\$5,000)
JCLicht
Loyola Academy
Rotary International

Gold (\$2,500+)
AthletiCo Physical Therapy
Acquirent
Avidor
Barnes & Thornburg
Beacon Academy
Blink Fitness
Dreamtown Realty
Evanston Animal Hospital
Evanston Community Bank & Trust
Hagerty Consulting
Nature's Perspective
Landscaping
North Shore Country Day School
NorthShore University HealthSystem (NSUHS)
Mark Vend
Murphy's Fit
St. Matthews Episcopal Church
Tenneco/Federal-Mogul Corporation
Valli Produce
Wesley Realty Group
Westminster Place
Winning Smile Dental Group

2020 and 2021

Pandemic Heroes - the sponsors who stood with us when an in-person Race Against Hate was not possible:

Baxter International
Berkshire Hathaway/Koenig Rubloff
Dynamic Colors
Enterprise
Evanston Community Bank and Trust
Evanston Community Foundation
Evanston Running Club
Hagerty Consulting
Illinois Bone and Joint Institute
Mark Vend
MB Real Estate
Medline Industries
Morgante Wilson
North Shore Country Day School
NorthShore University Health Systems
Romano Wealth Management
Rotary International
Thermoflex Corporation
Trilogy Inc.
Trulee Evanston
Unitarian Church of Evanston
Walsh Natural Health
Warren W. Cherry Preschool
Winning Smile Dental Group

2019 Sponsors

Presenting (\$20,000)
Allstate Insurance Company
Thermoflex Corporation

10K Principal Sponsor (\$20,000)
Evanston Community Bank and Trust

5K Principal Sponsor (\$10,000)
Rotary International

Platinum (\$5,000+)
Better

Gold (\$2,500+)
Acquirent
American Family Insurance
Ariel Investments
AthletiCo Physical Therapy
Beacon Academy
Dream Town Realty
Enterprise
Evanston Athletic Club
Federal-Mogul Corporation
FinnPro Painting & Restoration
Hagerty Consulting
Heart Certified Auto Care
Illinois Bone and Joint Institute
John J. Cahill
Mayer Brown
MB Real Estate
NorthShore University HealthSystem Paul Janicki Architects
Romano Wealth Management
St. Matthews Episcopal Church
Stowell & Freidman LLC
Westminster Place
Saint Francis - Amita Health

2018 Sponsors

Presenting (\$30,000)
Allstate Insurance Company

10K Principal Sponsor (\$10,000)
Thermoflex Corporation

5K Principal Sponsor (\$10,000)
Rotary International

Platinum (\$5,000+)
Evanston Community Bank and Trust
Make It Better

Gold (\$2,500+)
American Family Insurance
Ariel Investment
AthletiCo Physical Therapy
Acquirent
Dream Town Realty
Enterprise
Evanston Athletic Club
Federal-Mogul Corporation
FinnPro Painting and Restoration
First Bank and Trust
Evanston
Hagerty Consulting
Heart Certified Auto Care
John J. Cahill
Leapfrog Online
Mayer Brown
MB Real Estate
North Shore Community Bank
NorthShore University HealthSystem Paul Janicki Architects
Romano Wealth Management
St. Matthews Episcopal Church
Stowell & Freidman
Westminster Place

Examples of Past Promotional Materials



8.5" x 5.5" (Half page) flyers

10,000+ distributed across the Chicagoland area

RICKY BYRDSOONG MEMORIAL

RACE AGAINST HATE

YWCA EVANSTON/NORTH SHORE

**JUNETEENTH
SUNDAY
JUNE 19
FATHER'S DAY**

Don't miss Evanston's 3rd
Annual Juneteenth Parade on
Saturday June 18th!

The Ricky Byrdsong Memorial Race Against Hate, one of the largest events of its kind in the nation, brings together thousands of people every year from all over Chicagoland to run and walk in unity against racial hatred and violence.

Race Against Hate honors the legacy of Ricky Byrdsong, former Northwestern University Basketball Coach, Vice President of Affairs at Aon Corporation, and Skokie resident who was murdered by a white supremacist in 1999 while walking in his neighborhood with two of his young children. Because of Ricky's lifelong love of sports and his compelling work with young people in the community, the Race Against Hate was launched by his family and friends in 2000 (and entrusted to YWCA Evanston/North Shore in 2007) to honor Ricky's legacy and bring attention to the need to combat hatred in all its forms.

