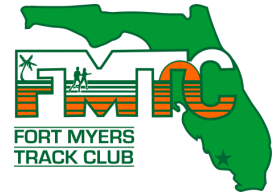


# Turkey Trot 5K Sponsorship Information

November 23, 2023



## **Title Sponsor** (\$5000 cash or in-kind):

- Company name included in race title
- Full digital media exposure, including race website branding, email marketing, race photo branding and finisher's certificate.
- Prominent company logo on race shirt.
- One advertising item in packet (to be provided by sponsor).
- Tent or canopy set-up on race site race morning.

## **Platinum** (\$2500 cash or in-kind):

- Digital media exposure, including race website branding and email marketing.
- Prominent company logo on race shirt.
- One advertising item in packet (to be provided by sponsor).
- Tent or canopy set-up on race site race morning.

## **Gold** (\$1000 cash or in-kind):

- Company logo on race shirt.
- Company branding on race website select email marking.
- One advertising item in packet (to be provided by sponsor)
- Tent or canopy set-up on race site race morning.

## **Silver** (\$500 cash or in-kind):

- Company text logo on race shirt.
- One advertising item in packet (to be provided by sponsor)
- tent or canopy set-up on race site race morning.

**Bronze** (\$250 cash or in-kind): one advertising item in packet (to be provided by sponsor).

**ALL SPONSORS RECEIVE RECOGNITION THE RACE WEBSITE AND RACE RESULTS FOLLOW-UP EMAILS  
THAT THANK AND ACKNOWLEDGE ALL SPONSORS.**

# Turkey Trot 5K Sponsorship Form

**November 23, 2023**

\_\_\_\_\_ Title Sponsor (\$5000+)

\_\_\_\_\_ Platinum Sponsor (\$2500)

\_\_\_\_\_ Gold Sponsor (\$1000)

\_\_\_\_\_ Silver Sponsor (\$500)

\_\_\_\_\_ Bronze Sponsor (\$250)

Name of Sponsor: \_\_\_\_\_

Print Name and Title: \_\_\_\_\_

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

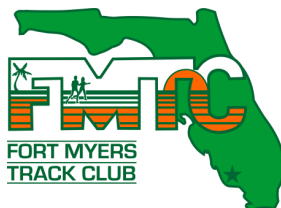
Phone: \_\_\_\_\_

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

FMTTC Representative: \_\_\_\_\_

Make checks payable to the **Fort Myers Track Club** and return this commitment to **P.O. Box 60131, Fort Myers, FL 33906**. If you have questions, please contact JeAnne Hertel (239)400-9305 or [fmtrackclub.info@gmail.com](mailto:fmtrackclub.info@gmail.com). The Fort Myers Trak Club is a non-profit 501 (c)(3) organization. For tax purposes you receive nothing of value in consideration of your donation. Please retain of copy of this for your records.

***The FMTTC is a volunteer organization and supports many other local organizations with the technical support in producing high-quality races.***



# Turkey Trot 5K Sponsorship In-Kind Form

November 23, 2023

Description of Donation Item(s) including quantity: \_\_\_\_\_

Estimate fair market value: \_\_\_\_\_

Name of Sponsor: \_\_\_\_\_

Print Name and Title: \_\_\_\_\_

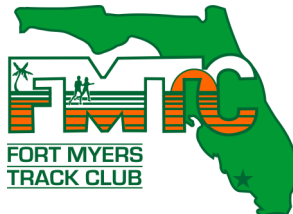
Address: \_\_\_\_\_

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

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

FMTC Representative: \_\_\_\_\_

For details, please contact JeAnne Hertel (239)400-9305 or [fmtrackclub.info@gmail.com](mailto:fmtrackclub.info@gmail.com). The Fort Myers Trak Club is a non-profit 501 (c)(3) organization. For tax purposes you receive nothing of value in consideration of your donation. Please retain of copy of this for your records.



# WHAT YOU CAN RECEIVE FOR SPONSORSHIP

## RESULT SPONSOR & FINISHER CERTIFICATE

### SPONSOR OPPORTUNITY:

Customized results notification to include company's name or logo.

### SPONSOR BENEFITS:

The results interface averages 6-7 unique visits for every finishing athlete  
Easy social share options mean 10-20% of finishers share on Facebook and Twitter

## DIGITAL PHOTOGRAPHY (Title Sponsor)

### SPONSOR OPPORTUNITY:

Digital photography packages watermarked or branded with company's logo.

### SPONSOR BENEFITS:

Free cost photos download increases viewing and sharing  
Photo views vary greatly on race distance but minimum engagements is 2-3 views per finishing athlete  
In a six month period across galleries photo views exceed over 2 million with some races receiving over 300,000 views per gallery.

## EMAIL MARKETING

### SPONSOR OPPORTUNITY:

Branding in email campaigns marketing the event and/or individual sponsor specific email(s) as part of the pre-race marketing and post race results.

### SPONSOR BENEFITS:

The Fort Myers Track Club's proprietary database that reaches 10,000 unique contacts to help promote your company or product.

## RACE PACKET ADVERTISING

### SPONSOR OPPORTUNITY:

Race packet includes sponsor branded advertising items (provided by sponsor) such business card, pens, koozies, magnets, standard post card size advertisement, branded reusable water bottles, etc.

### SPONSOR BENEFIT:

Engage participants by offering discount cards, services or other reusable items provided, giving sponsors potential revenue advertising exposure beyond pre-race and post-race marketing campaigns.

**SEE PAGE 1 FOR EACH SPONSOR LEVEL OFFERS**

