



# CHICAGO RIVER SWIMS

## 2024 SPONSORSHIP OPPORTUNITIES

*A Long Swim*

**M Northwestern Medicine**  
Feinberg School of Medicine



**Metropolitan Water  
Reclamation District  
of Greater Chicago**

**wendella** 1935  
TOURS & CRUISES & PRIVATE EVENTS & CHICAGO WATER TAXI



## A LETTER FROM DOUGLAS MCCONNELL

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*For most Chicagoans, putting words together like “Chicago River Swim” are as far-fetched as “Cubs Win the World Series.” Wait... after a century, the Cubs DID win the World Series! It has also been a century since there has been a Chicago River Swim, and it is high time to celebrate. It is time to celebrate the fact that the Chicago River is the reason that Chicago is here at all. It is time to celebrate the fact that, after 50 years of dedicated focus and attention, the Chicago River is clean enough for swimmer contact.*

*The Chicago River Swim will provide the opportunity for these remarkable athletes to swim one- or two- mile courses. They will swim among Chicago’s iconic buildings, under Chicago’s signature trunnion bascule bridges, and along Chicago’s popular Riverwalk, all with abundant locations for spectators. Chicago River Swim is hosted by the nonprofit I co-founded, called A Long Swim, which has raised more than \$2 million for collaborative ALS research at Northwestern University’s Feinberg School of Medicine. Proceeds from the Chicago River Swim will support ALS research, as well as water safety lessons for 2,000 Chicago children.*

*To date, A Long Swim has focused on ALS research in the Ozdinler Lab at Northwestern, and the results have been outstanding. Through its dedication to collaboration with ALS research centers around the world, the Ozdinler Lab’s work in neurodegenerative diseases has led to the point where it now has a drug in Phase 1 safety trials in the FDA approval process. It is a very exciting time to be involved in ALS research, and we won’t stop until there is a cure to this dreadful disease.*

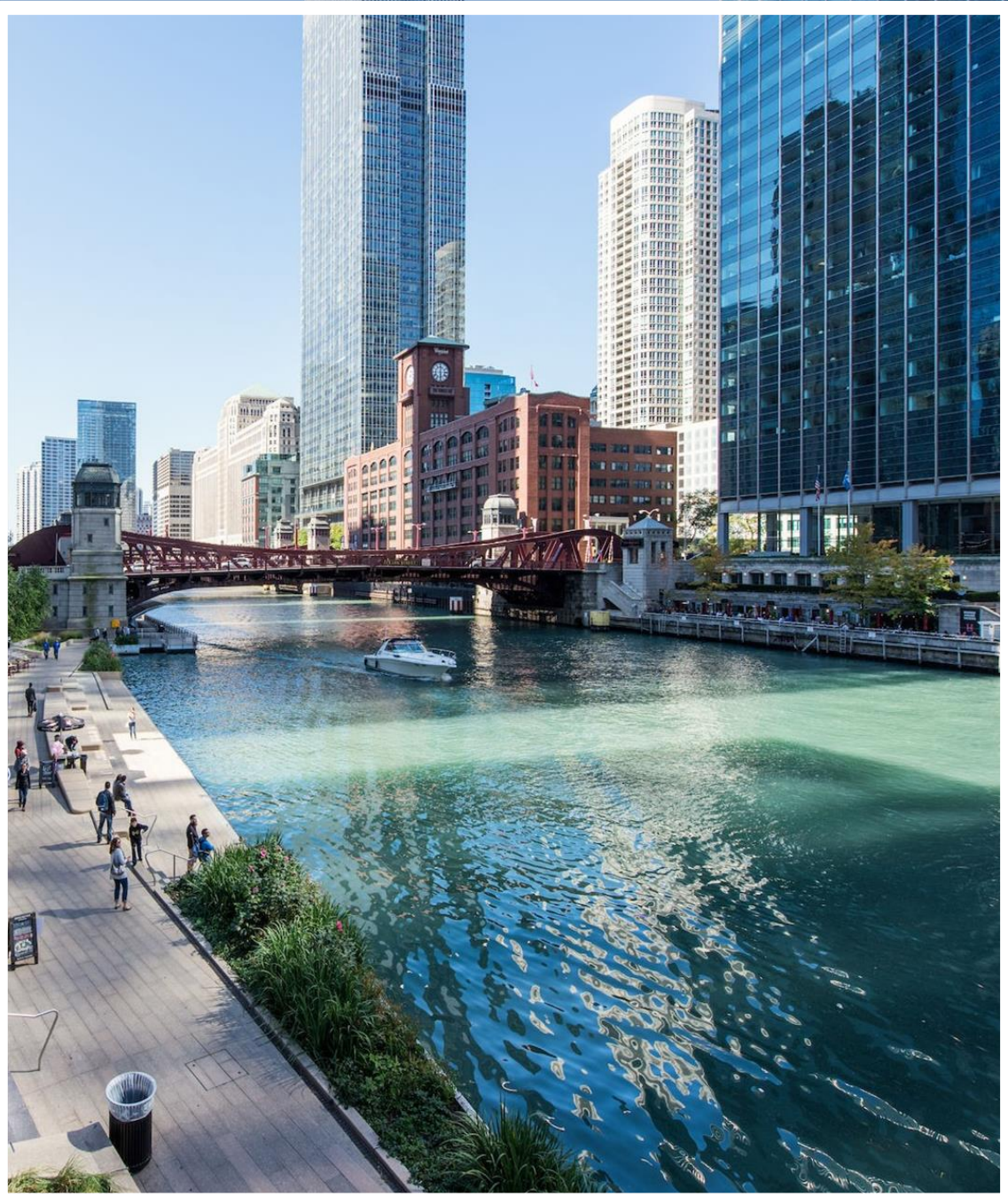
*Regarding swimming lessons, we believe that water safety is a human right. Too many children never have the opportunity to learn to swim and, sadly, it is reflected in drowning statistics. Through a handful of focused and well-taught lessons, the risk of drowning can be reduced by 90%, and we can’t think of a better high-profile event to provide the beginnings of a solution to this grave issue.*

