

Annual Thanksgiving Morning

Y Turkey Trot Charity 5K 2019 Sponsorship Opportunities

Deadline for maximum exposure: all materials & media: 8/3/19

Final deadline for media exposure: 9/13/19

Deadline for inclusion on Turkey Trot race shirts is 10/18/19



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Supporting the Y Campaign For a Better Us.

Every Child Sponsor (all seven races: estimated 15,000 runners)

\$75,000 Contribution

Recognition in all Turkey Trot communications:

- TV (broadcast and Cable), Radio, Poster and Digital Billboards, Online Ads, Social Media, In-Center/on site, PR, Brochures, Posters, Fliers, Turkey Trot Website, E-blasts
- Logo on front of all race shirts including all "MiniTrot" t-shirts
- Logo on dog bandanas
- Prominent identification on starting/finish line banners
- Annual Report recognition
- 10 x 20 space for displays/booths on race day
- Inclusion in Virtual Gift Bag
- Banner/Standing Banner recognition 1-month prior (all race locations)
- Race day sponsor acknowledgement
- Mile markers on race course
- Logo on Turkey Trot race bibs
- Logo on in-center thank you poster
- 40 complimentary performance race shirts and entries for your employees or guests at any of our seven 5K races
- For every runner over 40, a reduced entry fee of \$25 is offered

Fullest Potential Sponsor (all seven races: estimated 15,000 runners)

\$40,000 Contribution

Recognition in:

- Radio, Poster Billboard, PR, Online Ads, Social Media, In-Center, Posters, Fliers, Turkey Trot Website, E-blasts and Cable PSAs
- Lead logo placement on the back of all race and "Mini-Trot" shirts
- Prominent identification on starting/finish line banners
- Annual Report recognition
- 10 x 20 space for display/booths on race day
- Inclusion in Virtual Gift Bag
- Banner/Standing Banner recognition 1-month prior (all race locations)
- Race day sponsor acknowledgement
- Logo on in-center thank you poster
- 30 complimentary performance race shirts and entries for your employees or guests at any of our seven 5K races
- For every runner over 30, a reduced entry fee of \$25 is offered

Healthy Kids Sponsor (all seven races: estimated 15,000 runners)

\$25,000 Contribution

Recognition in:

- Poster Billboards, Online Ads, Social Media, In-Center, PR, Posters, Fliers, Turkey Trot Website, E-blasts
- Prominent logo placement on back of all race shirts
- Inclusion on starting/finish line banners
- Annual Report recognition
- 10 x 20 space for display/booths on race day
- Inclusion in Virtual Gift Bag
- Banner/Standing Banner recognition 1-month prior (all race locations)
- Logo on in-center thank you poster
- Race day sponsor acknowledgement
- 20 complimentary performance race shirts and entries for your employees or guests at any of our seven 5K races
- For every runner over 20, a reduced entry fee of \$25 is offered

New Horizons Sponsor (all seven races: estimated 15,000 runners)

\$15,000 Contribution

Recognition in:

- Online Ads, Social Media, In-Center, PR, Posters, Fliers, Turkey Trot Website, E-blasts
- Prominent logo placement on the back of all race shirts
- 10 x 10 space for display/booths on race day
- Inclusion in Virtual Gift Bag
- Logo on in-center thank you poster
- 15 complimentary performance race shirts and entries for your employees or guests at any of our seven 5K races
- For every runner over 15, a reduced entry fee of \$25 is offered

Community Builder Sponsor (four races of your choice: 8,000 runners estimated)

\$10,000 Contribution

Recognition in:

- Fliers, Posters, E-blasts, Turkey Trot Website, Social Media (four race locations of choice)
- Logo on back of race shirts (four race locations)
- 10 x 10 space for display/booths on race day (four race locations)
- Inclusion in Virtual Gift Bag
- Logo on in-center thank you poster
- 10 complimentary performance race shirts and entries for your employees or guests
- For every runner over 10, a reduced entry fee of \$25 is offered

Pathways Sponsor (two races of your choice: 4,000 estimated runners)

\$5,000 Contribution

Recognition in:

- Fliers, Posters, E-blasts, Turkey Trot Website, Social Media (two race locations of choice)
- Logo on back of race shirts, (two race locations)
- 10 x 10 space for display/booths on race day (two race locations)
- Inclusion in Virtual Gift Bag
- Logo on in-center thank you poster
- 7 complimentary performance race shirts and entries for your employees or guests
- For every runner over 7, a reduced entry fee of \$25 is offered

Spirit, Mind, Body Sponsor (one race: estimated 2,000+ runners)

\$2,500 Contribution

Recognition in:

- Social Media, Turkey Trot Website, E-blasts
- Logo on the back of race shirts (one race location)
- Inclusion in Virtual Gift Bag
- Logo on in-center thank you poster
- 5 complimentary performance race shirts and entries
- For every runner over 5, a reduced entry fee of \$25 is offered

Building Futures Sponsor (one race: estimated 2,000+ runners)

\$1,000 Contribution

Recognition in:

- Social Media, Turkey Trot Website
- Logo on the back of race shirts (one race location)
- Inclusion in Virtual Gift Bag
- Logo on in-center thank you poster
- 3 complimentary performance race shirts and entries
- For every runner over 3, a reduced entry fee of \$25 is offered

Friend Sponsor (one race: estimated 2,000+ runners)

\$500 Contribution

Recognition in:

- Company name typeset on the back of race shirts (one race location)
- 2 complimentary performance race shirts and entries
- Name listed on in-center thank you poster
- For every runner over 2, a reduced entry fee of \$25 is offered

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Deadline for inclusion on Turkey Trot race shirts is 10/18/19

Sponsors are arranged on the t-shirts based on level of giving. Higher level sponsors start at the top. For more information contact Debra Einstein at debraeinstein@ymaryland.org.