



ST. JUDE MEMPHIS TO PEORIA RUN

SPONSORSHIP OPPORTUNITIES



St. Jude Children's
Research Hospital

Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER

YEAR STARTED

1982

RUN DISTANCE

465 MI

RUN SEGMENTS

3-6 MI

RUNNER COMMITMENT

\$3,000



JOIN OUR MISSION

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 42nd anniversary in 2023.**

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 \$24.3M** for the patients and families of St. Jude. Co-founder Mike McCoy has completed every run.

GET INVOLVED



St. Jude patient Kaitlyn



St. Jude patient Stella



St. Jude patient David

When St. Jude opened in 1962, childhood cancer was 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. Thanks to the generosity of supporters like you, **families never receive a bill from St. Jude for treatment, travel, housing or food**—so they can focus on helping their child live.





QUICK FACTS

SPONSORSHIP BENEFITS INCLUDE (see enclosed benefit chart)

Logo placement on motorhomes during the 5-day event

Inclusion on event webpage + social media posts

Recognition on incentive merchandise

Post-event recognition in full-page newspaper spread

Acknowledgement at all meetings and the event

Logo on monthly emails to 250 participants

MEMPHIS TO PEORIA RUN

1982 | 20 RUNNERS
RAISED \$20K

2022 | RUNNERS & CHEFS
RAISED \$1.4M

1982–2022 | RUNNERS & CHEFS
RAISED \$24.3M

SATELLITE RUNS

1984 | 1ST GALESBURG
TO PEORIA EST.

2022 | 35 SATELLITE CITIES
2K+ RUNNERS
RAISED \$5.4M





WHY RUN

(A Note From Our Presenting Sponsor + Testimonials Through The Years)



The St. Jude Memphis to Peoria Run is a fantastic way to raise money for the 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 St. Jude’s mission. I urge you to consider making this important – and impactful – investment.

Daniel V. Connell

Chief Executive Officer
Pekin Insurance



Why We Run:

I run because my kids are healthy and yours deserve to be too! – Linda

I run to make a difference for what St. Jude did for a family member. – Lisa

I run to be a part of something that is helping families in my community. – Troy

I run because I am able to, and I want to help make a difference and save lives. – Summer

SPECIAL THANKS TO OUR 2022 MEMPHIS TO PEORIA RUN SPONSORS



Leali Family

