

41st Annual Mile High United Way Turkey Trot Sponsorship Package



Mile High United Way





41st Annual Mile High United Way Turkey Trot

Date: November 27, 2014
Time: 8 a.m. – Registration Opens
10 a.m. – Race Begins
Place: Washington Park, Denver, CO

For over 40 years, the Mile High United Way Turkey Trot has been a Thanksgiving tradition drawing more than 20,000 people each year.

By becoming a sponsor, you are not only helping to improve the lives of children, families and individuals in our community, you will be part of one the “best Thanksgiving events in the country,” according to the *Forbes* travel blog.

Proceeds from the four-mile run/walk help advance the common good by creating opportunities for a better life for all in our community through our three initiatives: **School Readiness**, **Youth Success** and **Adult Self-Sufficiency**. The funds are reinvested into programs that ensure:

- Kids are reading at grade level and beyond
- Youth are graduating from high school
- Families are safe and economically stable

**Please join us at the 41st Annual Turkey Trot.
Together we change lives and transform communities.**





Turkey Trot Sponsorship Menu

\$500 – COUPON IN A BAG

DURING EVENT

- Coupon in race-day goodie bag (10,000 provided by sponsor, deadline: 11/07/14)

\$1,000 – BOOTH vendor

DURING EVENT

- 10'x10' branded booth at event (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (20,000 provided by sponsor)
- Coupon in race-day goodie bag (10,000 provided by sponsor, deadline: 11/07/14)

\$2,000 – HYDRATION STATION sponsor - Exclusive

PRIOR TO EVENT

- Exclusivity as Hydration Stations (two stops en route) sponsor of Turkey Trot 2014
- Company logo in registration forms (brochure, approx. 5,000 printed)
- Social Media posting prior to event

DURING EVENT

- Two branded water stations on race day
- Coupon in race-day goodie bags (10,000 provided by sponsor)

\$5,000 – VOLUNTEER sponsor - Exclusive

PRIOR TO EVENT

- Company logo on unitedwaydenver.org/turkeytrot
- Company logo presence in registration forms (brochure, approx. 5,000 printed)
- Company logo in email blasts (approx. 55,000 recipients per email)
- Company logo printed on race t-shirts (approx. 11,500 shirts)
- Social media posting prior to the event

DURING EVENT

- Logo presence on VOLUNTEER aprons (approx. 300 aprons)
- 10'x10' branded booth at event (sponsor provides tent and branding)
- Coupon in race-day goodie bag (10,000 provided by sponsor, deadline: 11/07/14)
- Opportunity to provide enter-to-win offer (sponsored by partner)
- Opportunity to pass out coupon or product to all attendees (20,000 provided by sponsor)
- Company logo on START and FINISH banners
- 2 Turkey Trot registrations



\$10,000 – BIB sponsor - Exclusive

PRIOR TO EVENT

- Featured as Bib sponsor on all printed and online materials
- Company logo on unitedwaydenver.org/turkeytrot
- Company logo in registration forms (brochure, approx. 5,000 printed)
- Company logo in email blasts (approx. 55,000 recipients per email)
- Company logo on race posters (distributed to retail locations, approx. 1,000 printed)
- Company logo printed on race t-shirts (approx. 11,500 shirts)
- Social Media postings prior to event

DURING EVENT

- 10'x10' branded booth at event (Sponsor provides tent and branding)
- Coupon in race-day goodie bags (10,000 provided by sponsor, deadline: 11/07/14)
- Offer or coupon on each bib (approx. 10,000 bibs)
- Company logo on START and FINISH banners
- Exclusive logo inclusion on race bibs
- Opportunity to provide enter-to-win offer (sponsored by partner)
- Opportunity to pass out coupon or product to all attendees (20,000 provided by sponsor)
- 2 Turkey Trot registrations

\$10,000 – BEER GARDEN sponsor - Exclusive

PRIOR TO EVENT

- Exclusivity as Beer Garden sponsor of Turkey Trot 2014
- Company logo presence on unitedwaydenver.org/turkeytrot
- Company logo printed on race t-shirts (approx. 11,500 shirts)
- Company logo on registration forms (brochure, approx. 5,000 printed)
- Company logo on email blasts (approx. 55,000 recipients per email)
- Company logo on race posters (distributed in retail locations, approx. 1,000 printed))
- Social Media postings prior to event

DURING EVENT

- Branded booth space in beer garden area, including banners on fencing (sponsor provides branding)
- Company logo on START and FINISH banners
- Opportunity to provide enter-to-win offer (sponsored by partner)
- Opportunity to pass out coupon or product to all attendees (20,000 provided by sponsor)
- 4 Turkey Trot registrations



\$10,000 – ADVOCATE sponsor

PRIOR TO EVENT

- Logo recognition as ADVOCATE sponsor on all printed and online materials
- Company logo presence on unitedwaydenver.org/turkeytrot
- Company logo on race posters (distributed in retail locations, approx. 1,000 printed)
- Company logo in registration forms (brochure, approx. 5,000 printed)
- Company logo in email blasts (approx. 55,000 recipients per email)
- Company logo on race t-shirts (approx. 11,500 shirts)
- Social Media postings prior to event

