



St. Jude Memphis to Peoria Run 2026 Sponsorship Opportunities

We are excited to announce the 45th Annual St. Jude Memphis to Peoria Run will take place Tuesday, July 28 – Saturday, August 1, 2026. The inspiration of this event began in Peoria, IL, in 1982, when Mike McCoy and Gene Pratt collaborated on a way to raise money for St. Jude Children's Research Hospital – their favorite charity. They envisioned driving to St. Jude in Memphis, and then running back relay-style to Peoria, home of the Jim and Trudy Maloof St. Jude Midwest Affiliate Clinic. Now, several decades later, this vision has become one of the foremost charity running events in the nation, having raised over \$27 million and counting.

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. When St. Jude opened in 1962, childhood cancer was largely considered incurable. Since then, St. Jude has helped push the overall survival rate from 20% to more than 80%, and we won't stop until no child dies from cancer. Our sponsors and key supporters make this event possible so that St. Jude can continue their life-saving mission:

Finding cures. Saving children.® *Everywhere.*

We would be honored to partner with you for the 45th Annual St. Jude Memphis to Peoria Run. With your support, we can ensure the life-saving work at St. Jude may continue, and that children right here in Peoria and across the world receive the finest care possible at no cost to their families.

Thank you for your consideration,

Mike McCoy
Co-Founder, St. Jude Runs
President, St. Jude Runners Association
Phone: 309-253-5556
Email: michaelmccoy465@gmail.com



St. Jude patient Emmanuel





Why Run?

"I run because, as a St. Jude nurse, I see the impact of our donors every day, but there is something special about fundraising, running, and being a part of the community outside the hospital walls who is dedicated to advancing cures and treatments for childhood cancer."

– Katie, St. Jude Children's Research Hospital Nurse

Running for a Cure Since 1982

Inspiration for the St. Jude Memphis to Peoria Run was sparked in Peoria, IL in 1982, when Mike McCoy and Gene Pratt wanted to find a way to raise money for their favorite charity: St. Jude Children's Research Hospital®. They envisioned participants driving to Memphis and then running back to Peoria.

Their vision became a reality, and the Run will be celebrating its **45th anniversary in 2026**, with **33 Satellite Runs** participating.

St. Jude Runs by the Numbers

192



St. Jude
patient family
participants

2,500+
participants from

**27 STATES &
258 CITIES IN IL**



2,893
MILES RAN
(Distance Per Year)

**Lives Saved
and
Hope Shared**

\$94M+
Raised



Over
2K
Spectators



45 Years of
History



A Note From St. Jude Runs Sponsor - Pekin Insurance

The St. Jude Runs is a fantastic way to raise money for St. Jude Children's Research Hospital, an organization that serves children with cancer and their families. St. Jude believes all a family should worry about is helping their child live. Families never receive a bill for treatment, travel, housing or food. Through their treatments, St. Jude has dramatically improved the overall childhood cancer survival rate over the last 60 years, while giving those families peace of mind.

Unfortunately, childhood cancer is all too common. Many of our employees have been impacted by childhood cancer whether it is their son, daughter, grandchild, or other extended family member. No one is immune to childhood cancer. That is why Pekin Insurance has invested in the mission of St. Jude. I urge you to consider making this important – and impactful – investment.

Daniel V. Connell
Chief Executive Officer
Pekin Insurance



SPECIAL THANKS TO OUR 2025 MEMPHIS TO PEORIA RUN SPONSORS



Leali
Family





CURE SPONSOR \$10,000

A gift at \$10,000 helps provide two CT scans for St. Jude patients

SPONSOR BENEFITS INCLUDE:

- Opportunity to send 2 representatives on the 2026 St. Jude Runs Bus Trip to Memphis, TN
Tuesday, July 28 – Wednesday, July 29, 2026
- Sponsor logo on St. Jude Memphis to Peoria Run stationery
(if confirmed by March 15)
- Sponsor logo with prominent placement on all event signage
- Sponsor logo on St. Jude Memphis to Peoria Run website with prominent placement
(linked to sponsor website)
- Sponsor logo on emails sent to all Memphis to Peoria Participants
(2 emails per month to 225 participants)
- Sponsor logo represented in runner group photo in front of St. Jude Children's Research Hospital
- Recognition at all St. Jude Memphis to Peoria meetings & events
- Special recognition at runner send off in Peoria
- Sponsor acknowledgement included on full page newspaper spread after event
- Opportunity to host and/or present at Runner meeting
- Opportunity to include product and/or flyer in run participant bags
- Social media posts
- St. Jude supporter signage at sponsor business (window clings and yard sign)



