SPONSORSHIP OPPORTUNITIES

YEAR STARTED 1982
RUN DISTANCE 465 MI
RUNNER COMMITMENT $3,000
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 celebrated its 38th anniversary in 2019.**

Since the beginning, we have been fortunate to have generous sponsors who support the St. Jude mission: *Finding cures. Saving children.*

Sponsor contributions of dollars, goods and services allow all funds raised to directly benefit St. Jude patients and families. In addition, our chefs keep all our runners well fed while also raising money for the kids of St. Jude. Since ensuring runner safety is so important, sponsors help cover the cost of insurance, water, and other necessary supplies.

Since its founding in 1982, the **St. Jude Memphis to Peoria Run has raised more than $20M** for the patients and families of St. Jude. Co-founder Mike McCoy has completed every run.

<table>
<thead>
<tr>
<th>YEAR STARTED</th>
<th>RUN DISTANCE</th>
<th>RUN SEGMENTS</th>
<th>RUNNER COMMITMENT</th>
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</thead>
<tbody>
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<td>1982</td>
<td>465 MI</td>
<td>3-6 MI</td>
<td>$3,000</td>
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**GET INVOLVED**

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% when the hospital opened in 1962 to 80% today. We won’t stop until no child dies from cancer. Thanks to the generosity of people like you, **families never receive a bill from St. Jude for treatment, travel, housing or food**—because all they should worry about is helping their child live.
QUICK FACTS

Event Co-founder, Mike McCoy

President and CEO of ALSAC, Richard C. Shadyac, Jr.

Runners begin on the St. Jude campus

Runner high-fiving spectators

Beth Stewart, St. Jude physician

SPONSORSHIP BENEFITS INCLUDE (see enclosed benefit chart)

<table>
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<tr>
<th>Logo placement throughout the race</th>
<th>Inclusion on event webpage + social media posts</th>
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<td>Recognition on incentive merchandise</td>
<td>Post-event recognition in full-page newspaper spread</td>
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<tr>
<td>Acknowledgement at event</td>
<td>Tour of St. Jude Children’s Research Hospital</td>
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MEMPHIS TO PEORIA RUN

1982  | 20 RUNNERS RAISED $20K |
2019  | 210 RUNNERS & CHEFS RAISED $1.15M |
1982–2019 | RUNNERS & CHEFS RAISED $20M |

SATELLITE RUNS

1984  | 1ST GALESBURG TO PEORIA EST. |
2019  | 34 SATELLITE CITIES - 3K+ RUNNERS RAISED $5.9M |
WHY RUN  (a note from our presenting sponsor + testimonials through the years)

Like many companies doing business today, we maintain a continuous effort of living our corporate values. Being a good corporate citizen is one of the ways we believe is crucial to living our values. Our employees, agents, and policyholders live and work in the same communities where we operate, and look to us for leadership for ways to achieve a better way of life for all.

Our company has been investing money and time in the St. Jude Children’s Research Hospital for many years. St. Jude is delivering positive outcomes on our investment each and every day.

I urge you to consider supporting the kids at St. Jude in any way possible. Your investment will provide returns.

Scott A. Martin
Chairman of the Board, President, and Chief Executive Officer—Pekin Insurance

*Why not? I love to run, I'm good at it and I know what it's like to hear those words 'you have cancer'. If I can do something I love and it helps others, I ask, why not?*—Anna

*Because I have two healthy kids and am really good at fundraising . . . not so good at the running!)*—Desiraé

*It’s my way of giving back for all that St. Jude has done for my family. I know I may never be able to raise the amount necessary for what it takes to save a child’s life like my son, Kyle, but I will always put forth my best effort. Thank you St. Jude!*—Denise

*For the kids! As long as my body is able to run, I pledge to run (and fundraise) for kids like Addi and their families. St. Jude is a very special community. I feel honored to run on their behalf!*—Amy

*For the kids! Finally got to the hospital in Memphis after this last run from St. Louis! I’ll be running every year I physically can after that visit!*—Staci

SPECIAL THANKS TO OUR 2019 MEMPHIS TO PEORIA RUN SPONSORS

Address 4722 N. Sheridan Road, Peoria, IL 61614  Email Gina.Seghetti@stjude.org  Call 309.566.3505  Visit stjuderuns.org