Proceeds from the Race Against Hate are used to further the mission of YWCA Evanston/North Shore, in particular our efforts in the areas of racial justice and violence prevention.



"I am convinced that life is 10 percent what happens to you and 90 percent how you react to it."

- RICKY BYRDSOONG

REGISTER TODAY!

[P2P.ONECAUSE.COM/RAH2022](https://p2p.onecause.com/rah2022)

eliminating racism
empowering women
ywca
Evanston/North Shore



Baker Demonstration School • Berkshire Hathaway Home Services Koenig Rubloff • Chiaravalle Montessori • Commonwealth Running Company • Dynamic Colors • Evanston Community Foundation • Evanston Running Club • FE Moran • Fiducient • Illinois Bone and Joint • JCC Chicago • John J. Cahill • MB Real Estate • McGaw YMCA • New City Moving • Orangetheory Fitness • Roycemore School • The Cradle • TKE • Trilogy Behavioral Healthcare • Trulee • Unitarian Church of Evanston • Unity Preschool • Walsh Natural Health • Warren W. Cherry Preschool • Wellness Revolution



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YWCA EVANSTON / NORTH SHORE

**JUNETEENTH
SUNDAY
JUNE 19
FATHER'S DAY**



11" x 17" Posters

500+ posted across the Chicagoland area

10K RUN 5K RUN AND WALK YOUTH MILE 7:30AM START LONG FIELD, EVANSTON

Join thousands from all over Chicagoland to run and walk in unity against racial hatred and violence!

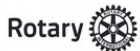
P2P.ONECAUSE.COM/RAH2022



Baxter



JCLicht



ATHLETICO
PHYSICAL THERAPY

Acquirent LLC

avidor
Evanston



blink

dreamtown



EVANSTON
COMMUNITY BANK & TRUST
A BRANCH OF FIDELITY BANK, N.A.



NATURE'S PERSPECTIVE
LANDSCAPING



NorthShore
University HealthSystem



TENNECO



WESTMINSTER PLACE
A Presbyterian Homes Community



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This race is CARA Certified and has committed to following the CARA Best Practices Guidelines, a high-set of standards for quality, safe and operationally sound races.

Proceeds from the Race Against Hate are used to further the mission of YWCA Evanston/North Shore.



Race T-shirt, front and back



Race Bags



Large Thank You banner, posted after the event at YWCA's Evanston campus along Ridge avenue for all to see



Media



RICKY BYRDSONG MEMORIAL RACE AGAINST HATE

Past Press Coverage

- Evanston Roundtable: [Ricky Byrdsong memorial race brings hope and a call for action](#), [Evanston Roundtable](#), June 19, 2022
- Better.net: [4,000 Lace Up in Evanston for In-Person Return of YWCA's Race Against Hate](#)
- [Registration open now for Race Against Hate on June 19](#)
- Chicago Agent Magazine: [The 2022 Ricky Byrdsong Race Against Hate](#), [Chicago Agent Magazine](#)
- Evanston Roundtable: [Train for the YWCA's 5K Race Against Hate with the Evanston Running Club](#)
- YWCA E/NS News: [Ricky Byrdsong Memorial Race Against Hate Returns on Juneteenth](#)
- [Evanston Roundtable: Annual Race Against Hate to be 'Somewhat' Virtual This Year](#)
- [Chicago Area Runners Association: Race Against Hate Recap](#)
- [Chicago Tribune: 20 years after Ricky Byrdsong was murdered, the Race Against Hate continues in Evanston: 'It's a living demonstration of the power of love over hate](#)
- [FOX32 Chicago: Ricky Byrdsong's death at the hands of a white supremacist still prevalent 20 years later](#)
- [CBS2 Chicago: Hundreds Race Against Hate In Memory Of Northwestern Basketball Coach Ricky Byrdsong](#)
- [Chicago Tribune: Race Against Hate looks to bring community together: 'We refuse to be stymied'](#)
- [ABC7 Chicago: The Race Against Hate continues in Evanston 20 years after Ricky Byrdsong's murder](#)

About YWCA Evanston/ North Shore

Our Mission

YWCA Evanston/North Shore (E/NS) is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. Established in 1931, we are a nonprofit organization that works to stand up for social justice and strengthen local communities. We serve more than 8,000 people annually in northern Cook County through our Domestic Violence, Equity Institute, Economic Advancement, and Flying Fish Aquatics programs.