HOPE SPONSOR \$5,000

A gift at \$5,000 helps cover the cost of the daily room rate of the ICU for a St. Jude patient

SPONSOR BENEFITS INCLUDE:

- Sponsor logo on all event signage
- Sponsor logo on St. Jude Memphis to Peoria Run stationery *(if confirmed by March 15)*
- Sponsor logo on St. Jude Memphis to Peoria Run website *(linked to sponsor website)*
- Sponsor logo on emails sent to all Memphis to Peoria Participants
(2 emails per month to 225 participants)
- Sponsor logo represented in runner group photo in front of St. Jude Children's Research Hospital
- Recognition at all St. Jude Memphis to Peoria meetings & events
- Sponsor acknowledgement included on full page newspaper spread after event
- Opportunity to present at Runner meeting
- Opportunity to include product and/or flyer in run participant bags
- Social media posts
- St. Jude supporter signage at sponsor business (window clings and yard sign)

DREAM SPONSOR \$2,500

A gift at \$2,500 helps cover cover the cost of 16 days of oxygen for a St. Jude patient

SPONSOR BENEFITS INCLUDE:

- Sponsor logo on all event signage
- Sponsor logo on St. Jude Memphis to Peoria Run website *(linked to sponsor website)*
- Sponsor name on emails sent to all Memphis to Peoria Participants
(2 emails per month to 225 participants)
- Recognition at all St. Jude Memphis to Peoria meetings & events
- Opportunity to include product and/or flyer in run participant bags
- St. Jude supporter signage at sponsor business (window clings)

ST. JUDE QUICK FACTS

Treatments for pediatric cancer can last up to **THREE YEARS OR MORE** and cost on average **\$425,000**

Treatments invented at **St. Jude** have helped raise the survival rate for children with cancer in the United States, where 4 out of 5 children survive cancer. In many developing countries, however, 1 out of 5 children diagnosed with cancer will survive. **We won't stop until no child dies from cancer, no matter where they live.**



CANCER
IS
THE **NO.1**

CAUSE OF DEATH BY DISEASE
for children <14 in the U.S.

TREATMENTS INVENTED AT ST. JUDE HAVE HELPED PUSH OVERALL **CHILDHOOD CANCER SURVIVAL** RATES FROM



WE WON'T STOP until no child dies from cancer.

*St. Jude **SHARES** the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.*

Families never receive a bill from St. Jude for treatment, travel, housing or food—so they can focus on helping their child live.



ST. JUDE BRAND POWER



**HIGHEST
FAVORABILITY**
of all major nonprofits

St. Jude donors
are up to
more likely
to shop

2X

brands that partner
with St. Jude
when compared to
consumers overall



**BRAND IN
OVERALL
QUALITY**

9 years in a row

**HEALTH
NON-PROFIT
OF THE YEAR**



9 years in a row



**MOST
INSPIRATIONAL
BRAND**

World Value Index



of a brand's customers
have a **more favorable
impression** of them
when they learn they
partner with St. Jude



**FOR
FAMILIARITY (71%)**

For Hispanics, over two-thirds
who recognize St. Jude very
familiar with the brand.



**LARGEST
HEALTHCARE
CHARITY**
in the United States



Sponsorship Commitment Form

Recognition/Company Name _____

Contact Person _____

(as you wish to appear on event publications)

Mailing Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ Email _____

REFERRED BY _____

I would like to support the 45th Annual St. Jude Memphis to Peoria Run.

☐ Cure Sponsor - \$10,000 Sponsor

☐ Dream Sponsor - \$2,500 Sponsor

☐ Hope Sponsor - \$5,000 Sponsor

Please make checks payable to St. Jude Runs.

☐ Check

☐ To pay by credit card, DAF, or wire transfer, please call our office at 309-566-3500.

☐ An invoice or additional documentation to process payment is needed.

For more information or to confirm your interest in sponsorship:

visit | stjuderuns.org

email | Gina.Seghetti@alsac.stjude.org

call | 309-265-4372

mail | 4722 N. Sheridan Rd. • Peoria, IL 61614

Please note: To receive full benefits, please sign and return this commitment form by **June 1, 2026**. All sponsorship payments are due by **July 1, 2026**.

The amount of your contribution that is deductible as a charitable contribution for federal income tax purposes is limited to the excess of your contribution over the value of goods & services provided by the organization.

