



May 2015

Dear Organizational or Business Leader,

**We are excited to announce that Champaign-Urbana will host its first Open Streets event on June 27th, 2015.** Open Streets is an innovative approach to reclaiming public space that transforms streets into paved parks. The concept of Open Streets is simple: open the streets to people; close the streets to cars. Open Streets events have been held all over the US and in many Latin American countries.

Connecting the communities of Champaign, Urbana, and the campus that joins them, CU Open Streets was launched to give people of all ages, backgrounds, abilities, and interests a place to be active together. Today, we are writing to ask you to help make CU Open Streets possible.

To create this space for the community to play together, we need financial support and commitments from businesses and other community organizations. Your organization can support CU Open Streets at any level that fits within your budget. Your contribution sends a message to the community that you care about public health, strong communities, economic vitality, and alternative transportation – and improving the overall quality of life in Champaign-Urbana. Your organization will be recognized in the event marketing, as shown in the chart below.

Help us ensure that as many C-U residents as possible experience and enjoy CU Open Streets. See the attached sponsorship form for additional information. And join us on June 27th for this unprecedented event. **Let's take over the streets.**

	Champion	Promoter	Advocate	Supporter	Ally	Friend	Crowd Funder
	\$5,000+	\$2,500	\$1,000	\$500	\$250	\$100	\$1-\$99
Activity Hub named after your organization	1 full block	1/2 block					
Name in event email announcements							
Name & logo on website	Large	Medium	Small				
Logo on Promotional Materials	Large	Medium	Small	Small			
Name on Promotional Materials	Large	Medium	Small	Small	Small		
Booth/exhibition space	Tent, Table, & Chairs Provided	Tent, Table, & Chairs Provided	Table & Chairs Provided				
Features in social media marketing							

CU Open Streets is an initiative of Healthy Champaign County, the Champaign-Urbana Public Health District, the Urbana Park District, Neutral Cycle, Carle, the Champaign-Urbana Mass Transit District, the City of Champaign, the City of Urbana, Champaign Center Partnership, in cooperation with the University of Illinois at Urbana-Champaign.

**Follow us @ [www.facebook.com/CUOpenStreets](http://www.facebook.com/CUOpenStreets), and more importantly, come out and play with us!**