

Dana Point 41ST ANNUAL TURKEY TROT 2018

TURKEY TROT 2018 SPONSORSHIP LEVELS	TITLE \$30,000	PRESENTING \$20,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
CORPORATE RECOGNITION ON RACE DAY						
Event Naming Rights	●					
Company Official Starts Event	●					
Branded banners @ Health & Wellness expo						
Logo on Medal Ribbons Awarded to Every Finisher (11K)	●					
Logo on Start/Finish Top Banner	●	●				
Opportunity to Speak at Opening Ceremony on Race Day	●	●				
Logo on Event T-Shirt(11,000+)	●	●	●			
Logo on Start/Finish Side Scaffold	●	●	●	●	Name Listed	
Complimentary Booth at Expo (does not include canopy or elec.)	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'	
Corporate Signage (Banners) Displayed Along Race Route	10	8	6	4	2	1
Live PA Announcements	●	●	●	●	●	●
COMPANY PARTICIPATION						
Consideration of Benefitting Charity/Option to Present Check	●					
Access to VIP Area	30 VIPs	20 VIPs	8 VIPs	6 VIPs	2 VIPs	1 VIP
Race Entries	30	20	8	6 VIPs	2	1
COMPANY VISIBILITY THROUGHOUT RACE SEASON						
Dedicated E-Blasts (30K)	●					
Logo on Print Advertising - OC Register / circ. 130,000	●	●	●	●	Name Listed	
Inclusion in Official Press Kit / all Press Releases / Interview Mentions	●	●	●	●		
Logo on Event Guide (5K)	●	●	●	●	●	●
Virtual Race Bag Offer (11K)	●	●	●	●	●	●
Logo on Event Posters/Postcards	●	●	●	●	●	●
Social Media Mentions	●	●	●	●	●	●
Logo & Link on all E-blasts (30K)	●	●	●	●	●	●
Logo/Link on TurkeyTrot.com / 160K/year	●	●	●	●	●	●
<i>***Deadline for Logo on Event T-Shirt(Platinum level & up) is August 1st, 2018</i>						
Custom Activations Area Still Available: Health & Wellness Expo sponsor, VIP Tent Sponsors, Volunteer Sponsor, Post Food & Fuel Sponsor and other items. Contact Ashley von Grep for more information: Ashley@DanaPointChamber.com						

RACE COURSE SPONSORSHIP OPPORTUNITIES

Health & Wellness Expo Sponsor \$7,500 (Limit one)

- Branded "(Brand Name) Health & Wellness Expo" banner at Expo entrance
- Logo on all printed materials featuring event
- Dedicated branded page on TurkeyTrot.com to promote company's Health & Wellness priorities
- Silver level sponsorship benefits

5K Run Sponsor \$10,000 (Limit one)

- Branded "(Brand Name) 5K" for both Open & Masters races
- Logo on all 5K runner bibs (approx. 8,000)
- Logo on all 5K medal ribbons(sponsor must be locked in July 1st)
- Logo on all printed materials featuring event
- Silver level sponsorship benefits

10K Run Sponsor \$8,000 (Limit one)

- Branded "(Brand Name) 10K"
- Logo on all 10K runner bibs (approx. 2,300)
- Logo on all 10K medal ribbons(sponsor must be locked in July 1st)
- Logo on all printed materials featuring event
- Silver level sponsorship benefits

Kid's Gobble Wobble Sponsor, \$4,000 (Limit one)

- Corporate branding of Gobble Wobble "The (Brand Name) Kid's Gobble Wobble"
- Logo on all printed materials featuring race route
- Corporate logo printed on Kid's Gobble Wobble Bibs (approx. 750)
- Logo on all Gobble Wobble medal ribbons(sponsor must be locked in July 1st)
- Bronze level sponsorship benefits

Finish Line Sponsor \$3,000 (Limit one)

- Corporate logo on all printed materials featuring race route
- Corporate branding of Finish Line, "(Brand Name) Finish Line"
- Finish line tape held by corporate representative
- Company banner at finish line
- Sampling/Promo table opportunity near finish line



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Volunteer Sponsor \$5,000 (Limit one)

- Company logo on application, volunteer e-blasts (10K) and volunteer website page
- Mention in all volunteer correspondence
- Race day volunteer tent banner
- Branded Volunteer T-shirts (approx. 400)
- Opportunity to distribute products to volunteers
- Logo featured on TurkeyTrot.com

Entertainment Sponsor \$5,000

- Branded DJ booth on race course with live announcements promoting brand
- Presenting sponsor for Costume Contest
- Branded T-Shirt for TT Mascot, Drumstick
- Logo featured on TurkeyTrot.com

Making Memories Sponsor \$2,500

- (2) Branded runner photo back drop located at Finish Line and Health & Wellness Expo
- Logo featured on TurkeyTrot.com

Water Station Sponsor – In-Kind

- Brand provides Turkey Trot participants and volunteers with bottles of water (12,000)
- Corporate logo on all printed materials featuring route & water station locations
- Corporate branding of water station, “(Brand Name) Water Station”
- Silver level sponsorship benefits
- Logo featured on TurkeyTrot.com

