



# Turkey Trot 5k

Thanksgiving Morning | November 22, 2018

## Sponsorship Guide



[www.TurkeyTrotOrlando.com](http://www.TurkeyTrotOrlando.com)

## Seniors First Turkey Trot 5k A Thanksgiving Tradition

### Race History

In 1989, Seniors First started a run in downtown Orlando with only a few hundred participants. Now in its 29th year, it is one of the largest non-profit 5k races in Central Florida drawing up to 5,000 runners each year plus 1,000's of spectators viewing around the lake and it's tree lined streets.

### Partner Benefits

As one of our official sponsors, your company will receive direct exposure to thousands of runners and spectators. Further advertising will reach thousands of others through our collateral materials, television, print and radio promotions, dedicated Turkey Trot website, extensive social media campaigns and more! By aligning your brand with this time honored tradition, your sponsorship will not only support your business and build your charitable footprint but will go directly to help seniors in Orange, Seminole and Polk Counties.

### How You Will Make A Difference

You will have a direct and positive impact on the lives of:

- Seniors facing hunger and malnourishment.
- Seniors suffering from isolation.
- Seniors living in unsafe conditions.
- Seniors at risk of losing the ability to stay in their own homes.



*This little one with her security detail ... "Turkey Style"!*

### About Seniors First

Seniors First, Inc. is a nonprofit organization that has been dedicated to meeting the needs of older adults in Central Florida for over 50 years. We are the safety net and vital support system for seniors with limited options; preventing senior hunger through meal programs and strengthening and supporting them with in-home care and community services.

**SENIORS FIRST MISSION: TO ENHANCE THE QUALITY OF LIFE OF SENIORS  
BY MAINTAINING THEIR INDEPENDENCE AND DIGNITY.**

*To become a sponsor contact Wendy Jackson • 407-373-7754 • [wjackson@seniorsfirstinc.org](mailto:wjackson@seniorsfirstinc.org)*

# SENIORS FIRST TURKEY TROT 5K PREMIERE SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor: \$10,000 (Exclusive)

- Grand Marshal—option to officially start race
- Title mention & logo on all print media and billboards
- Feature article in agency newsletter
- Logo featured on start/finish banner
- Opportunity to address participants
- Logo on all runner bib numbers
- Optional participation in post race ceremony
- Company name included in all PSA's
- Multiple race day announcement mentions
- Company supplied info in all digital race packets
- Logo in all print media
- Company logo prominent on all race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Company name on sponsor banner
- 10 complimentary TT participant registrations
- 10 complimentary TT t-shirts



## Elite Sponsor: \$7,500

- Logo on all runner bib numbers
- Optional participation in post race ceremony
- Company banners displayed on site
- Company name rotated in all PSA's & social media
- Multiple race day announcement mentions
- Company supplied info in all digital race packets
- Logo in all print media
- Company logo on all race t-shirts
- Logo and link on event website
- Mention in agency newsletter
- Optional prime pre-race booth space
- Company name on sponsor banner
- 7 complimentary TT participant registrations
- 7 complimentary TT t-shirts



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# SENIORS FIRST TURKEY TROT 5K PREMIERE SPONSORSHIP OPPORTUNITIES

## Champion Sponsor: \$5,000

- Multiple race day announcement mentions
- Company info in digital race packets
- Logo in all print media
- Company logo on all race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Mention in agency newsletter
- Company name on sponsor banner
- 5 complimentary TT participant registrations
- 5 complimentary TT t-shirts



## Race Fan: \$1,500

- Logo and link on event website
- Optional pre-race booth space
- Mention in agency newsletter
- Company name on sponsor banner
- 2 complimentary TT participant registrations
- 2 complimentary TT t-shirts



## Pace Setter: \$2,500

- Company logo on race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Mention in agency newsletter
- Company name on sponsor banner
- 3 complimentary TT participant registrations
- 3 complimentary TT t-shirts



## Pit Crew: \$500

- Optional pre-race booth space
- Mention in agency newsletter
- Company name on sponsor banner

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# SENIORS FIRST TURKEY TROT 5K

## SPECIALTY SPONSORSHIP OPPORTUNITIES

### REGISTRATION CHECK IN SPONSOR \$2,500 (Exclusive)

As sponsor of the main registration and information station for the 29th Annual Seniors First Turkey Trot 5k, you'll be prominently featured as up to 5,000 runners and spectators pick up t-shirts, bib numbers and other information the morning of the race!

