

RUN.

GOBBLE.

NAP.

TURKEY TROT STL

THURSDAY NOVEMBER 22 2018

ST. CHARLES FAMILY ARENA

SIX FLAGS ST. LOUIS

ARNOLD CITY PARK

DOWNTOWN STL

TTSTL.COM





TURKEY TROT STL

SPONSORSHIP OPPORTUNITIES

ABOUT THE RACE: Turkey Trot STL is one of the St. Louis area's premium Thanksgiving Day traditions and the perfect start to the holiday season. This unique event offers participants the ability to choose from four different locations; St. Charles Family Arena, Six Flags St. Louis, Downtown St. Louis, and Arnold City Park. The 2017 event drew nearly 9,000 participants from the St. Louis and surrounding areas. Over the years, TTSTL has become the largest timed run in the St. Louis area on Thanksgiving Day. The event features a 5K Run/Walk, a free Kid's Run, affordable entry fees, free pancake breakfast, multiple swag options, and an after party everyone of all ages can enjoy.

CHARITY PARTNERS: In 2017, four tons of food and personal care items along with \$5,000 in cash were donated to Circle of Concern, O.A.S.I.S, and Arnold Food Pantries, as well as the St. Patrick Center, supporter of the homeless.

WHY PARTNER? Your partnership dollars will provide you with increased corporate and brand visibility while making a direct and meaningful impact in the lives of many families in the St. Louis and surrounding areas. Standard partnerships start at \$1000. By sponsoring Turkey Trot STL, you receive many benefits (commensurate with sponsor level) including but not limited to: print media advertising, inclusion on TurkeyTrotSTL.com, social media mentions, print material and signage, logo on runner shirts, complimentary runners in the race, and more!

DEMOGRAPHICS OF PARTICIPANTS

- Average age of participant: 32
- 59% of participants are female
- 83% of participants live in St. Louis area
- Participants from 41 states were represented in the 2017 race

It's a fun, family friendly event, and a St. Louis area Thanksgiving tradition!

TURKEY TROT STL

Presenting Sponsor - \$12,000

Print & Community Signage

- Reference to the event name, preceded by Presenting Sponsors name
- Presenting Sponsor logo inclusion on display print advertisements
- Presenting Sponsor logo inclusion on event signage and promotional materials
- Presenting Sponsor logo inclusion on start/finish line banners
- Presenting Sponsor logo prominently displayed along the course

Social Media & Website

- Presenting Sponsor logo inclusion on TurkeyTrotSTL.com
- Presenting Sponsor logo inclusion in multiple e-blasts to Fleet Feet STL email database (95,000+ reach) before and after the event
- Promoted on Fleet Feet STL social media platforms (17,000+ reach)

Additional Benefits

- 20 entries into Turkey Trot STL
- Presenting Sponsor logo inclusion on event shirts (8,000+)
- Company representative to assist with 5K & Kid's Run start
- Booth in runner villages
- Numerous announcements during event to promote Presenting Sponsor business



TURKEY TROT STL

Major Partner - \$8,000

Print & Community Signage

- Major Partner's logo inclusion on display print advertisements
- Major Partner's logo inclusion on event signage and promotional materials
- Major Partner's logo inclusion on start/finish line banners
- Major Partner's logo prominently displayed along the course

Social Media & Website

- Major Sponsor logo inclusion on TurkeyTrotSTL.com
- Major Sponsor logo inclusion in multiple e-blasts to Fleet Feet STL email database (95,000+ reach) before and after the event
- Promoted on Fleet Feet STL social media platforms (17,000+ reach)

Additional Benefits

- 15 entries into Turkey Trot STL
- Presenting Sponsor logo inclusion on event shirts (8,000+)
- Booth in runner village
- Numerous announcements during event to promote Major Partner business



TURKEY TROT STL

Platinum Partner - \$4,000

Print & Community Signage

- Platinum Partner's logo inclusion on display print advertisements
- Platinum Partner's logo inclusion on event signage and promotional materials
- Platinum Partner's logo prominently displayed along the course

Social Media & Website

- Platinum Sponsor logo inclusion on TurkeyTrotSTL.com
- Platinum Sponsor logo inclusion in multiple e-blasts to Fleet Feet STL email database (95,000+ reach) before and after the event
- Promoted on Fleet Feet STL social media platforms (17,000+ reach)

Additional Benefits

- 10 entries into Turkey Trot STL
- Booth in runner village
- Numerous announcements during event to promote Platinum Partner business





TURKEY TROT STL

Gold Partner - \$2,000

Print & Community Signage

- Gold Partner's logo inclusion on event signage and promotional materials
- Gold Partner's logo prominently displayed along the course

Social Media & Website

- Gold Sponsor logo inclusion on TurkeyTrotSTL.com
- Gold Sponsor logo inclusion in e-blast to Fleet Feet STL email database (95,000+ reach)
- Promoted on Fleet Feet STL social media platforms (17,000+ reach)

Additional Benefits

- 5 entries into Turkey Trot STL
- Booth in runner village
- Numerous announcements during event to promote Gold Partner business

Silver Partner - \$1,000

Print & Community Signage

- Silver Partner's logo prominently displayed along the course

Social Media & Website

- Silver Sponsor logo inclusion on TurkeyTrotSTL.com
- Silver Sponsor logo inclusion in e-blast to Fleet Feet STL email database (95,000+ reach)
- Promoted on Fleet Feet STL social media platforms (17,000+ reach)

Additional Benefits

- 5 entries into Turkey Trot STL
- Booth in runner village
- Announcements during event to promote business



TURKEY TROT STL

SPONSOR COMMITMENT FORM

Company: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Signature: _____

All sponsorship information about Turkey Trot STL will be mailed to the person at the above address.

Level of Sponsorship:

- Presenting Sponsorship: \$12,000
- Major Partner: \$8,000
- Platinum Partner: \$4,000
- Gold Partner: \$2,000
- Silver Partner: \$1,000

Please contact Jules Vogel at 314-477-5404/jules@fleetfeetstlouis.com with questions or return this form to:

Fleet Feet Sports – St. Louis
Turkey Trot STL
Attn: Jules Vogel
3813 Mexico Rd.
St. Charles, MO 63303