*Chicago River Swim will provide our sponsors with unique opportunities to align with these unique priorities, as well as to be prominently featured with a first-time-in-anyone’s-lifetime event that is projected to attract more than one billion impressions.*

**Let’s go for a swim!**

*Douglas P. McConnell*

*English Channel Swimmer; Founder of A Long Swim*



# YOU'RE INVITED



## To be a part of history

This September, we're bringing the beloved sport of open water swimming back to the Chicago River. **For the first time in nearly 100 years**, endurance athletes will have the once-in-a-lifetime opportunity to race under the city's iconic bridges and through a stadium of skyscrapers.

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## To make a real difference

Proceeds from this inaugural event will benefit the nonprofit A Long Swim, which funds collaborative ALS (Amyotrophic Lateral Sclerosis) research at Northwestern University and fund local learn-to-swim programs for at-risk youth.



## A LONG HISTORY OF RIVER SWIMMING

After reversing its water flow in 1900, the Chicago River experienced significant water quality improvements and swim competitions soon began taking place to celebrate. Hosted by the Illinois Athletic Club until the 1920s, these events attracted upwards of 100,000 spectators and drew some of the highest profile swimmers at the time to the city - including Johnny Weissmuller and Buster Crabbe. Unfortunately, the river's water quality significantly deteriorated over the next few decades and the swims were ultimately discontinued.

New legislation began taking action to reverse this in the 1940s and by the 1970s, the river started to experience a new revival. Now, 50 years later, and with *tremendous* public and private support, the river is at its cleanest levels ever recorded.

This year, history will be made once again as the city comes together to celebrate the rebirth of the beloved Chicago River. Will you join us?

# 2024 EVENT DETAILS

The proposed Chicago River Swim will celebrate the once-unthinkable rebirth of the river with a 2-mile loop swim – Starting and ending at River Theater along the famous Riverwalk. Additional swim options may be unveiled soon, subject to approval.



