



**29th Annual PNC YMCA Turkey Trot
presented by UPMC HealthPlan
Thursday, November 28, 2019**

Dear Potential Sponsor,

The YMCA of Greater Pittsburgh would like to invite you to join us in our efforts to provide food security to families in need in Pittsburgh. Food insecure means you don't always know where your next meal is coming from. We estimate that today there over 350,000 people in the region who do not have consistent access to healthy food. Of that number, **1 in 7 adults and 1 in 5 are children are food insecure**. Food insecurity leads to unhealthy communities. You find common themes, families in crisis, trauma, and a lack of access to quality education. At the Y, we are dedicated to eliminating health disparities and food insecurity; and providing aid to struggling families in our region.

Each year on Thanksgiving Day, the YMCA hosts our annual Turkey Trot – a 5 Mile Run, 5 Kilometer Run/Walk, the Double-Gobble combined 5K & 5-Mile and a 1 Mile Family Fun Run/Walk. Proceeds from the Turkey Trot help to feed the children and families who need it most. The Y is also able to provide opportunities for everyone to learn grow and thrive, regardless of age, income or background. With **over 8,000 runners** last year, we collected more than **10,000 pounds of food** to support financially struggling families in Pittsburgh.

This year we are celebrating our 29th year of bringing awareness to the challenges of food insecurity and providing support for those in need through our Annual Turkey Trot.

This certified USA Track & Field (USATF) course takes runners by PNC Park, over two different bridges, past Point State Park, and through downtown Pittsburgh.

The Turkey Trot offers a

- 5 Mile Run (timed)
- 5 kilometer Run/Walk (timed)
- 1 Mile Family Fun Run/Walk
- Double-Gobble (5K & 5-Mile Combined, Timed)

In addition to the huge audience on race day, this event captures significant media attention and provides excellent exposure for sponsors. 2018 print and television coverage included KDKA TV and radio, the Pittsburgh Post-Gazette and The Tribune Review. Social media coverage continues to grow on Facebook, Twitter and Instagram. We hope you will join us as we strive to end hunger for all!

Best,

Marisa C. Williams
YMCA of Greater Pittsburgh

Presenting Sponsor - SOLD

Naming

- YMCA of Greater Pittsburgh Turkey Trot presented by <Sponsor Name>
- <sponsor name> 5K Turkey Trot Run/Walk
- Company name displayed as Presenting Sponsor on front of long-sleeve, tech shirts for every event- 5K, 5 Mile, 1 Mile Family Fun Run, & Double-Gobble
- Company logo on the custom, dated race bib
- Company logo in top position on back of race shirts
- Company logo on official race maps

Signage

- Opportunity for Company Official to “Start” Race
- Opportunity for participation in press events
- Start Line brand recognition
- Company logo on all Turkey Trot signage on Race Day
- Company logo headlining Finish Line Banner
- Branded finish line tape with the opportunity for 2 Executives to participate
- 2 Corporate banners displayed at the finish line

Giveaways

- 10 Complimentary race entries
- 10 complimentary 3 month YMCA Memberships to promote Employee Wellness within your Company
- Opportunity to provide a branded item to all registrants of the 5K
- Promotional Table in the Winner’s Circle

Media/PR

- Use of company name in all press releases and media packages
- Representative to join all media spots the week before and week of the Trot
- Company name in the YMCA Annual Report
- Logo and recognition on YMCA of Greater Pittsburgh “Our Supporters” page for two months prior to event
- Logo and recognition on YMCA event web page
- Recognition as Presenting Sponsor on Y Facebook & IG pages
- EXCLUSIVE Photo backdrop with YMCA & company logo
- Dedicated blog for “Couch to 5K” branded running team

5 Mile Sponsor - SOLD

Naming

- *<sponsor name>* 5 Mile Turkey Trot
- Use of company name in all press releases
- Company logo on back of race shirts
- Company logo printed on custom, dated 5 Mile race bibs

