

# 5<sup>th</sup> Annual Arlington Turkey Trot November 27, 2014

***“The DFW Turkey Trot”***



## **SPONSORSHIP PROPOSAL**

ARLINGTON TURKEY TROT™  
c/o The RUNNER In Arlington, 3535 W. Pioneer Parkway, Arlington, Texas 76013  
info@arlingonturkeytrot.org www.arlingonturkeytrot.org []

# The History of the Arlington Turkey Trot

On Thanksgiving morning in 1896 six Buffalo, New York runners met for the first recorded Thanksgiving Day run. Success was immediate and they quickly commandeered the name “Turkey Trot” from the popular dance craze. Thus, an American tradition was born. This race has been continuously run ever since, and in 2014 the 119<sup>th</sup> Annual Buffalo Turkey Trot will take place with an estimated 15,000+ participants.

Over the years other communities and organizations across the country started their own Thanksgiving Day Turkey Trot traditions. This includes a growing number of North Texas communities, both large and small, most notably the Dallas Turkey Trot - Capital One Bank Dallas YMCA Turkey Trot, est. 1968, and the Fort Worth Turkey Trot -Moritz FW YMCA Turkey Trot, est. 1982.

Finally in 2010, Arlington established its own Thanksgiving Day tradition with the Inaugural **Arlington Turkey Trot**. The inaugural run was blessed with 2,000 happy trotters, and the participation grew each year to approximately 5,000 Turkey Day runners and walkers in 2013. 2014 marks the 5<sup>th</sup> year for what is quickly becoming *the* best Turkey Trot in the Metroplex. With FREE parking, the backdrop of the Texas Rangers’ Globe Life Park, and a course that takes the runners by Six Flags, AT&T Stadium (the home of the Dallas Cowboys) and much more of the entertainment district, it is not hard to see why entire families are “flocking” to Arlington on Thanksgiving Day.

## Acknowledgements

**2013** - the Arlington Turkey Trot was listed among the top 20 Turkey Trots in the ***nation!***

## Event Details

**Dates & Times:** Thursday, November 27, 2014, 6:30AM – 10:00AM

**Location:** Texas Rangers Globe Life Park in Arlington, TX

**Attendees:** We are projecting between 5,000-6,000 participants. Each participant will bring with them 1 or two family members or friends, resulting in thousands of people seeing your brand.

### Target

**Demographics:** The running trend has shifted over the last few years, and women are now more prevalent than males. Typically 56% of participants will be female. Studies show that females most often make the spending decisions for their families. Ages for both genders will range from 4 – 94, though the most prevalent age range in 5Ks is from ages 25-44 with 58% of that age group being women. Today’s core runners are highly educated, with 75.8% having earned a college diploma, and affluent with 73.3% reporting a household income of more than \$75,000 (U.S. median household income = \$52,700).\*

*\*Data found on [www.runningusa.org](http://www.runningusa.org), “2013 State of the Sport Report”*

### Parking &

**Transportation:** Convenient parking for the event will be in Lot J at Globe Life Park in Arlington.

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***Dear Potential Sponsor,***

Race day planning and logistics for the 2014 Arlington Turkey Trot are well underway! We are thankful for this opportunity to potentially start a partnership with your company as a sponsor. Sponsorship is the financial lifeblood of the fundraising of every event. We simply would not be successful without the generosity of organizations such as yours. As such, we have established realistic sponsorship levels (see attached list) from Title Sponsor with event naming rights all the way through the Friends of The Arlington Turkey Trot level - an amount almost any company or individual can support.

In addition to monetary sponsorship, donations of products and services are needed, welcomed, and will be used wisely. Please review the different sponsorship levels, find one with which you are comfortable, and contact us immediately to take your place among others wanting to be part of this popular Arlington Thanksgiving Day tradition.