**When?**

September 22, 2024

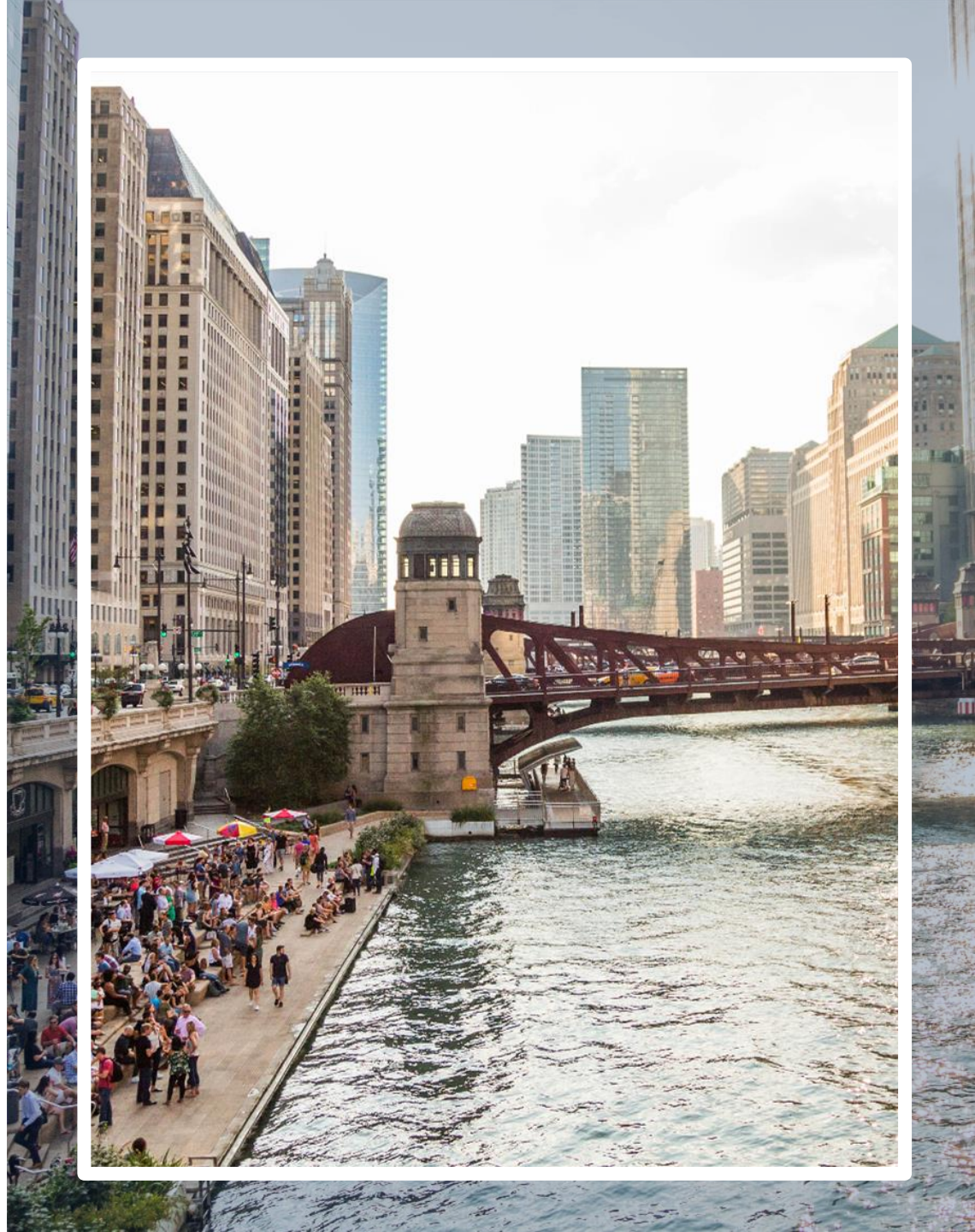
**Where?**

Chicago River - Chicago, IL

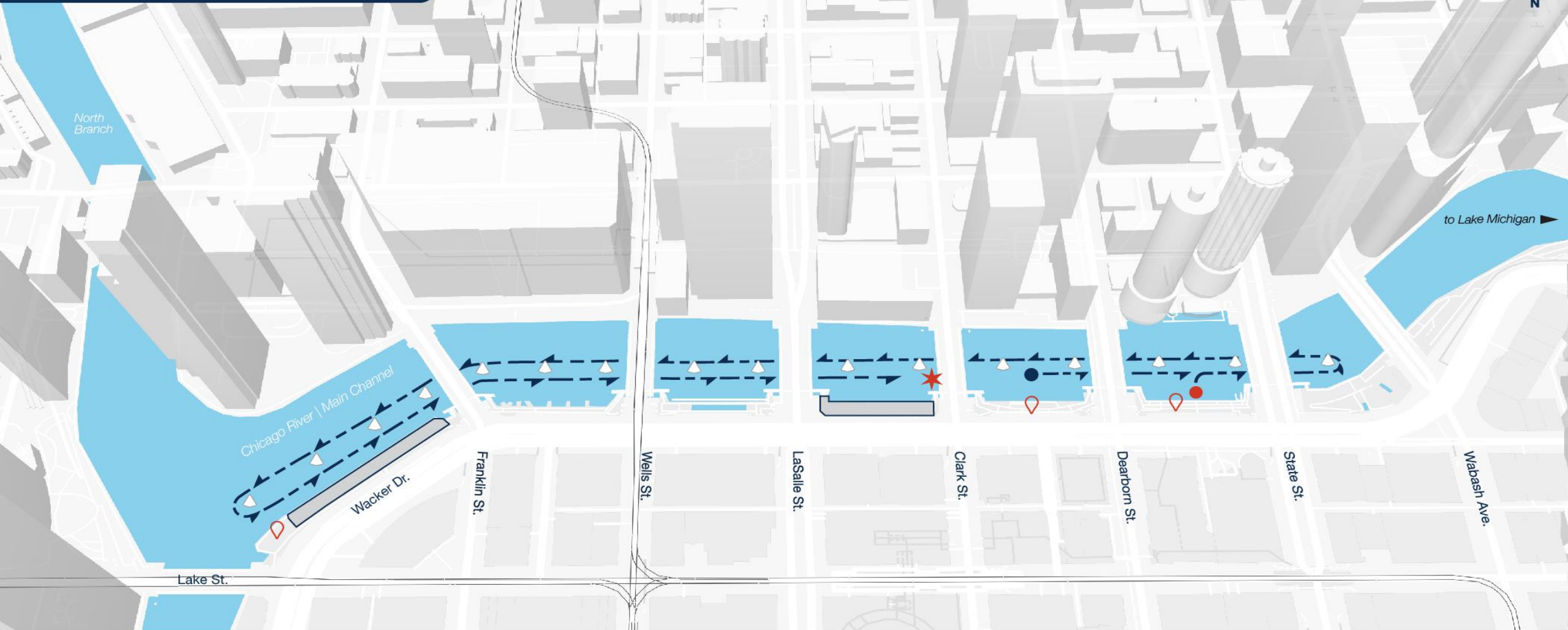
**Who?**

500 Fundraising Swimmers

\*Event details subject to change



# ARE YOU READY TO MAKE HISTORY?





**SUNDAY, SEPTEMBER 22, 2024**

Celebrate the Chicago River's once unimaginable environmental turnaround by applying to the first organized swim in nearly a century. This is truly history in the making.

Apply. Volunteer. Donate.

[CHICGORIVERSWIM.ORG](http://CHICGORIVERSWIM.ORG)

## LEGEND

-  Swim Start: 2 Mile
-  Swim Start: 1 Mile
-  Swim Course
-  Finish Line
-  Signature Viewing Areas
-  Key Spectating Partners

## FOUNDING PARTNERS



*A Long Swim*

# PRELIMINARY EVENT WEEKEND SCHEDULE\*

Event weekend will consist of a variety of activities for participants (including a mandatory packet pick-up process) and the general public.

Friday, 9/20



12:00 PM: Packet Pick-Up Opens (location TBD)  
12:30 PM: Athlete Briefing  
1:30 PM: Athlete Briefing  
2:30 PM: Athlete Briefing  
3:00 PM: Packet Pick-Up Closes

Saturday, 9/21



12:00 PM: Packet Pick-Up Opens (location TBD)  
12:30 PM: Athlete Briefing  
1:30 PM: Athlete Briefing  
2:30 PM: Athlete Briefing  
3:00 PM: Packet Pick-Up Closes

Sunday, 9/22



5:15 AM: Athlete Check-In Opens  
