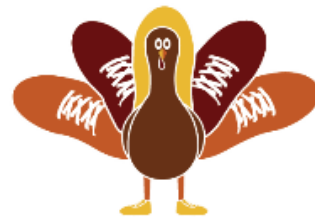


**RUN.GOBBLE.NAP**  
TURKEY TROT STL



# Sponsorship Opportunities

**ABOUT THE RACE:** Turkey Trot STL is one of St. Louis areas premium Thanksgiving Day traditions and the perfect start to the holiday season. This unique event offers participants to be able to choose from four different locations; St. Charles Family Arena, Six Flags St. Louis, Arnold City Park, and Downtown St. Louis. The downtown location is a new addition to the TTSTL for the 2017 event and will be in conjunction with the 2<sup>nd</sup> largest Thanksgiving Day Parade. The 2016 event drew over 7,000 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, multiple swag options, and an after party everyone of all ages can enjoy.

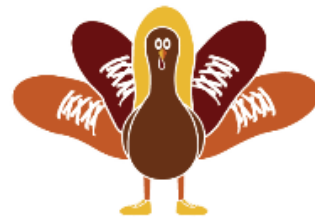
**CHARITY PARTNERS:** In 2016, three tons of food and personal care items along with \$4,000 in cash were donated to Circle of Concern, O.A.S.I.S, and Arnold Food Pantries, as well as the St. Patrick Center, supporter of the homeless.

**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 surround 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 38 states were represented in the 2016 race

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



## Sponsorship Opportunities

### Presenting Sponsor - \$15,000

#### 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 e-blast to Fleet Feet St. Louis email database (95,000+)
- Promoted on Fleet Feet St. Louis Facebook, Twitter, Instagram pages (combined 16,000+ followers)

#### Event App

- Presenting Sponsor logo inclusion on Turkey Trot STL event App home page
- Presenting Sponsor information sent through App push notifications
- Presenting Sponsor information included in an App tile and link to sponsor website

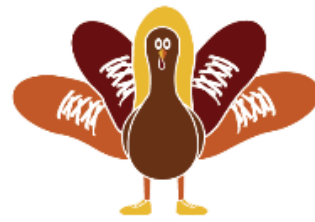
#### Additional Benefits

- 20 entries into Turkey Trot STL
- Presenting Sponsor logo inclusion on event shirts (7,000+)
- Company representative to assist with 5K & Kid's Run start
- Booth in runner village
- Numerous announcements during event to promote Presenting Sponsor business



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## TURKEY TROT STL



## Major Partner - \$10,000

### 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 Partner's logo inclusion on TurkeyTrotSTL.com
- Major Partner's logo inclusion in eblast to Fleet Feet St. Louis email database (95,000+)
- Promoted on Fleet Feet St. Louis Facebook, Twitter, Instagram pages (combined 16,000+ followers)

### Event App

- Major Partner's logo inclusion on Turkey Trot STL event App home page
- Major Partner's information sent through App push notifications
- Major Partner's information included in an App tile and link to sponsor website

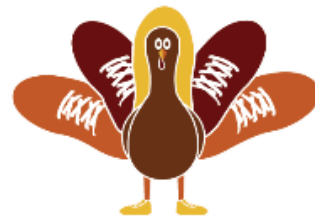
### Additional Benefits

- 15 entries into Turkey Trot STL
- Presenting Sponsor logo inclusion on event shirts (7,000+)
- Booth in runner village
- Numerous announcements during event to promote Major Partner business



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## TURKEY TROT STL



## Platinum Partner - \$5,000

### 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 Partner's logo inclusion on TurkeyTrotSTL.com
- Platinum Partner's logo inclusion in eblast to Fleet Feet St. Louis email database (95,000+)
- Promoted on Fleet Feet St. Louis Facebook, Twitter, Instagram pages (combined 16,000+ followers)

### Event App

- Platinum Partner's information sent through App push notifications
- Platinum Partner's information included in an App tile and link to sponsor website

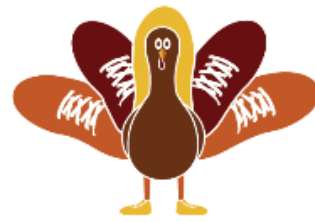
### Additional Benefits

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



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## TURKEY TROT STL



## Gold Partner - \$2,500

### 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 Partner's logo inclusion on TurkeyTrotSTL.com
- Gold Partner's logo inclusion in eblast to Fleet Feet St. Louis email database (95,000+)
- Promoted on Fleet Feet St. Louis Facebook, Twitter, Instagram pages (combined 16,000+ followers)

### Event App

- Silver Partner's information included in Event App and link to sponsor website

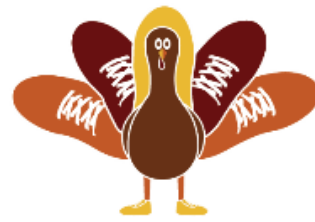
### Additional Benefits

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



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## TURKEY TROT STL



## Silver Partner - \$1,000

### Print & Community Signage

- Silver Partner's logo prominently displayed along the course

### Social Media & Website

- Silver Partner's logo inclusion on TurkeyTrotSTL.com
- Silver Partner's logo inclusion in eblast to Fleet Feet St. Louis email database (95,000+)

### Event App

- Silver Partner's information included in Event App and link to sponsor website

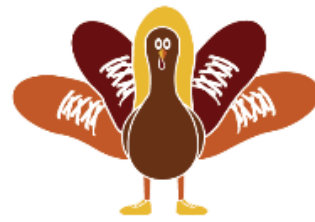
### Additional Benefits

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



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TURKEY TROT STL



## Sponsor Commitment Form

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

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

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

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

Signature: \_\_\_\_\_

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

### Level of Sponsorship:

- Presenting Sponsorship: \$15,000
- Major Partner: \$10,000
- Platinum Partner: \$5,000
- Gold Partner: \$2,500
- 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