

2025

# Y Turkey Trot Charity 5K



## 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 150,000 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.

For more information or to discuss how you can deepen your organization's partnership with the Y, please contact Shekita Wilkins, Sr. Executive Director, Corporate Development at [shekitawilkins@ymaryland.org](mailto:shekitawilkins@ymaryland.org)



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[yturkeytrot.org](http://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+
<b>PAID AND EARNED MEDIA</b>									
Paid Social Media/Online ads, Radio & TV	✓	✓	✓	✓	✓	✓	✓	✓	✓
Banner ads	✓	✓	✓	✓	✓	✓	✓	✓	✓
PR/earned media	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>IN CENTER/ON SITE</b>									
Race flyers	✓	✓	✓	✓	✓	✓	✓	✓	✓
In-center trifold	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on Y video walls	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>SOCIAL MEDIA/DIGITAL AND CUSTOM CONTENT</b>									
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	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>THE RACE</b>									
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
<b>CORPORATE AND EMPLOYEE BENEFITS</b>									
Night at the Y for all employees	✓	✓	✓	✓	✓	✓	✓	✓	✓
A custom day of corporate team building/volunteer engagement	✓	✓	✓	✓	✓	✓	✓	✓	✓

Deadline for maximum exposure: 8/1/25 | Deadline for media exposure: 9/8/25 | Deadline for Turkey Trot race shirts: 10/20/25

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.