2018 SPONSORSHIP PACKET

ABOUT US: Pearland, Texas – a quiet town just outside of Houston, is the proud home to the Pearland Turkey Trot. Turkey Trots have been part of the American Thanksgiving Day tradition dating back to 1896 with the founding of the Buffalo New York Thanksgiving Day Race. Over the years, many communities and organizations have joined in this wonderful holiday ritual, and we are proud to have Pearland, Texas be a part the tradition.

Sponsorship of the inaugural Pearland Turkey Trot provides area businesses and organizations a unique opportunity to become a founding partner of the event. Your sponsorship will illustrate your commitment to the community, healthy living and fun, family events!

CHARITY PARTNER:. The Forever Parks Foundation of Pearland is an enthusiastic advocate for the City's Parks & Recreation Department -- committed to encouraging and mobilizing philanthropic support from across the community and beyond.

FOREVER PARKS FOUNDATION OF PEARLAND

"The Forever Parks Foundation is very excited to partner with iRun productions for the inaugural Turkey Trot in Pearland," says Michelle Graham, President of the Foundation. "This promises to be a great introduction for both of our organizations. A professionally run race that benefits future parks and recreation facilities and programs....it is a match that just makes sense and we look forward to the continued growth success of the partnership."

FUN FACTS:. Running USA has studied the data and it is confirmed—Americans love to run races on Thanksgiving. In 2014, there were 786,730 Turkey Trot finishers at one of 1,032 races put on around the U.S. on Thanksgiving, according to Running USA statistics. While the participation numbers are down slightly—the all-time high is 2012 with 798,508 finishers—the number of races was at an all-time high in 2014 and runners continue to turn out in large numbers to get a race in before the big feast.

"THE NOVEMBER HOLIDAY IS NOW THE MOST POPULAR RACING DAY ON THE AMERICAN CALENDAR." – RUNNERS WORLD

PEARLAND TURKEY TROT

2018 SPONSORSHIP PACKET

SPONSORSHIP LEVELS

PRESENTING SPONSOR (LIMIT ONE)

- Exclusive naming rights for the event to be named after the Presenting Sponsor.
- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Top logo placement on all start/finish line and additional race day banners.
- Company representative to be named honorary announcer of the event.
- Logo on the FRONT of all race participant and volunteer t-shirts.
- Dedicated Press Release announcing the partnership to state-wide media.
- Prominent logo placement with website click through on race & Halo House website.
- Permanent logo inclusion on monthly race & Halo House newsletters (Distribution: 5,000)
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 20 complementary race entries

SPONSORSHIP FEE: $10,000

GOLD SPONSORSHIP (LIMIT TWO)

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Logo placement on all start/finish line and additional race day banners.
- Logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race & Halo House newsletters (Distribution: 33,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 10 complementary race entries

SPONSORSHIP FEE: $7,500

2018 SPONSORSHIP PACKET

SILVER SPONSORSHIP

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Logo placement in finish line corral.
- Logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 33,000).
- Exposure through social media campaign (Facebook and Twitter).
- Option to host a packet pick-up at your place of business.
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 5 complementary race entries

SPONSORSHIP FEE: $5,000

BRONZE SPONSORSHIP

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 33,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 3 complementary race entries

SPONSORSHIP FEE: $2,500

2018 SPONSORSHIP PACKET

HYDRATION SPONSOR (limit three)

- Logo on the BACK of all participant t-shirts.
- Company Signage at Water Stations.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 33,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: $750

PACKET PICK-UP SPONSOR (limit three)

- Host a packet pick-up at your place of business.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 33,000).
- Exposure through social media campaign (Facebook and Twitter).

SPONSORSHIP FEE: $500

IN-KIND SPONSOR

- Company recognition on event website.
- Logo on the BACK of all participant t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on (2) race newsletters (Distribution: 33,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: $250 PLUS SERVICE/GOODS TRADE

PEARLAND TURKEY TROT

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SPONSORSHIP FORM

Yes, I am committed to become a _____ level sponsor

Name of Sponsor/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

*Please make checks payable to iRun Productions, LLC. *
21215 FM 529, Suite 130
Cypress, Texas 77433

□ Payment is included □ Please invoice me at the address above

□ Please charge my □ Mastercard □ Visa □ Discover □ American Express

Name on Card: _____

Card Number: _____ Exp Date: _____ Code:_____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Signature: _____ Date _____

Sponsorship Deadline: November 10, 2018

IMPORTANT SPONSOR INFORMATION:

- All sponsor logos must be submitted in .ep or .ai format
- If you do not have a tent or table for your booth on race morning, please let us know when submitting your form.
- Inserts/give-a-ways for participant packets must be received by November 1.