



Turkey Trot Sponsorship

Benefitting YouthPower365 and the Eric Spry Memorial Scholarship

We invite you to be a sponsor of the 12th Annual Eagle Vail Turkey Trot on November 22, benefitting YouthPower365's PwrHrs Afterschool program and the Eric Spry Memorial Scholarship. As a sponsor, you will have the opportunity to reach out to audiences your company aims to attract, while supporting the vibrant future of our unique mountain community.

YouthPower365

The Vail Valley Foundation's YouthPower365 provides extended learning year-round that inspires, educates and empowers the youth and families of Eagle County from cradle to career-readiness. We provide development and education programming for more than 3,000 kids and families every year. Our concentrated programming provides a total of 373,500 contact hours to the children we serve annually, which produces significant results and equip students to reach their highest potential.

EagleVail Turkey Trot

The 12th annual Turkey Trot is a 5K Run/Walk through Eagle Vail on Thanksgiving morning. Registration is \$10 per person in advance, and \$15 day of the event, and opens at 8:30am at the Eagle-Vail Pool. The race begins at 9:30am. All proceeds benefit YouthPower365's PwrHrs Afterschool program and the Eric Spry Memorial Scholarship Fund, established in memory of local runner and Battle Mountain High School graduate, Eric Spry.

Event Demographic and Media Impact

The Turkey Trot appeals to a cross section of the Vail Valley, including over 800 locals and second homeowners from Gypsum to East Vail. Participants are active, engaged, and eager to start their Thanksgiving morning out on the right foot.

Overall the 2018 Turkey Trot will result in thousands of media impressions through digital and website views, print advertising, email communications to segmented and broad lists of 6,000, local radio spots, and tv interviews. All sponsors will be recognized on the event webpage sponsor scroll which in 2017 alone saw over 2,000 views from October 1 – November 23. In addition to media impressions leading up to the event, Bronze sponsors and above receive banner recognition at the Turkey Trot. In becoming a sponsor, you have a unique opportunity to reach audiences that your company aims to attract.

\$5,000 Event Sponsor

- 20 Complimentary Race Entries for Associates or Key Clients
- Recognition as Event Sponsor in all marketing materials, news releases, print ads, and signage related to the event
- **Sponsorship branding is included in Turkey Trot logo**
- Front/center branding on Turkey Trot t-shirt
- Special recognition during the event
- Recognition in YouthPower365 email communications
- Logo placement on the event webpage
- Premier banner placement at the event for up to 4 banners (banners provided by sponsoring company)

\$2,500 Platinum Sponsor

- 20 Complimentary Race Entries for Associates or Key Clients
- Recognition as a Platinum Sponsor in all marketing materials, news releases, print ads, and signage related to the event
- Recognition on the Turkey Trot t-shirts
- Special recognition during the event
- Recognition in YouthPower365 email communications
- Logo placement on the event webpage
- Priority banner placement at the event for up to 2 banners (banners provided by sponsoring company)

\$1,000 Gold Sponsor

- 10 Complimentary Race Entries for Associates or Key Clients
- Recognition as a Gold Sponsor in all marketing materials, news releases, print ads, email blasts and signage related to the event
- Recognition on the Turkey Trot t-shirts
- Special recognition during the event
- Logo placement on the event webpage
- Banner placement at the event for up to 2 banners (banner provided by sponsoring company)

\$500 Silver Sponsor

- 10 Complimentary Race Entries for Associates or Key Clients
- Recognition as a Silver Sponsor in select marketing materials
- Special recognition during the event
- Logo placement on the event webpage
- Banner placement at the event for 1 banner (banner provided by sponsoring company)

\$250 Bronze Sponsor

- 5 Complimentary Race Entries for Associates or Key Clients
- Recognition as a Bronze Sponsor in select marketing materials
- Logo placement on the event webpage

\$100 Supporting Sponsor

- 2 Complimentary Race Entries for Associates or Key Clients
- Recognition as a Supporting Sponsor in select marketing materials

In-Kind/ Item Donation: Refreshments and Participant Prizes

- Recognition dependent on in-kind trade value
- Logo placement on the event webpage for all in-kind donations above \$250

Sponsorship Commitment Form

- Event-** \$5,000
 Platinum - \$2,500 **Gold** - \$1,000 **Silver** - \$500
 Bronze - \$250 **Supporting** - \$100

Method of Payment:

SPONSORSHIPS ARE TAX DEDUCTIBLE: Tax ID #84-1442909

- Check Enclosed (payable to YouthPower365)
 Please charge the amount of \$_____ to
 American Express MasterCard Visa

NAME (as it will be listed on sponsorship recognition materials)-

NAME on card _____ CARD # _____

EXP. DATE _____ SECURITY CODE _____

TOTAL\$ _____ SIGNATURE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

YouthPower365 Tax ID #84-1442909

*Please return this form to mwills@vvf.org or 970-949-9265 (fax)
PO Box 6550, Avon, CO 81620*