

Lansing's Thanksgiving morning tradition since 2000



Dear Potential Sponsor:

Since 2000 the Michigan Running Foundation has put on the Lansing Turkey Trot, a Thanksgiving morning 5k run/walk. Over 5,000 people participate each year, with hundreds more supporters cheering along the course. The race starts and finishes in front of Lansing Community College. Participants run thru the streets of Downtown Lansing and experience an energetic finish thru the Playmakers arch, with music, refreshments and awards. This race has become a family tradition for many, and we love seeing familiar faces at the event each year. We invite you to be a sponsor for this years event!

The **Michigan Running Foundation** is a 501c3 non-profit organization, our mission is to support youth running across the state of Michigan. Our foundation is **growing!** Some of our larger grant programs for 2025 include:

- Build running, walking, and fitness paths. Our goal is to create a safe place for students and those in the community to walk and run.
- 2026 Mighty Mile Series, a FREE 1-mile race for kids ages 5-12. We held 6 races in 2025 with over 1,500 kids participating.
- Implement Kids Mileage club at schools across the State
- Continue to fund and help support cross country and track programs across the State

We have more requests than we can fund each year. We would love for you to join us in supporting youth running, health, and fitness across our state.

The attached document provides four different levels of sponsorship opportunities. Please reach out to us if you have any questions or would like to speak further about the opportunity. We look forward to working with you.

Sincerely,

Michigan Running Foundation Team

Chuck Block, President and Founder
Michelle Garr, Business Operations Manager



Michigan Running Foundation



Sponsorship Opportunities

\$5,000 - THE GATHERING PLACE – This sponsorship is our Premier level and is reserved for our community partner **Playmakers**

\$2,500 - MAIN DISH

- 5 Free race registrations
- Provide race freebies with your logo on it to participants
- Your logo displayed on our Sponsors board during packet pickup
- Your logo, with a link to your website displayed on our Run Signup page, and your logo on our Michigan Running Foundation website
- Your logo included in all emails pre and post-race. 30K reach
- Facebook posts about your sponsorship and include any discounts or promotions you'd like us to share.

\$1,000 - SIDES

- 3 Free race registrations
- Provide race freebies with your logo on it to participants
- Your logo displayed on our Sponsors board during packet pickup
- Your logo, with a link to your website displayed on our Run Signup page, and your logo on our Michigan Running Foundation website
- Your logo included in all emails pre and post-race. 30K reach
- Facebook post about your sponsorship and include any discounts or special information you'd like us to share

\$500 - DESSERTS

- 2 Free race registrations
- Your logo displayed on our Sponsors board during packet pickup
- Your logo displayed on our Run Signup page
- Your logo included in the pre and post race emails. 5K reach
- Facebook post about your sponsorship

\$250 - KIDS TABLE

- 1 Free race registration
- Your logo displayed on our Sponsors board during packet pickup
- Your logo displayed on our Run Signup page for the Turkey Trot
- Facebook post about your sponsorship

Thank you for your support! If you have any questions or would like to discuss anything further please contact Michelle Garr at michelle@runningfoundation.com

Please fill out the attached form and email it along with a JPG high resolution image of your logo to Michelle. Logos must be received by **November 3rd, 2025** to be included in the sponsors signage which is displayed at Playmakers during packet pickup and on race day at Lansing Community College.

Sponsorship Level:

- ☐ \$2,500 - MAIN DISH
- ☐ \$1,000 - SIDES
- ☐ \$500 - DESSERTS
- ☐ \$250 - KIDS TABLE

Business Name: _____

Website: _____

Facebook: _____

Address: _____ City: _____ State: _____ ZIP: _____

Contact Name/Email: _____

Phone Number: _____

Check payable to: Michigan Running Foundation
1229 Schavey Rd
DeWitt, MI 48820

**Sponsorship can also be paid via credit card on Run Signup. There is a processing fee associated with this option. If you would like this option, please let Michelle know.*

Michigan Running Foundation Contacts:

Chuck Block - Founder/President
chuck@runningfoundation.com

Michelle Garr – Business Operations Manager
michelle@runningfoundation.com

