



Dear Potential Sponsor,

Thursday, November 24, 2016, will see the **7th Annual** running of the **Two Rivers Ford Thanksgiving Day Turkey Trot 5K and Family Fun Run at Providence** in Mt. Juliet, TN. Participation in this family fun event has grown steadily every year and last year saw an **amazing 800+ participants** attending the **6th Annual** event and we expect the event to **grow in participation** this year. The event consists of a USATF Certified 5K run and a 1 mile Family Fun Run. The **Turkey Trot** is more than just a race – it's an opportunity to celebrate the start of the season of giving.

The event offers fun for the entire family while raising much-needed funds for **Compassion in Action of TN**, a not-for-profit animal welfare organization that provides services to animals in need within our communities. Learn more about CIA of TN – www.ciatn.org

Event Summary:

- 8:00 a.m. 5K Run
- 9:00 a.m. One Mile Family Fun Run
- 9:30 a.m. Awards Ceremony
- T-shirts for all pre-registered participants
- Food and family fun area
- Raises money for animals in need and provides you with an excellent marketing opportunity!
(See attached Sponsorship Form for details.)

Your involvement in the 7th Annual Two Rivers Ford Thanksgiving Day Turkey Trot is a wonderful cause-related marketing opportunity that will not only help you reach a greater audience but will also greatly assist the efforts of Compassion in Action of TN to provide life saving programs to animals in our communities. With the fantastic success of the event from previous years, we know that this year will prove to provide an even greater opportunity for your sponsorship dollars.

Details are attached for your review. Please do not hesitate to contact us with any questions or for more information. We look forward to hearing from you soon and look forward to your potential involvement!

Sincerely,

Amy Haverstick
615-414-0451
Event Coordinator

2016 Turkey Trot: Sponsorship Form

Yes! I'd like to become an official sponsor of the 2016 Turkey Trot!

Company Name: _____

Contact Person: _____ Title: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ - _____ Ext: _____ Fax: (_____) _____ - _____

Email: _____ Website: _____

Contact Person's Signature: _____ Date: _____

PLEASE INITIAL NEXT TO YOUR DESIRED SPONSORSHIP LEVEL BELOW:

Gold Platter Sponsors: \$1,000 _____

- Your logo used in conjunction with presenting sponsor in all media presentations.
- Your logo on event signage, programs, posters, print ads, event t-shirt and event website.
- Listed as a sponsor in all press releases to print, radio and television media. Best efforts will be made to mention Silver Platter sponsor during all media promotions.
- Opportunity to market directly to race participants. As part of the event, sponsor may elect to offer special discounts to participants in order to drive business to your store. May participate in race packets.
- Listed as a sponsor with logo and link to your website on the event & sponsor page at www.turkeytrot5k.org
- Includes Four race entries & t-shirts. *Please include 'Race Registration' with sponsorship form.

Silver Platter Sponsors: \$500 _____

- Logo on event t-shirt.
- Logo listed on event posters, flyers, print advertising and event banner.
- Display your banner at the event.
- Listed as a sponsor with logo and link to your website on the sponsor page at www.turkeytrot5k.org
- Includes Two race entries & t-shirts. *Please include 'Race Registration' with sponsorship form.

Bronze Platter Sponsors: \$250 _____

- Your company name & logo to appear on the *Giant* banner on event day.
- Listed as a sponsor with logo and link to your website on the sponsor page at www.turkeytrot5k.org
- Includes Two race entries & t-shirts. *Please include 'Race Registration' with sponsorship form.

Friend of The Trot: \$100 _____**

- Your name to appear on race day banner.
- May appear *in Memoriam* or *in Honor* of a dear faithful friend, with their name mentioned.
- Includes One race entry & t-shirt. *Please include 'Race Registration' with sponsorship form.

DEADLINES: Sponsor form, payment and logo must be received no later than **November 10, 2016** in order to appear on printed materials. Logo should be emailed as a hi-res (300dpi) PDF or JPG file in CMYK color to turkey@turkeytrot5k.org. Sponsor payment is due by November 10, 2016 in order to guarantee sponsorship designation and may be mailed to: Turkey Trot 5K, 907 Chaparral Drive, Lebanon, TN 37087. ****Friends of The Trot** sponsors form and payment due no later than November 15, 2016.

To reserve your sponsorship:

Please mail this form to: Turkey Trot 5K, 907 Chaparral Drive, Lebanon, TN 37087
or email to: turkey@turkeytrot5k.org

Questions? Please feel free to contact the
Event Coordinator: Amy Haverstick @ 615-414-0451
or turkey@turkeytrot5k.org

Thank you for your participation in the
2016 7th Annual Thanksgiving Day Turkey Trot!