DURING EVENT

- 10'x10' branded booth at event (sponsor provides tent and branding)
- Company logo on START and FINISH banners
- Coupon in race-day goodie bags (10,000 provided by sponsor, deadline: 11/07/14)
- Opportunity to pass out coupon or product to all attendees (20,000 provided by sponsor)
- Opportunity to provide enter-to-win offer (sponsored by partner)
- 4 Turkey Trot registrations

\$20,000 – GIVE sponsor

PRIOR TO EVENT

- Logo recognition as GIVE sponsor on all printed and online materials
- Company logo presence on unitedwaydenver.org/turkeytrot
- Company logo printed on race t-shirts (approx. 11,500 shirts)
- Company logo on registration forms (brochure, Approx. 5,000 printed)
- Company logo on email blasts (approx. 55,000 recipients per email)
- Company logo on race posters (distributed in retail locations, approx. 1,000 printed)
- Social Media postings prior to event
- Opportunity to also receive all benefits from choice of the following two packages:
 1. Bib Sponsor Package
 2. Volunteer Apron Sponsor AND Hydration Station Sponsor

DURING EVENT

- Two 10'x10' branded booths at start and finish village of event (sponsor provides tents and branding)
- Company logo on START and FINISH banners
- Coupon in race-day goodie bag (10,000 provided by sponsor, deadline: 11/07/14)
- Opportunity to pass out coupon or product to all attendees (20,000 provided by sponsor)
- Opportunity to provide enter-to-win offer (sponsored by partner)
- 12 Turkey Trot registrations



\$50,000 – PRESENTING sponsor - Exclusive

PRIOR TO EVENT

- Exclusivity as Presenting sponsor of Turkey Trot 2014
- Featured as Presenting sponsor on all printed and online materials
- Prominent company logo on unitedwaydenver.org/turkeytrot
- Prominent company logo in registration forms (brochure, approx. 5,000 printed)
- Prominent company logo in email blasts (approx. 55,000 recipients per email)
- Prominent company logo on race posters (distributed in retail locations, approx. 1,000 printed)
- Prominent company logo printed on race t-shirts (approx. 11,500 shirts)
- Company logo on race bib (approx. 10,000 bibs)
- Social Media postings prior to event
- Logo presence as Presenting sponsor in paid broadcast and print advertising (if available)
- Logo presence as Presenting sponsor on online advertising (if available)
- Branded ad in 5280 magazine

DURING EVENT

- Coupon in race-day goodie bag (10,000 provided by sponsor, deadline: 11/07/14)
- 10'x20' branded booth at event (start or finish village, sponsor provides tents and branding)
- Opportunity to pass out coupon or product to all attendees (20,000 provided by sponsor)
- Opportunity to provide enter-to-win offer (sponsored by partner)
- Opportunity to place coupon or offer in race registration packet (10,000 provided by sponsor)
- Company executive to welcome runners and walkers
- Prominent company logo on START and FINISH banners
- Company logo on fencing/barriers (provided by sponsor)
- 20 Complimentary race registrations

IN-KIND MEDIA PARTNER

PRIOR TO EVENT

- Company logo on registration forms (brochure, approx. 5,000 printed)
- Company logo on email blasts (approx. 55,000 recipients per email)
- Company logo on race posters (distributed in retail locations, approx. 1,000 printed)
- Opportunity to provide enter-to-win offer (provided by sponsor)

DURING EVENT

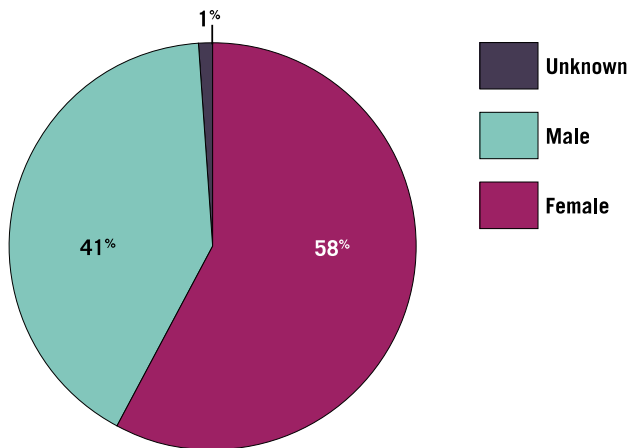
- 10'x10' branded booth at event (sponsor provides tent and branding)
- Two (2) Turkey Trot registrations
- Coupon in race-day goodie bag (10,000 provided by sponsor)
- Company logo on START and FINISH banners



