



UWL^{5K} TURKEY TROT

NOV 19, 2022
SPONSORSHIP OPPORTUNITIES



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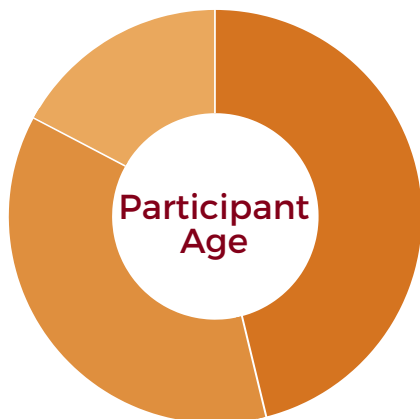
Contact Me

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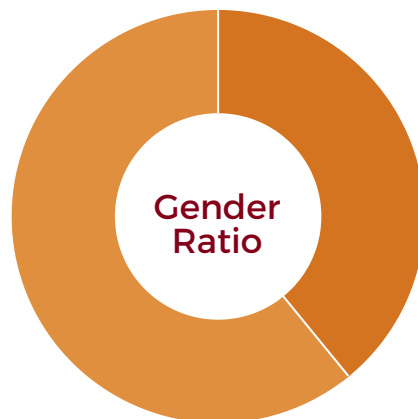
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OVER 600 PARTICIPANTS EXPECTED



46% 6-24 Years Old
37% 25-49 Years Old
17% 50-80 Years Old



 **61%** Female
 **39%** Male

Sponsorship Needs



Media & Promotion



Financial Support



Food & Refreshments



In-Kind



Volunteers



PRESENTING

Be the lead bird and set yourself apart from the competition with our premium sponsorship package.

The presenting level of sponsorship provides the most significant connection to our participants before, during and after race day.

Includes:

Logo integrated into the events custom artwork

Multiple inclusions within our social media campaign on Facebook and Instagram

Opportunity to place a digital ad in our facility for three weeks before race day

Logo on the front and back of race t-shirts*

Logo on website

Logo on event poster*

Logo on postcard mailer*

Opportunity to hang banners on the course and at race headquarters

Opportunity to host a booth at the event

Opportunity to share coupons and promotional items with all race participants

Opportunity to provide items for the basket raffle

Cost: \$2,000

3 Sponsorships Available

GOBBLER GIVER

You'll be able to generate major squawk with this high profile sponsorship package. It offers significant exposure and contact opportunities with all of our participants before, during and after race day.

Includes:

Integration in our social media campaign on Facebook and Instagram

Opportunity to place a digital ad in our facility for two weeks before race day

Prominent logo on race t-shirts*

Logo on website

Logo on event poster*

Logo on postcard mailer*

Opportunity to hang 3 banners at the finish line or at race headquarters

Opportunity to host a booth at the event

Opportunity to share coupons and promotional items with all race participants

Opportunity to provide items for the basket raffle

Cost: \$750

10 Sponsorships Available

DRUMSTICK DONOR

This mid-level sponsorship package offers targeted promotional access before, during and after race day.

Includes:

Logo on race t-shirts*

Logo on website

Logo on event poster*

Logo on postcard mailer*

Opportunity to place a digital ad in our facility for the week before race day

Opportunity to hang 1 banner at race headquarters

Opportunity to host a booth at the event

Opportunity to share coupons and promotional items with all race participants

Opportunity to provide items for the basket raffle

Cost: \$250

15 Sponsorships Available

CRANBERRY CONTRIBUTOR

This package provides targeted exposure to the Turkey Trot participants through print and face-to-face marketing.

Includes:

Logo on event poster*

Opportunity to host a booth at the event

Opportunity to share coupons and promotional items with all race participants

Opportunity to provide items for the basket raffle

Cost: \$100

20 Sponsorships Available



**Confirm your sponsorship with us by October 14 in order for your logo to be included on the race t-shirt, event poster and postcard mailer.*

Donate to the Basket Raffle

We have found that some businesses want to support La Crosse's Original Trot, but cannot be a sponsor.

In 2019 we added a basket raffle to the event. It was a huge hit and we are bringing it back for 2022.

Includes:

Your business announced and thanked during the event

Logo posted at the basket raffle table for all to see

Cost:

Donation of a product or service



Thank you for your consideration.

