

# Longmont Turkey Trot 2019 Sponsorship Guide

## 45th Longmont Turkey Trot 10K & 2M

Saturday, November 9, 2019 • Altona Middle School, Longmont CO

Support the 45th Annual Longmont Turkey Trot, and become a part of this longstanding community event! Each year we strive to be better than the last and we can only do so with the support of our sponsors.

### Targeted Marketing

The Longmont Turkey Trot is an incredible marketing opportunity for your business to reach over 2,000 runners, walkers, spectators, volunteers and overall active individuals of all ages!

### Memorable

Sponsorships are valid through the end of the event. However, participants, volunteers, vendors, and spectators wear race apparel featuring sponsors for years, which maximizes your support exposure over time.

## Sponsorship Levels & Benefits

### Thirsty Turkey: \$300

Water Station Sponsor – ‘own’ your Thirsty Turkey water station on the 10K or 2Mile race course!

*We provide the table, water & cups, you provide the people & fun!*

*Decorate your Thirsty Turkey water station & make your business memorable.*

Small sized business logo on volunteer shirts, promotional poster & Turkey Trot website

10 x 10 vendor booth space (*in addition to your race course water station*)

2 complimentary race entries

Race day recognition & announcements

### Bronze Gobbler: \$500

Medium sized business logo on participant & volunteer event shirts, promotional poster,

City of Longmont Turkey Trot website

10 x 10 vendor booth space

4 complimentary race entries

Race day recognition & announcements

### Silver Gobbler: \$1,000

#### All benefits of Bronze Gobbler PLUS:

Large sized business logo on all event wear & marketing materials including registration forms

10 x 10 vendor booth space near finish line

2 additional complimentary race entries (6 total)

### Golden Gobbler: \$2,500

#### All benefits of Silver Gobbler PLUS:

Prominent, extra-large sized business logo on all event wear & marketing materials, including 10K mile markers

Premiere booth space at finish line in vendor village

4 additional complimentary race entries (10 total)

### Turkey Feathers: In-Kind Sponsorship

Business logo, sponsorship benefits, and title will be determined by value and need of product.

Beverages & snacks for athletes:

finish line bottled water, sports drinks,  
post-race fruit, yogurt, energy bars, etc.

Coffee & breakfast snacks for volunteers

Awards for 1st, 2nd, or 3rd place finishers

Event apparel for racers (hats, water bottles, etc.)

Race goody bags with filled with athlete gifts!

#### Other:

Let us know how you would like to be involved!

An early commitment & signed sponsorship agreement will ensure maximum exposure on all marketing materials. The promotional poster will be distributed to Longmont & Front Range running shops, businesses, & recreation facilities the beginning of October.



City of Longmont Recreation & Golf Services  
Centennial Pool; 1201 Alpine St. 303-651-8406  
Race Director: Sara Taylor  
sara.taylor@longmontcolorado.gov • 303-774-4771