

UNIVERSITY OF WISCONSIN-LA CROSSE

30

YEARS AND TROTTING!



REC SPORTS  
**LUWL**

# TURKEY TROT



2025 SPONSORSHIP OPPORTUNITIES



# BE A PART OF SOMETHING SPECIAL!

Sponsoring the UWL Turkey Trot is more than just advertising; it's an opportunity to make a lasting impact on our community and create memorable experiences. Your support will help promote health, wellness, and a strong sense of community spirit.

By partnering with us, you'll enjoy numerous benefits while playing a vital role in the success of the UWL Turkey Trot. Join us in making this year's event truly unforgettable!

Customize the level of promotion and exposure your business receives by choosing the sponsorship tier that best aligns with your goals and budget.

The higher your sponsorship level, the greater the exposure and visibility for your brand. The more you invest, the brighter your business shines!

## INCREASED BRAND AWARENESS

**High Visibility:** Reach a large, engaged audience of 1,000 participants and even more spectators.

**Targeted Exposure:** Connect with health-conscious individuals, families, and community members who value active lifestyles.

## ENHANCED BRAND IMAGE AND CREDIBILITY

**Positive Association:** Align your business with UWL and a long-standing community event that promotes fitness and well-being.

**Community Leadership:** Position your business as a key supporter of local events and a champion for community health.

## DIRECT ENGAGEMENT WITH PARTICIPANTS

**Personal Interaction:** Meet and interact with participants and spectators, creating a direct and lasting connection.

**Product Showcases:** Highlight your products or services through hands-on demonstrations and giveaways.

## POSITIVE PUBLIC RELATIONS

**Media Exposure:** Gain visibility through event media coverage, enhancing your brand's public image.

**Community Engagement:** Showcase your commitment to supporting local events and community health initiatives.

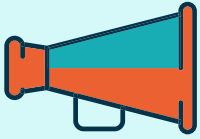
## CUSTOMIZE YOUR SPONSORSHIP PACKAGE

Do you want the opportunity to tailor your business's interaction with our racers and spectators? Top level sponsors get a chance to personalize and develop unique ways to accomplish branding and promotional goals.



# HOW YOU CAN HELP

WE ARE LOOKING FOR



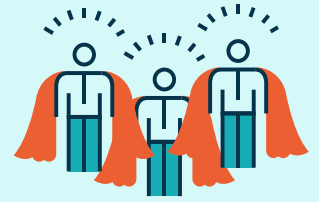
**GETTING THE  
WORD OUT**



**FINANCIAL  
SUPPORT**



**FOOD &  
REFRESHMENTS**



**VOLUNTEERS**

## EVENT DETAILS



**RACE DAY:** SATURDAY, NOVEMBER 22

**RACE HQ:** UWL'S RECREATIONAL EAGLE CENTER

**RACE COURSE:** UWL CAMPUS AND MARSH TRAIL SYSTEM

**1,200**



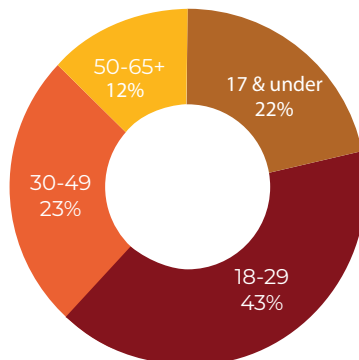
ANTICIPATED NUMBER  
OF PARTICIPANTS



63%  
FEMALE

37%  
MALE

### PARTICIPANT AGE



22% 17 and under  
43% 18-29 years old  
23% 30-49  
12% 50-60+ years old

## PRESENTING SPONSOR ONLY 2 AVAILABLE

**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:

1. Logo integrated into the event's custom artwork
2. Multiple inclusions within our

- social media campaign on Facebook and Instagram
3. Opportunity to place a digital ad in our facility for three weeks before race day
4. Logo on mailer postcard which will be sent to 700+ families in the La Crosse area
5. Four free race registrations (must be claimed during early registration)
6. Prominent logo on race t-shirt\*
7. Logo on website
8. Logo on event poster\*
9. Your business/organizations name mentioned in the pre-event email to participants
10. Your business/organizations