6:45 AM: Long Course Start  
7:30 AM: Finish Festival Begins  
8:00 AM: Short Course Start  
9:00 AM: Course Closes  
1:00 PM: Finish Festival Concludes

\*Schedule subject to change

# CORPORATE SPONSORSHIP OPPORTUNITIES

As an official sponsor of the 1st annual Chicago River Swim, **your company will have the once-in-a-lifetime opportunity to not only be a part of history, but also help make a profound impact on the ALS community.**

## The Title\*

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- Title Sponsor of the Chicago River Swim
- Sponsor Branding / Logo Inclusion on:
  - Co-Branded Onsite Signage
  - Official CRS event website
  - Pre/Post-Event Comms
  - Digital Leaderboard
  - Swimmer Robes
  - Goodie Bag and/or Swag Distribution
- (10) Guaranteed Entries (fundraising goal applies)
- (1) Signature Activation Footprint Onsite
- (2) Sponsor Fleet Vessels for 12 Guests each
- PA Announcements On Event Day

## The Elite\*

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- Sponsor Branding / Logo Inclusion on:
  - Co-Branded Onsite Signage
  - Official CRS event website
  - Pre/Post-Event Comms
  - Goodie Bag and/or Swag Distribution
- (2) Guaranteed Entries (fundraising goal applies)
- (1) Signature On-Course OR In-Water Activation
- (1) Sponsor Fleet Vessel for 12 Guests each
- PA Announcements On Event Day