Your sponsorship of the Race helps support the following YWCA E/NS programs and initiatives:

- **Building Healthy Relationships** - a relationship violence prevention curriculum designed to give young people the social-emotional skills they need to treat one another with respect, stop bullying, and prevent violence
- **Community Engagement** - Forums and events, including racial healing circles, Race Against Hate, Stand Against Racism, and keynote expert discussions, which offer individuals the opportunity to come together around current issues of racial justice
- **Becoming Equitable Institutions (BEI)** - Our Equity Institute delivers customized equity consultations for businesses and organizations to assess all aspects of the workplace—recruitment, hiring, employee engagement, client experience, HR policies, and more—through an equity lens, complete with action plans, custom training, and follow-up evaluation.
- **Alternatives to Violence** - 26-week learning and education group for men who have caused harm that provides the opportunity and skills to change the behavior, beliefs, and attitudes that support their use of violence against intimate partners.
- **40-Hour Domestic Violence Training** - YWCA E/NS is an approved ICDVP training site for 40-hour domestic violence training that provides a solid base of knowledge for anyone working with individuals affected by domestic violence using a trauma-informed lens.
- **Equity Training and Workshops** - Racial equity trainings for groups and individuals who want to deepen their understanding of equity and learn actions they can take to level the playing field.
- **Comprehensive Sex Education** - students learn about consent and determine their boundaries in a neutral environment, empowering them to gain the knowledge, confidence, and communication skills to make healthy relationship choices and seek support if a relationship is harmful.

So much has happened in the last several years. It reminds us over and over again that we have got to get engaged and create the change we want to see. When Ricky was killed we were horrified. Now we are becoming inured to it. I think we can't keep hoping for things to be different. People have got to get engaged in whatever way they can."

-Karen Singer, CEO



Our Impact



"I feel like the Race Against Hate has really become one of Evanston's trophies in terms of showing how a community can respond to a tragedy. An event that is hateful, we turned it into a unifying and positive response. It's a living demonstration of the power of love over hate."

- Sherilyn Byrdsong, widow of Ricky Byrdsong

"We talk to hundreds of middle school and high school students every year. Sometimes our discussions are direct: What are the warning signs a dating partner is abusive? How can you support a friend in an abusive relationship? But our goal isn't just to give them checklists of do's and don'ts. We aim to form relationships with students and have conversations that contribute to an entire culture shift."

- Hallie Cohen, YWCA violence prevention educator

"YWCA Equity Institute staff met with our leadership team, created a yearlong path of listening to our congregation, goal-setting, workshops and education opportunities, meeting with the Board of Trustees - a full-service approach that helped us implement strategies to develop our *identity as an organization shaped by our goal to be actively anti-racist.*"

- Martha Holman, Unitarian Church of Evanston

"The conversation made me think harder about moments when I let implicit bias creep into my thoughts on negative ways. I am hoping I will be better about catching myself when that happens. It was great to get youth and high school board members and coaches in the same place to exchange ideas these important issues--I really want to see some action in the coming years."

- School District Participant, Equity Workshop

In FY2022:

July 1, 2021 - June 30, 2022

4,800+

students learned how to identify and build healthy relationships

800+

individuals trained on racial equity, deepening their understanding of racism and acquiring skills to take action

21

community organizations were trained on issues of equity to identify and address issues of racial justice

59

participants took part in our 40-hour domestic violence training, learning skills to be advocates for survivors

15

abusers received counseling to change the behavior, beliefs, and attitudes that support their use of violence against intimate partners

and thousands...

stood against racism and raced against hate with us to build community and promote equity and healing

To learn more about YWCA Evanston/Northshore programs and initiatives visit our website www.ywca-ens.org