



## Turkey Trot Sponsorship

*Benefiting YouthPower365 and the Eric Spry Memorial Scholarship*

We invite you to be a sponsor of the 16<sup>th</sup> Annual EagleVail Turkey Trot on November 24 benefiting YouthPower365's PwrHrs Afterschool program and the Eric Spry Memorial Scholarship. As a sponsor, you will have the opportunity to reach audiences your company aims to attract, while supporting the vibrant future of our unique mountain community.

The Turkey Trot is a 5K Run/Walk through EagleVail on Thanksgiving morning. Registration will open to the public on Tuesday, October 18. 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.

### YouthPower365

From early childhood to college and career, the Vail Valley Foundation's YouthPower365 provides programs to help youth reach their full potential. We provide academic support and enrichment programming for more than 3,000 kids and families every year. **On average, each child spends more than 120 hours in our programs per year, which produces significant results and equips students to reach their highest potential.**

### Event Demographic and Media Impact

The Turkey Trot appeals to a cross section of the Vail Valley, including more than 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.

The 2022 Turkey Trot will result in thousands of media impressions through digital and website views, print advertising, email communications to more than 6,000 recipients, local radio spots, and TV interviews. All sponsors will be recognized on the event website, which garners more than 4,000 annual views. In addition to media impressions leading up to the event, Silver sponsors and above have the opportunity to have a banner on-site at the Turkey Trot.

For more information, contact Kate Kalamon at [kkalamon@vvf.org](mailto:kkalamon@vvf.org) or 610.823.4848  
Mailing Address: PO Box 6550, Avon, CO 81620



## Sponsorship Opportunities

### \$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\*, event emails\*, and event signage
- **Company branding included in Turkey Trot logo**
- Recognition with preferred and prioritized logo on Turkey Trot commemorative item\*
- Special recognition during the event
- Logo placement on the event website
- Premier banner placement at the event for up to 4 banners (banners provided by sponsoring company)

### \$2,500 Platinum Sponsor

- 15 Complimentary Race Entries for Associates or Key Clients
- Recognition as Platinum Sponsor in all marketing materials, news releases, print ads\*, event emails\*, and event posters\*
- Recognition with preferred and prioritized logo on the Turkey Trot commemorative item\*
- Special recognition during the event
- Logo placement on the event website
- 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 Gold Sponsor in all marketing materials, news releases, print ads\*, event emails\* and event posters\*
- Special recognition during the event
- Logo placement on the event website
- 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 Silver Sponsor in select marketing materials
- Special recognition during the event
- Logo placement on the event website
- 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 Bronze Sponsor in select marketing materials
- Logo placement on the event website

### 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

*\*Ad, commemorative item, email, and poster inclusion deadline: October 10*

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## 2022 Turkey Trot Sponsorship

**YES! I would like to sponsor the 16<sup>th</sup> Annual EagleVail Turkey Trot on November 24, 2022.**

- Event Sponsor – \$5,000
- Platinum Sponsor – \$2,500
- Gold Sponsor – \$1,000
- Silver Sponsor – \$500
- Bronze Sponsor – \$250
- In-Kind/Item Donation: \_\_\_\_\_

Please return completed form to Kate Kalamon via email at [kkalamon@vfv.org](mailto:kkalamon@vfv.org), fax to 970.949.9265, or mail to PO Box 6550, Avon, CO 81620.

### **Sponsor Information**

**Name (Company or Individual):** \_\_\_\_\_  
*As you would like it to be listed on event materials*

**Contact Name:** \_\_\_\_\_

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

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

### **Payment Method**

- Check: Made payable to **YouthPower365**. Mail to PO Box 6550, Avon, CO 81620.
- Credit Card: Visit [https://vailvalleyfoundation.formstack.com/forms/turkeytrot\\_payment](https://vailvalleyfoundation.formstack.com/forms/turkeytrot_payment) to pay with a credit card online.

### **Signed:**

\_\_\_\_\_  
Sponsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Kate Kalamon  
Account Manager & Sales Coordinator

\_\_\_\_\_  
Date

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