There are many benefits you'll receive in return for your sponsorship commitment. Among them is recognition in any and all advertising, on race site signage, commemorative race Tech shirts, the official event website, and public acclamation during the race. All levels receive complimentary race entries and tech shirts commensurate with their sponsorship level. Your company or organization will also be invited to insert any advertising, marketing, coupons, product samples, etc. into the "goodie bags" that each participant receives. Everyone will know of your support and everyone will appreciate your commitment to making our great Arlington hometown tradition a fundraising success.

Our goal in holding this family-fun Thanksgiving Day race is to give thanks as a community, celebrate Arlington, and promote a wonderful, fun and physically fit activity for the whole family. However, it goes far beyond that by also helping to raise much needed funds for the locally based, nationally recognized, and internationally known non-profit organization, **The Shoe Bank**. This incredible organization is dedicated to putting comfortable, dependable footwear on needy men, women, and children. **The Shoe Bank** has helped over 25,000 people annually through its efforts of recycling quality used shoes. You may have seen its drop boxes in athletic stores across the Metroplex. In Arlington, **The SHOE BANK** is the primary footwear provider to the **Arlington Life Shelter** and **Arlington Safe Haven**. This Metroplex based non-profit organization has been the recipient of many local, state, and national awards throughout its 25 years. These awards include:

- 1991- The Shoe Bank officially recognized by **President George Bush**.
- 1995- Founder Mike Barringer awarded the **JC PENNY Golden Rule Award**.
- 1997- Founder Mike Barringer recognized for outstanding community service by the **Sprint PCS Volunteer Connection Program**.
- 2000- Founder Mike Barringer awarded the **George Washington Honor Medal** by the Freedom Foundation at Valley Forge.
- 2008- Founder Mike Barringer is presented with the "Martha Allen Award" for care given to the patients at Terrell State Hospital.

As you can see, **The Shoe Bank** is a worthy organization dedicated to putting quality footwear on the soles of people around the world. With your help, Mr. Barringer will continue his good work in Arlington, the D/FW metroplex, and throughout the world.

Thank you for your consideration of a sponsorship for the 5<sup>th</sup> Annual Arlington Turkey Trot. I look forward to hearing from you.

Sincerely,

Arlington Turkey Trot Committee

# SPONSORSHIP OPPORTUNITIES

## “Big Tom Turkey” Title Sponsor – Secured by USMD

The Title Sponsor receives:

- Exclusive Event Naming Rights! Example: *The USMD 5<sup>th</sup> Annual Arlington Turkey Trot*
- Named in television and radio spot ads by 2014 Media Sponsors – **CBS 11, KXTA 21 & KRLS 1080**. This will include a minimum of 60 **CBS 11** TV commercials, and a to-be-determined amount of commercials and Public Service Announcements on affiliated **KXTA 21** and **KRLD 1080**. Schedule is to begin in mid October as a “save the date” reminder and be followed by the main campaign in the two weeks leading to the November 27<sup>th</sup> race date. CBS 11 is also to provide race day event celebrity personnel and coverage for use in their news reports throughout Thanksgiving Day.
- Prominent logo placement on two (2) Official **USMD Arlington Turkey Trot** vans. Vans are being strategically placed and driven extensively throughout Arlington and the entire Metroplex, over the weeks leading up to the 2014 race event day.
- Most prominent logo placement on all event signage.
- Most prominent logo placement on event long-sleeved Tech shirt.
- Most prominent logo placement on event website, including link.
- Recognition in any and all advertising.
- Right to display additional signage at event site.
- Multiple race-day public acknowledgements by emcee.
- Twelve complimentary race entries.
- Twelve complimentary race event long-sleeved Tech shirts.
- Race goodie bag insert rights (i.e. product samples, ads, and/or coupons).
- First right-of-refusal for 2015 Title Sponsor rights.

