



SPONSORSHIPS

We're excited to invite you to be a part of Anderson's Thanksgiving Day tradition, the **Electric City Gobbler 5K (Chip TIMED)**, **1 Mile Tail Feathers on Fire (Chip TIMED)**, and **1 Mile Fun Run (UNTIMED)** on **Thursday, November 26, 2026**, at the **Anderson Mall!**

Before the turkey is carved and football kicks off, hundreds of Andersonians, from elite runners to families with strollers, kick off their holiday by giving thanks through fun, fitness, and community spirit. This event is a unique opportunity to showcase your brand while supporting local kids through our **Operation Active Kids (OAK) Program**, **helping children stay active and healthy.**

EVENT HIGHLIGHTS:

- 5K Run (Chip TIMED) at 8:30 AM
- 1 Mile Tail Feathers on Fire (Chip TIMED) at 8:00 AM
- 1 Mile Fun Run (UNTIMED) at 8:02 AM
- Certified 5K Course (SC04033BS) that is fast, safe, and perfect for runners of all levels
- Awards for top finishers in overall, masters, and age groups
- Family-Friendly with strollers welcome and costumes encouraged

WHY SPONSOR?

- Promote your brand to thousands of local participants and spectators - Our Electric City Gobbler race had 1,400 participants in 2025
- Align your business with community wellness and youth programs
- Enjoy visibility through race signage, social media promotion, and event materials



We want to invite you to review our sponsorship levels to find the opportunity that best fits your goals. **Together, we can make this Thanksgiving a memorable celebration for our community.**



For sponsorship inquiries or more information, please contact:
Heather A. Rainey heather@yourfirstflight.org 864-314-3398



ELECTRIC CITY GOBBLER

SPONSORSHIP OPPORTUNITIES

ANDERSON'S FAVORITE THANKSGIVING DAY TRADITION BENEFITING FIRST FLIGHT ALLIANCE PROGRAMS.



PRESENTING SPONSOR | \$25,000 (1 AVAILABLE)

- Exclusive logo placement on:
 - All promotional mailers
 - All finisher medal ribbons
 - All race-day bibs (5K & 1-Mile)
 - All swag bags distributed at packet pickup and race day
 - Race-day hydration distributed at the finish line
 - Podium signage, with opportunity to participate in awards ceremony
 - Race-day souvenir shirts
 - Race-Day Sponsor Recognition Sign (packet pickup and race day)
 - Sign at Porta Potties
- Option for staff to hand out medals at the finish line
- Recognition on event website with click-through link to business website
- Recognition across email campaigns and all social media platforms
- 20 complimentary race entries
- Special acknowledgment during awards ceremony
- First right of refusal for Presenting Sponsorship for the next Electric City Gobbler race. (*You will have one week to decide once the 2026 packet is sent before it opens to the public. Prices may change due to inflation.*)

Please note: *If individual sponsorships are secured before the Presenting Sponsor, their total amount will be deducted from the Presenting Sponsorship investment.*

ALL PROCEEDS SUPPORT FIRST FLIGHT ALLIANCE PROGRAMS, INCLUDING: OPERATION ACTIVE KIDS (OAK), #RUNTHISTOWN, AND PLAYSMAST BY PLAYSFAFE USA.

MEDAL SPONSOR | \$6,000

- Logo placement on: **1 AVAILABLE**
 - All finisher medal ribbons
 - Race-day souvenir shirts
 - Event website with click-through link to business website
 - Race-Day Sponsor Recognition sign
- Option for staff to hand out medals at finish line
- Recognition on all social media platforms
- 5 complimentary race entries
- Special Acknowledgement on race-day

BIB SPONSOR | \$6,000

- Logo placement on: **1 AVAILABLE**
 - All race bibs (5K & 1-Mile)
 - Race-day souvenir shirts
 - Event website with click-through link to business website
 - Race-Day Sponsor Recognition sign
- Recognition on all social media platforms
- 5 complimentary race entries
- Special Acknowledgement on race-day

PODIUM SPONSOR | \$4,000

- Logo placement on: **1 AVAILABLE**
 - All podium steps (1st-3rd place)
 - Race-day souvenir shirts
 - Event website with click-through link to business website
 - Race-Day Sponsor Recognition Sign
- Opportunity to present awards during ceremony
- Recognition on all social media platforms
- 4 complimentary race entries
- Special Acknowledgement on race-day

BUSINESS T-SHIRT SPONSOR | \$250

- Logo placement on: **25 AVAILABLE**
 - Official race t-shirts
 - Event website with click-through link to business website
 - Race-Day Sponsor Recognition Sign
- Recognition on all social media platforms
- Special Acknowledgement on race-day

SWAG BAG SPONSOR | \$3,500

- Logo placement on: **1 AVAILABLE**
 - All participant swag bags
 - Race-day souvenir shirts
 - Event website with click-through link to business website
 - Race-Day Sponsor Recognition sign
- Recognition on all social media platforms
- 3 complimentary race entries
- Special Acknowledgement on race-day

HYDRATION SPONSOR | \$2,750

- Logo placement on: **1 AVAILABLE**
 - Hydration distributed at the Finish Line
 - Race-day souvenir shirts
 - Event website with click-through link to business website
 - Race-Day Sponsor Recognition sign
- Option to assist with hydration distribution
- Recognition on all social media platforms
- 2 complimentary race entries
- Special Acknowledgement on race-day

CONVENIENCE STATION SPONSOR | \$1,500

- Logo placement on: **1 AVAILABLE**
 - Sign at Porta Potties
 - Race-day souvenir shirts
 - Logo on event website with click-through link to business website
 - Race-Day Sponsor Recognition Sign
- Recognition on all social media platforms
- 1 complimentary race entries
- Special Acknowledgement on race-day

READY TO SPONSOR?

Contact Heather A. Rainey
heather@yourfirstflight.org
864-314-3398