Signage

- Company logo on official race map Start Line brand recognition
- Company logo on Turkey Trot signage on Race Day
- Company logo at Finish Line
- Branded finish line tape with the opportunity for 2 Executives to participate
- 2 Corporate banner displayed at the finish line

Giveaways

- 5 Complimentary race entries
- Opportunity to provide branded items for runners

Media/PR

- Company name in the YMCA Annual Report
- Logo and recognition on YMCA of Greater Pittsburgh “Our Supporters” web page and Facebook page one month prior to the event
- Logo and recognition on YMCA event web page and Twitter

1 Mile Fun Run Sponsor - SOLD

Naming

- *<sponsor name>* 1 Mile Family Fun Run/Walk
- Company logo printed on custom, dated 1 Mile Family Fun Run/Walk race bibs
- Company logo on back of race shirts
- Use of Company name in all press releases
- Company logo on 1 Mile Fun Run medals
- Company logo on official race map
- Branded finish line tape with the opportunity for 2 Executives to participate

Giveaways

- 3 Complimentary race entries
- Coloring Contest Presenter
- Branded items for Kids

Media/PR

- Logo and recognition on YMCA web page, Active.com and Instagram
- EXCLUSIVE Race Day IG platform Takeover for all Turkey Trot promotions

Double-Gobble Sponsor - SOLD

Naming

- <sponsor name> Double-Gobble
- Use of Company name in all press releases
- Company logo on back of race shirts
- Company logo printed on custom, dated Double-Gobble race bibs

Giveaways

- Company logo on additional giveaway, TBD
- 3 Complimentary race entries

Media/PR

- Logo and recognition on YMCA web page, Active.com and Facebook event page
- Inclusion in posts and email blasts 4 weeks leading up to event

Finish Line Sponsor

(4 available)

- 2 Company banners displayed at Finish Line
- 2 Complimentary race entries
- Logo and recognition on YMCA web page and Facebook page prior to event

Water Station Sponsor

(2 available)

- Company banner prominently displayed at three different water stations along the course
- Logo and recognition on YMCA web page and Facebook page prior to event
- 15 volunteers from company for packet pick up (Saturday, Monday-Wednesday leading up to race day)

Volunteer Sponsor

(1 available)

- Company logo prominently displayed on the back of 150+ volunteer shirts
- Company logo prominently displayed on volunteer drawstring bag
- Company banner prominently displayed at volunteer check-in
- 10 volunteers from company for packet pick up (Saturday, Monday-Wednesday leading up to race day)

Kid's Corner Sponsor

(1 available)

- Kids activities-games, mini-obstacle courses, craft table
- Company banners prominently displayed on Kids Corner Tents
- 5 volunteers from company for race day (7AM-11 AM)



SPONSORSHIP OPPORTUNITIES

Please complete the following and return by September 1st.

Company Name:

Address:

Contact Person:

Title:

Phone Number:

Email:

Sponsorship Levels:

~~5-K (\$35,000) SOLD~~

Water Station (\$2,500)

~~5-Mile (\$15,000) SOLD~~

Kids Corner (\$2,500)

~~1-Mile Fun Run (\$8,000) SOLD~~

Finish Line (\$2,500)

~~Double-Gobble (\$6,500) SOLD~~

Volunteer (\$2,500)

In-kind Sponsorship Donations:

I would like to provide the YMCA of Greater Pittsburgh Turkey Trot with the following in-kind donation (s) listed below (\$ value):

Interested in corporate YMCA membership?

Yes

No Interested in pledging a monetary donation?

Yes

No

If yes, please indicate the total amount pledged: \$

Please send by mail or email to the address below:

Mail: 420 Fort Duquesne Blvd. Pittsburgh, PA 15222

C/O Marisa Williams-Turkey Trot Sponsorships

Email: TurkeyTrotSponsorships@ymcapgh.org

Phone: 412- 227- 6428

All checks can be made payable to: YMCA of Greater Pittsburgh