



42nd ANNUAL

FORT WORTH YMCA TURKEY TROT

SPONSOR OPPORTUNITIES AND BENEFITS



A THANKSGIVING TRADITION

The Fort Worth YMCA Turkey Trot started on Thanksgiving morning in 1981, with just a 5K race. Over the years, the Turkey Trot has grown from 200 runners to nearly 10,000 in our 5K, 10K and 1K Gobbler Trot races, and has become a Fort Worth tradition for generations of families and our community.

Proceeds from the Fort Worth YMCA Turkey Trot support the Y's diverse programming including childcare, water safety lessons, summer camp, youth sports, health programs, senior engagement, food insecurity and more. When you trot with us, you're helping the Y continue to provide opportunities and access for all.



BENEFITS OF SPONSORSHIP

With a focus on youth development, healthy living and social responsibility, the Y nurtures the potential of local youth and teens, improves our area's health and well-being, and provides opportunities to give back and support neighbors.

Benefits of sponsoring the Trot include alignment with a strong, trusted non-profit brand, recognition in online and social media promotions, direct mail and print materials and more importantly, a substantial opportunity to demonstrate your company's community commitment - to the people you serve, as well as to your own employees.



TROT WITH US:

Eddie Dobbins: edobbins@ymcafw.org | 214-551-0554 | FWTROT.ORG | [@FWTROT](https://www.instagram.com/FWTROT)

SPONSORSHIP OPPORTUNITIES



	TITLE SPONSOR	PRESENTING SPONSOR	PREMIER SPONSOR	ELITE SPONSOR	SUPPORTING SPONSOR	COMMUNITY SPONSOR
	SOLD	SOLD	\$15,000	\$10,000	\$5,000	\$2,500
RECOGNITION IN PAID MEDIA						
Logo featured in print/digital ads	•	•	•	•	•	
Name featured on radio	•	•				
IN-BRANCH/PUBLIC DISTRIBUTION						
Banners in 9 branches	•	•	•	•	•	
Logo featured on event posters	•	•	•	•	•	
Logo featured on mailer	•	•	•	•		
Recognition on Y lobby TV screens	•	•	•	•	•	•
SOCIAL MEDIA/DIGITAL & CUSTOM CONTENT						
Sponsored emails sent out to past Trot participants	•	•	•			
Logo included in email blast (50,000 recipients)	•	•	•	•	•	
Logo on Turkey Trot website linked to sponsor website	•	•	•	•	•	•
Logo featured on Trot & Y Facebook pages (45,000 followers)	•	•	•	•	•	•
Logo featured on all online registration email receipts	•	•	•	•	•	
Visits by Trotter the Turkey	•	•	•	•		
Logo featured in emailed race day guide	•	•	•	•	•	•
Sponsored Facebook content	•	•	•			
Facebook post with company Facebook page tagged	•	•	•	•	•	•
PR/GRASSROOTS AND PSA MEDIA						
Radio PSAs	•	•				
Public relations/earned media	•	•	•	•		
Pro bono ad placement	•	•	•			
RACE DAY RECOGNITION						
Logo featured on front of race t-shirts	•	•				
Logo featured on back of race t-shirts	•	•	•	•	•	•
Logo featured on finisher medal ribbons	•	•				
Logo featured at the start & finish line	•	•	•	•	•	
Space provided at the event plaza during race	•	•	•	•	•	•
Complimentary race day entries & shirts	•	•	•	•	•	
VIP tent passes	•	•	•	•	•	

July 1: Deadline for maximum exposure – all materials/media

August 31: Deadline for inclusion on Turkey Trot race shirts