## “Premier Sponsors” Tier Two Level - \$3,500

*(Limit of 4 Spaces Available)*

Tier Two Sponsors receive:

- Prominent logo placement on all event signage.
  - Flyers will be distributed to all running and athletic stores in the area, making it possible for thousands of consumers to learn of your company.
- Prominent logo placement on event long-sleeved Tech shirts.
  - Shirts will be given to every participant and volunteer, meaning that more than 6,000 individuals will wear merchandise boasting your company logo for any number of days throughout the year and years to come.
- Prominent logo placement on the event website, [www.arlingtonturkeytrot.org](http://www.arlingtonturkeytrot.org), with a link back to your company website.
- Prominent placement in the event email blasts sent to more than 55,000 subscribers each week, with a link back to your company website.
- Right to display additional signage at event site.
- The opportunity to set up a booth at the event and interact face to face with the thousands of individuals in attendance.
- Regular status updates on the RunTIME and the Arlington Turkey Trot Facebook page thanking our sponsors with links to the company website.
- Six complimentary event shirts for you to proudly wear and boast of your community support.
- Six complimentary race entries for employees of your company.
- Goodie bag insert rights (product sample, ads, and/or coupons).

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## **“Contributing Sponsors” Tier Three Level - \$1,200**

Tier Three Sponsors receive:

- Logo placement on all event signage.
  - Flyers will be distributed to all running and athletic stores in the area, making it possible for thousands of consumers to learn of your company.
- Logo placement on event long-sleeved Tech shirts.
  - Shirts will be given to every participant and volunteer, meaning that more than 6,000 individuals will wear merchandise boasting your company logo for any number of days throughout the year and years to come.
- Logo placement on the event website, [www.arlingtonturkeytrot.org](http://www.arlingtonturkeytrot.org), with a link back to your company website.
- Placement in the event email blasts sent to more than 55,000 subscribers each week, with a link back to your company website.
- Regular status updates on the RunTIME and Arlington Turkey Trot Facebook page thanking our sponsors with links to the company website.
- Four complimentary event shirts for you to proudly wear and boast of your community support.
- Four complimentary race entries for employees of your company.
- Goodie bag insert rights (product samples, ads, and/or coupons).

## **“Friends of the Arlington Turkey Trot” - \$300**

Friends of the Turkey Trot will receive:

- Logo placement on event long-sleeved Tech shirts.
  - Shirts will be given to every participant and volunteer, meaning that more than 6,000 individuals will wear merchandise boasting your company logo for any number of days throughout the year and years to come.
- Logo placement on the event website, [www.arlingtonturkeytrot.org](http://www.arlingtonturkeytrot.org), with a link back to your company website.
- Placement in the event email blasts sent to more than 55,000 subscribers each week, with a link back to your company website.
- Regular status updates on the RunTIME and Arlington Turkey Trot Facebook page thanking our sponsors with links to the company website.
- Two complimentary event shirts for you to proudly wear and boast of your community support.
- Two complimentary race entries for employees of your company.
- Goodie bag insert rights (product samples, ads, and/or coupons).

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November 27, 2014**

**Sponsorship Pledge**

**YES!** We want to join the 5<sup>th</sup> Annual Arlington Turkey Trot as a sponsor at the following level:

- “Big TOM Turkey” Title Sponsor** (limit one) – **\$9,500**
- “Premier Sponsor”** (limit four) - **\$3,500**
- “Contributing Sponsor”** - **\$1,200**
- “Friends of the Arlington Turkey Trot** - **\$300**

**Contact Information:**

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Name exactly as it should be listed on event promotional materials:

\_\_\_\_\_

*To be listed on promotional materials, the donation must be received **no later** than October 1, 2014.  
To be listed on event Tech Shirts, donations must be received **no later** than November 1, 2014.*

Please make donations payable directly to **The Shoe Bank**.

Mail donations to: The Arlington Turkey Trot  
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Email or mail this form to [info@arlingtonturkeytrot.org](mailto:info@arlingtonturkeytrot.org).