



FORT WORTH YMCA TURKEY TROT SPONSORSHIP OPPORTUNITIES



	TITLE SPONSOR	PRESENTING SPONSOR	8K TITLE SPONSOR	5K TITLE SPONSOR	1K TITLE SPONSOR	GOBBLE ZONE SPONSOR	PLATINUM TURKEY BOOTH SPONSOR	PACKET PICK-UP BAG SPONSOR	GOLDEN HARVEST BOOTH SPONSOR	PET TREAT & HYDRATION STATION SPONSOR	WATER STOP SPONSOR	SILVER SERVING BOOTH SPONSOR	5K & 8K MILE MARKER SPONSOR	HARVEST HELPER BOOTH SPONSOR
NUMBER OF OPPORTUNITIES	1	1	1	1	1	6	8	1	8	1	3	8	4	8
SPONSORSHIP AMOUNT	SOLD	SOLD	\$15,000	\$15,000	\$8,000	\$5,000	\$5,000	\$5,000	\$2,500	\$1,500	\$1,500	\$1,500	\$750	\$750
Naming Rights – company recognized as specific “Title Sponsor” of the Fort Worth YMCA Turkey Trot	•	•	8K Title	5K Title	1K Title									
Name or logo included on finisher award	•	•	•	•	•									
Sponsor-specific emails sent to past Trot participants	•	•	•	•	•									
E-newsletter – opportunity for company to place promotional pieces in weekly newsletter (50,000 recipients)	8 pieces	6 pieces	4 pieces	4 pieces	2 pieces	1 piece	1 piece							
Company employee/patron discount off registration	15% off	15% off	15% off	15% off	15% off	15% off	15% off							
Logo featured on all online registration email receipts	•	•	•	•	•	•	•							
Name or logo included at start/finish line	•	•	•	•	•	•	•	•	•					
Race Site Signage – company logo included on event barricade signage	6 banners	6 banners	4 banners	4 banners	2 banners	1 banner	1 banner	1 banner	1 banner					
Logo featured on Trot and YMCA Facebook pages (45,000 followers)	•	•	•	•	•	•	•	•	•					
Athlete Race Packets – opportunity for company promotional items to be included	•	•	•	•	•	•	•	•	•					
Name or logo included on back of 10,000 Trot t-shirts	•	•	•	•	•	•	•	•	•	•	•	•		
VIP Event entries	20 total	15 total	10 total	10 total	8 total	5 total	5 total	4 total	4 total	2 total	2 total	2 total		
PA Announcements – recognized during public address announcements	•	•	•	•	•	•	•	•	•	•	•	•		
Race day booth space	•	•	•	•	•	•	•		•			•		•
Website & Registration Site – company logo/link included on sponsor page	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Company recognized as sponsor for a specific area of the Fort Worth YMCA Turkey Trot on signage						•		•		•	•		•	

For more information, please contact Jordan Seidel at jseidel@ymcafw.org.