

Y Turkey Trot Charity 5K



2024 SPONSORSHIP OPPORTUNITIES

- A Maryland Thanksgiving tradition for more than 16,000 Marylanders; a huge community party!
- A healthy, fun event, welcoming to all.
- Connection for your brand with the Y; an extremely well-known and respected family brand, reaching more than 200,000 Maryland consumers regularly.

Proceeds help the Y remove income as a barrier; connecting children and families to Y programs which foster individual and community well-being.

Thank you for your consideration.



The Y.™ For a better us.

yturkeytrot.org

Sponsor Recognition & Awareness Benefits

	Every Child Title Sponsor	Sustainability Sponsor	Healthy Kids Sponsor	New Horizons Sponsor	Community Builder Sponsor	Pathways Sponsor	Spirit, Mind, Body Sponsor	Building Futures Sponsor	Friends Sponsor
	\$75,000	\$30,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,250	\$750
Number of Races	6	6	6	6	4	2	1	1	1
Number of Runners	16,000+	16,000+	16,000+	16,000+	10,400+	5,200+	2,600+	2,600+	2,600+

PAID AND EARNED MEDIA

Paid Social Media/Online ads, Radio & TV	•								
Banner ads	•								
PR/earned media	•	•	•	•					

IN CENTER/ON SITE

Race flyers	•	•	•	•	•				
In-center trifold	•	•	•						
Recognition on Y video walls	•	•	•	•	•	•	•	•	•

SOCIAL MEDIA/DIGITAL AND CUSTOM CONTENT

Logo link from the Y Turkey Trot website to your website	•	•	•	•					
E-blasts to Y universe (7 times, up to 60,000 reached per blast)	•	•	•	•	•	•	•		
Recognition in sustainability-related marketing flyers		•							
Recognition in monthly Collective Good newsletter	•	•	•	•					
Social media posts highlighting your company's Turkey Trot spirit	•	•	•	•	•	•	•	•	
Sponsored Turkey Trot Facebook ads/posts across all 17 Y Facebook pages	•								
"Thank You to Our Sponsors" post from the official Y Turkey Trot Charity 5K Facebook and Instagram accounts (with logo)	•	•	•	•	•				
"Thank You to Our Sponsors" post from the official Y Turkey Trot Charity 5K Facebook and Instagram accounts (with typeset name)						•	•	•	
Proud Turkey Trot Sponsor social media asset	•	•	•	•	•	•	•	•	•

THE RACE

Race day booth	•	•	•	•	•	•			
Logo on race medal lanyard	•								
Logo on front of all race shirts	•								
Logo on back of race shirts		•	•	•	•	•	•	•	
Recognition on race day sustainability signage		•							
Company name (in typeface) on back of race shirts									•
Complimentary entries and race shirts*	40	30	30	25	20	15	10	5	2

CORPORATE AND EMPLOYEE BENEFITS

Night at the Y for all employees	•	•	•						
A custom day of corporate team building/volunteer engagement	•	•	•						
Digital Thank You Post	•	•	•	•					
Free Try the Y Passes for all your employees	•	•	•	•	•	•	•		

Deadline for maximum exposure: 8/1/24 | Deadline for media exposure: 9/9/24 Deadline for Turkey Trot race shirts: 10/21/24

Sponsors are arranged on the t-shirts based on level of giving. Higher level sponsors start at the top.
 *For every runner over your complimentary entries, a reduced fee of 30% off the registration. For more information contact Heather Dye at heatherdye@ymaryland.org.