



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



40th ANNUAL YMCA TURKEY TROT SPONSORSHIP OPPORTUNITIES



Race Information

Held prior to the Sun Bowl Parade on the parade route, the YMCA of El Paso Turkey Trot is the largest Thanksgiving Day event of its kind in the region. In 2015, the Trot had over 1,350 participants participating in our event. Starting from humble beginnings 40 years ago, it has grown into the undisputed "Way to Begin Thanksgiving Day" for hundreds of local families as well as those who travel to El Paso to share in our great event.

The Trot tradition has now extended through generations of participants who celebrate the holiday with grandparents, relatives, friends and their youngest who we look to see with their own families in the years ahead. Every year we hear of families who have declared the Turkey Trot as their new Thanksgiving tradition.

In 2014 we introduced the **Team Challenge** where teams of four runners each compete with other teams for 1st, 2nd, or 3rd prize. The combined times of the four runners make up the team time. We had 57 teams finish the 2015 Turkey Trot Team Challenge. The 2016 Team Challenge will see the addition of six categories (Men's Open, Women's Open, Coed, Corporate, High School Coed and Military) thus expanding the reach of the event to potentially hundreds of people who otherwise would not participate in the event.

The YMCA of El Paso Turkey Trot also has opportunities for groups to volunteer as we rely on 60-80 volunteers to make this event happen. In the past we have had groups from the YMCA, UTEP, Chapin High School and the El Paso Rhinos hockey team.

Race Demographics

Participants in the YMCA of El Paso's Turkey Trot come from over 20 states throughout the country as well as from Mexico and Canada. Participants range in age from 6 years old to over 80 years of age.

YMCA of El Paso

The YMCA of El Paso has been making an impact on the lives of kids & families for 129 years. More than 15,000 children participate in Y programs each year through swim classes, sports, family events, after school child care, summer camps & more.

Proceeds from the Turkey Trot event benefit families and children who are unable to afford to pay full prices for YMCA membership and programs. The YMCA of El Paso doesn't turn anyone away because of their inability to pay for YMCA programs. In 2015 the YMCA of El Paso gave over \$400,000 in assistance to families and children throughout El Paso County.

EVENT SPONSOR \$10,000

- ◇ 12 Complimentary race entries & t-shirts
- ◇ Press Release recognition
- ◇ Logo on all advertising material; postcards, posters, website, newsprint ads and social media
- ◇ Race Packet inserts (1,500 pieces)
- ◇ Company name & logo will appear on race entry forms
- ◇ Logo & Company website link will appear on race website
- ◇ Logo on Thank You Banner at start & finish
- ◇ Logo on the front of the race t-shirt
- ◇ PA announcements throughout the race and awards ceremony
- ◇ Certificate of Appreciation & Plaque
- ◇ Packet Pickup booth opportunity
- ◇ Banners hung at all four YMCA of El Paso facilities
- ◇ Volunteer opportunity for employees at the event

START/FINISH LINE SPONSOR \$5,000

- ◇ Six Complimentary race entries & t-shirts
- ◇ Press Release recognition
- ◇ Logo on race posters, newsprint ads & website
- ◇ Race Packet inserts (1,500 pieces)
- ◇ Company name & logo will appear on race entry forms
- ◇ Logo & Company website link will appear on race website
- ◇ Logo on Thank You Banner at start & finish
- ◇ Logo on the back of the race t-shirt
- ◇ PA announcements throughout the race and awards ceremony
- ◇ Certificate of Appreciation & Plaque
- ◇ Packet Pickup booth opportunity
- ◇ Banners hung at all four YMCA of El Paso facilities
- ◇ Volunteer opportunity for employees at the event

PARTICIPANT GOODY BAG SPONSOR \$2,500

- ◇ Four Complimentary race entries & t-shirts
- ◇ Logo on one side of the participant goody bag (1,500 bags)
- ◇ Race Packet inserts (1,500 pieces)
- ◇ Logo & Company website link will appear on race website
- ◇ Logo on Thank You Banner at start & finish
- ◇ PA announcements throughout the race and awards ceremony
- ◇ Certificate of Appreciation & Plaque
- ◇ Packet Pickup booth opportunity
- ◇ Banners hung at two YMCA of El Paso facilities of your choice
- ◇ Volunteer opportunity for employees at the event

TEAM CHALLENGE SPONSOR \$1,500

- ◇ Two Complimentary team entries & t-shirts (four runners per team)
- ◇ Team Challenge will be “powered by” the Team Challenge Sponsor
- ◇ Race Packet inserts (1,500 pieces)
- ◇ Logo & Company website link will appear on race website
- ◇ Name on Thank You Banner at start & finish
- ◇ Company name on the back of the race t-shirt
- ◇ PA announcements throughout the race and awards ceremony
- ◇ Certificate of Appreciation & Plaque
- ◇ Banner at one YMCA of El Paso facility of your choice
- ◇ Packet Pick Up booth opportunity

WATER STATION SPONSOR (2 STATIONS) \$1,000

- ◇ Two Complimentary race entries & t-shirts
- ◇ Race Packet inserts (1,500 pieces)
- ◇ Logo & Company website link will appear on race website
- ◇ Name on Thank You Banner at start & finish
- ◇ Company name on the back of the race t-shirt
- ◇ Certificate of Appreciation & Plaque
- ◇ Packet Pick Up booth opportunity

MEDIA SPONSOR Value

- ◇ 12 Complimentary race entries & t-shirts **Negotiable**

PACKET PICK UP VENDORS \$250

- ◇ Vendor booth at packet pickup on November 23rd

TURN AROUND SPONSOR \$200

- ◇ Sign or banner located at the 5K turn around