## The Premier\*

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- Sponsor Branding / Logo Inclusion on:
  - Co-Branded Signage Onsite
  - Official CRS event website
  - Pre/Post-Event Comms
  - Goodie Bag and/or Swag Distribution
- PA Announcements On Event Day

*\*Minimum 2-Year Commitment Required*

*\* Unlock sponsorship levels based on provided cash donations and/or in-kind services. Reach out to Tim Brazel – [Tim.Brazel@chicagoriverswim.org](mailto:Tim.Brazel@chicagoriverswim.org) for more information*



# THE CHICAGO RIVER SWIM TEAM



**Doug McConnell**

*Managing Director, Vissant Capital Corp.  
Founder, A Long Swim  
Founder, Chicago River Swim*

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**Clif Wilson**

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Executive Director, Chicago River Swim*

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**Scott "Hootie" Hutmacher**

*Owner, The Nudge Mill  
Founder, Open Water Swim Chicago  
Event Director, Chicago River Swim*

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 312-961-7291



**Tim Brazel**

*Director, Partnership Marketing, Life Time  
Advisory Board, Chicago River Swim*

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 708-289-0774



# MORE WAYS TO SUPPORT

*A Long Swim*

**M Northwestern Medicine**  
Feinberg School of Medicine



**A Long Swim** has raised more than \$2 million from swims completed by Doug McConnell, which include the English Channel, Tampa Bay, Catalina Channel, Manhattan Island and more, as well as its “Summer Series Open Water Swims” in Lake Michigan.

It’s contributions have made immense impacts in driving breakthrough ALS research, most notable through it’s direct support of renowned **The Ozdinler Lab at Northwestern University’s Feinberg School of Medicine**.

The Ozdinler Lab has made world-class discoveries related to ALS, including the discovery of the NU-9 compound (now AKV-9) which has shown to reverse ALS neuron damage. AKV-9 has been granted orphan drug status by the FDA, and is now embarking on Phase 1 safety trials at the FDA.



**P. HANDE OZDINLER, PHD**  
Scientific Advisor, A Long Swim  
Associate Professor of Neurology



# LEARN TO SWIM

MAKE A LASTING IMPACT IN THE CHICAGO COMMUNITY



In collaboration with the Chicago Park District, the Chicago River Swim will be expanding a learn to swim program by adding dedicated swim safety lessons and water survival training for up to 2,000 Chicago children.

As an **official program sponsor**, your brand will have the unique opportunity to create a more meaningful impact on the community, as well as help inspire a brand new generation of swimmers.

Sponsorship opportunities available upon request!

# DONATE TODAY

AND HELP US GET ONE STEP CLOSER TO FINDING A CURE

[MAKE A DONATION NOW](#)



***All proceeds go directly to fund the research of Dr. Pembe Hande Ozdinler's research.*** To date, we have raised over \$1 million dollars to the cause, and we will not stop swimming until we meet an ALS survivor on the shore.

*A Long Swim is a 501(c)(3) non-profit organization under the U.S. Internal Revenue Code so that your donation will be 100% tax deductible as a charitable contribution.*

*Donations can be made by check or credit card.*

*Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. If your company is eligible, simply request a matching gift form from your employer and send it completed and signed with your gift.*

# THANK YOU TO OUR CURRENT SUPPORTERS

**Andrew Walsh** | Manager of Beaches & Pools, Chicago Park District

**Athena Williams** | Executive Director, Oak Park Regional Housing Center

**Bill Utter** | Principal, Bill Utter Communications

**Bob Dion** | Principal, Davis, Harris, Dion Advertising

**Bryant Krizik** | Deputy Chief, South Holland Fire Dept | President, Krizik Consulting Strategies

**Dave Casper** | CEO (former), BMO Bank

**David Bishop** | Wealth Management Advisor, BMO Bank

**Hannah Meyer** | Senior Manager of Membership & Affiliation, USA Football

**James Fortin** | Lieutenant, USCG

**Kimberly Bares** | President & CEO, The Magnificent Mile Association

**Michael Borgström** | President, Wendella Tours & Cruises / President, Chicago Harbor Safety Committee

**Michael Fassnacht** | President and CEO, World Business Chicago

**Mike McElroy** | Director of Marine Operations, Wendella Tours & Cruises

**Sarah Pang** | President, One Chicago Fund

**Timothy Tilghman** | Commander, USCG





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**Metropolitan Water Reclamation District of Greater Chicago**

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# Thank You!