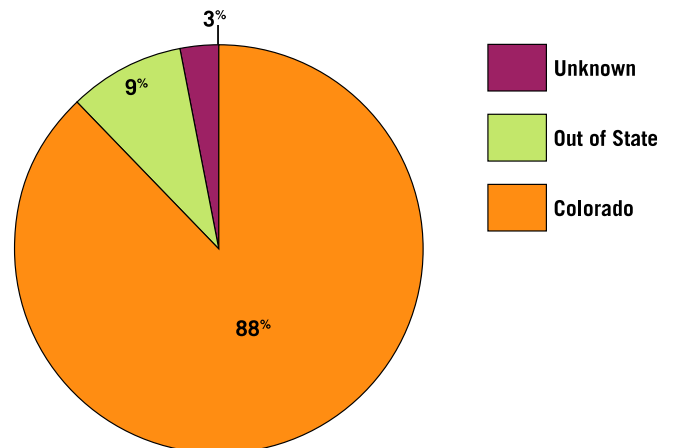
Participant Information

- Total runners: **9,905**
- Average runner's age: **37 years**
- Oldest runner's age: **90 years**
- Youngest runner's age: **2 years**
- **58%** of registrants were female
- **1,759** race day registrants
- **47** states represented (88% Colorado)
- **93%** participated with family

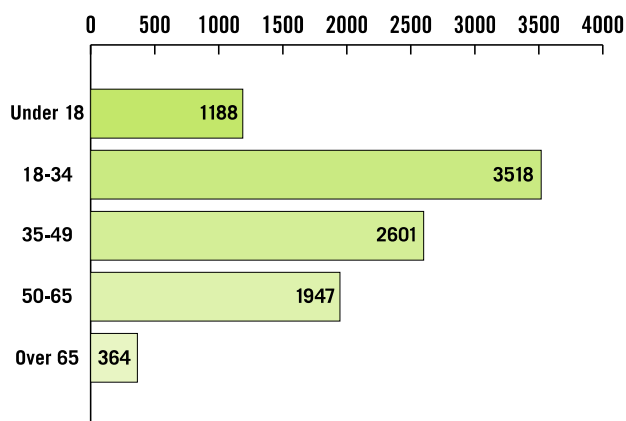
Participant Gender



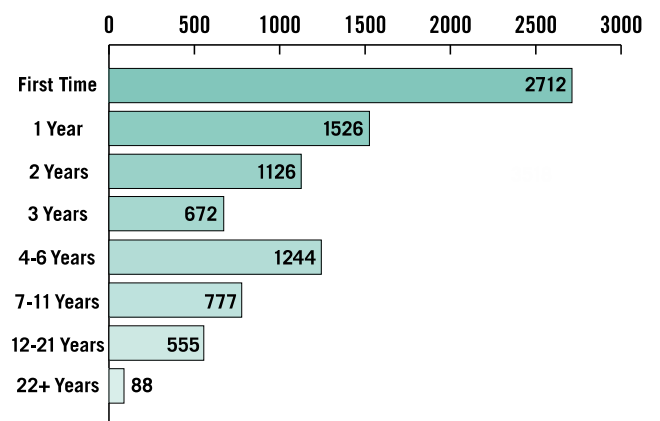
Participant Home State



Age of Participants



Years of Participants



Data provided by: Hallucination Sports
 Note: Not all participants completed demographic questions

Comments or Questions? Please contact:

Jessica Badger
Mile High United Way
Director of Events

Tel: 303.561.2204

Fax: 303.455.6462

Mobile: 303.893.9190

E-mail: Jessica.Badger@unitedwaydenver.org





SPONSORSHIP RESERVATION

I commit to (please check one):

- | | |
|---|--|
| <input type="checkbox"/> Coupon in a Bag \$500 | <input type="checkbox"/> Beer Garden sponsor \$10,000 ^{EXCLUSIVE} |
| <input type="checkbox"/> Booth Vendor \$1,000 | <input type="checkbox"/> ADVOCATE sponsor \$10,000 |
| <input type="checkbox"/> Hydration Station sponsor \$2,000 ^{EXCLUSIVE} | <input type="checkbox"/> GIVE sponsor \$20,000 |
| <input type="checkbox"/> VOLUNTEER sponsor \$5,000 | <input type="checkbox"/> Presenting Sponsor \$50,000 ^{EXCLUSIVE} |
| <input type="checkbox"/> Bib sponsor \$10,000 ^{EXCLUSIVE} | <input type="checkbox"/> In-Kind Media Sponsor |

Primary contact information:

Name _____

Title _____

Company name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Signature _____

Contact for company logo/advertisement/logistics information:

Name _____

Phone _____

Email _____

EMAIL TO: events@unitedwaydenver.org

FAX FORM: Jessica Badger, 303-455-6462

MAIL FORM: Mile High United Way, c/o Jessica Badger
2505 18th St., Denver, CO 80211

OFFICE USE: Make four copies of this form; keep one for yourself and deliver the other three to:

1. Client (Jessica Badger)
2. Stacy Vega (this form is your C-5)
3. Donor Relations staff contact