- Your signage posted at all registration tables
- Multiple race day announcement mentions
- Company logo on race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Mention in agency newsletter
- Company name on sponsor board
- 3 complimentary TT participant registrations
- 3 complimentary TT t-shirts



### OFFICIAL PACE CAR SPONSOR \$2,500 (Exclusive)

As the official pace car for the 29th Annual Seniors First Turkey Trot 5k you'll lead the race! Spectators will watch your company vehicle roll down the streets of Orlando followed by 5,000 runners, joggers and walkers.

- Company vehicle and driver of your choice to set the pace in front of the runners.
- Multiple race day announcement mentions
- Company logo on race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Mention in agency newsletter
- Company name on sponsor board
- 3 complimentary TT participant registrations
- 3 complimentary TT t-shirts



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# SENIORS FIRST TURKEY TROT 5K SPECIALTY SPONSORSHIP OPPORTUNITIES

## COSTUME CONTEST SPONSOR \$2,500 (Exclusive)

- Introduction and company message by emcees at the beginning of the contest.
- Ability to award trophies to winners.
- Company logo on race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Mention in agency newsletter
- Company name on sponsor board
- 3 complimentary TT participant registrations
- 3 complementary TT t-shirts



## PHOTO BOOTH SPONSOR \$2,500 (Exclusive)

(We provide the inflatable turkey, you provide the signage, tent or logo background)

- Ability to conduct post event promotion through your own website and social media
- Multiple race day announcement mentions
- Company logo on race t-shirts
- Logo and link on event website
- Prime pre-race booth space
- Mention in agency newsletter
- Company name on sponsor board
- 3 complimentary TT participant registrations
- 3 complimentary TT t-shirts



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# SeniorsFirst

Meals on Wheels, in-home care and more.

## LETTER OF INTENDED SUPPORT

Yes! We want to be a part of the **29th Annual Seniors First Turkey Trot 5k** to be held on November 22, 2018 to ensure that SENIORS FIRST, INC. continues its tradition of providing quality services to seniors in Orange, Seminole and Polk counties.

Business Name: \_\_\_\_\_  
(Please print as you wish company name to appear in formal listings)

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

Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

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Sponsorship Level:	Packages:	
	<del>Presenting (exclusive)</del>	<del>\$10,000</del> \$ _____
	Elite	\$7,500 \$ _____
	Champion	\$5,000 \$ _____
	Pace Setter	\$2,500 \$ _____
	Race Fan	\$1,500 \$ _____
	Pit Crew	\$500 \$ _____
	<b>Specialty Packages (1 of ea.)</b>	
	Registration Table	\$2,500 \$ _____
	Official Pace Car	\$2,500 \$ _____
	Costume Contest	\$2,500 \$ _____
	Photo Booth	\$2,500 \$ _____

*We can't attend or sponsor the Turkey Trot this year, but would like to make a donation to help keep seniors living independently.* \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

Charge to: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Am Ex \_\_\_\_\_ or \_\_\_\_\_ Please Invoice Us

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**All sponsorship pledges and logos must be received by October 12, 2018 to ensure full promotional benefits. Please email, fax, or mail the completed form to:**

**Email:** kbrown@seniorsfirstinc.org

**Phone:** 407-615-8979 | **Fax:** 407-292-2773

**Mail:** Seniors First Inc.- 5395 L.B. McLeod Road - Orlando, FL - 32811

## Thank you for your support!

Thank you for this tax-deductible contribution. For purposes of income tax reporting, the exact amount of the tax-deductible contribution depends on sponsorship level benefits. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION FOR SENIORS FIRST, INC., A FLORIDA-BASED NONPROFIT CORPORATION (REGISTRATION NO. CH2071) MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-HELP-FLA (435-7352) WITHIN THE STATE OR VISITING THEIR WEBSITE AT WWW.FRESHFROMFLORIDA.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.