



2021 SPONSORSHIP PACKAGE

ABOUT THE PEARLAND TURKEY TROT:

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.

The Pearland Turkey Trot is owned and operated by iRun Productions, LLC.

ABOUT OUR CHARITY PARTNER:

The Forever Parks Foundation of Pearland, is a volunteer based 501(c)(3) organization actively supporting Pearland Parks & Recreation by acquiring financial resources through events and charitable donations. As the Foundation strives to enhance and sustain parks, facilities, and programs they are currently funding the Parks & Recreation's Financial Assistance Program and a new Pearland Outdoor Initiative. As a result of our partnership with the Forever Parks Foundation, proceeds from this event will directly benefit the Foundation's efforts to provide recreational opportunities for all of Pearland.



PEARLAND TURKEY TROT EVENT DEMOGRAPHICS:

- 👉 In 2019, participants from 27 states were represented on race day with 1,376 finishers on race day!
- 👉 61% of registrants are female with 39% being male
- 👉 30,000 member database
- 👉 31 event reviews/4.9 stars
- 👉 2,852 average weekly reach (via Facebook)
- 👉 733 Facebook page likes



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TURKEY TROT 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.



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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 t-shirts.
- 👉 Dedicated Press Release announcing the partnership to state-wide media.
- 👉 Prominent company recognition on event website with click through.
- 👉 Permanent logo inclusion on monthly iRun Productions newsletters (Distribution: 31,000)
- 👉 Exposure through social media campaign (Facebook and Instagram)
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 15 complementary race entries

SPONSORSHIP FEE: \$10,000

GOLD SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 **Exclusive logo placement on neck ribbon of finisher medals.**
- 👉 Logo placement on all start/finish line and additional race day banners.
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website with click through.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 88,000).
- 👉 Exposure through social media campaign (Facebook and Instagram)
- 👉 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



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SILVER SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 **Exclusive logo placement on all participant race BIBS.**
- 👉 Logo placement in finish line corral.
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 88,000).
- 👉 Exposure through social media campaign (Facebook and Instagram)
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 7 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.
- 👉 **Includes exclusive Gear Check sponsorship.**
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 88,000).
- 👉 Exposure through social media campaign (Facebook and Instagram)
- 👉 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: \$3,500



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PACKET PICK-UP SPONSOR

- 🍷 Host a packet pick-up at your place of business.
- 🍷 Company recognition on event website.
- 🍷 Logo on the BACK of all participant t-shirts.
- 🍷 Exposure through social media campaign (Facebook and Instagram)
- 🍷 Opportunity to provide a promotional item or flyer in participant race bags.

SPONSORSHIP FEE: \$1,000

HYDRATION SPONSOR

- 🍷 Logo on the BACK of all participant t-shirts.
- 🍷 Company signage at water stations.
- 🍷 Company recognition on event website.
- 🍷 Exposure through social media campaign (Facebook and Instagram)
- 🍷 Opportunity to provide a promotional item or flyer in participant race bags.
- 🍷 Dedicated tent space at event post-race party.

SPONSORSHIP FEE: \$500

IN-KIND FOOD & BEVERAGE/GOODS SPONSOR

- 🍷 Company recognition on event website.
- 🍷 Logo on the BACK of all participant t-shirts.
- 🍷 Exposure through social media campaign (Facebook and Instagram)
- 🍷 Opportunity to provide a promotional item or flyer in participant race bags.
- 🍷 Dedicated tent space at event post-race party.

SPONSORSHIP FEE: \$250 or GOODS TRADE



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COMMITMENT FORM

I AM COMMITTED TO _____ SPONSORSHIP LEVEL

YOUR COMPANY LOGO IS DUE UPON SUBMISSION OF THIS FORM. LOGOS MUST IN IN EITHER .EPS OR .PNG FORMAT. JPEG NOR PDF WILL BE ACCEPTED

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 110

Cypress, Texas 77433

lauren@irunproductions.com

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 _____

Pearland Turkey Trot Sponsorship Deadline: November 10, 2021