- name in email sent to every UWL student.
11. Opportunity to provide up to 5 banners which will be hung on the course and at race headquarters
12. Opportunity to host a booth at the event
13. Opportunity to share coupons and promotional items with all race participants
14. Opportunity to provide items for the basket raffle

\$2,000

## GOBLER GIVER SPONSOR 10 AVAILABLE

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:

1. Integration in our social media campaign on Facebook and Instagram
2. Opportunity to place a digital ad in our facility for two weeks before race day
3. Two free race registrations (must be claimed during early registration)
4. Prominent logo on race t-shirt\*
5. Logo on website
6. Logo on event poster\*

7. Opportunity to provide up to 2 banners which will be hang at race headquarters
8. Opportunity to host a booth at the event
9. Opportunity to share coupons and promotional items with all race participants
10. Opportunity to provide items for the basket raffle

\$750

## DRUMSTICK DONOR 20 AVAILABLE

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

Includes:

1. Logo on race t-shirts\*
2. Logo on website
3. Logo on event poster\*
4. Opportunity to place a digital ad in our facility for the week before race day
5. Opportunity to provide up to 1 banner which will be hang at

- race headquarters
6. Opportunity to host a booth at the event
7. Opportunity to share coupons and promotional items with all race participants
8. Opportunity to provide items for the basket raffle

\$250

## CRANBERRY CONTRIBUTOR UNLIMITED AVAILABLE

Get targeted exposure to the Turkey Trot participants

Includes:

1. Opportunity to host a booth at the event
2. Opportunity to share coupons and promotional items with all race participants

1. Opportunity to provide items for the basket raffle

\$100

# SPONSORSHIP LEVELS COMPARISON

	Presenting	Gobbler Giver	Drumstick Donor	Cranberry Contributor
Race referred to as the UWL Turkey Trot presented by your business's name	+	×	×	×
Logo integrated into the event's custom artwork	+	×	×	×
Inclusions within our social media campaign on Facebook and Instagram	+ 3	+ 1	×	×
Logo on mailer postcard which will be sent to 700+ families in the La Crosse area	+	×	×	×
Your business/organizations name included in email sent to every UWL student.	+	×	×	×
Your business/organizations name mentioned in the pre-event email to participants	+	+	+	×
Opportunity to place a digital ad in our facility before and including race day (over 10,000 visitors / week)	+ (4) runs for 3 weeks 32,000 visitors	+ (2) runs for 2 weeks 21,000 visitors	×	×
Complementary race registrations ( <i>must be claimed during early registration period</i> )	+	+	×	×
Prominent logo on race t-shirt*	+	+	×	×
Logo placed on back of t-shirt*	+	+	+	×
Logo on website	+	+	+	×
Logo on event poster*	+	+	+	×
Opportunity to provide banners which will be hung at race headquarters. Presenting sponsor will have banners also posted on the course (sponsor provides the banners)	+ up to 5	+ up to 2	+ 1	×
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	+	+	+	+
Quantity available	2	10	20	unlimited
Price	\$2,000	\$750	\$250	\$100

**Cash or in-kind contributions are accepted.**  
**In-kind contributions will be valued at 50% of the retail price of the products.**

**\*Sponsorship must be confirmed by October 1 to ensure your logo is on the race t-shirt and event poster**

**Jeff Keenan**  
 Director, UWL Rec Sports

Contact me  
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We have found that some businesses want to support La Crosse's Original Trot, but cannot be a sponsor. The basket raffle provides an opportunity to support the Turkey Trot while providing visibility to your organization.

**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





# ADDITIONAL SPONSORSHIP OPPORTUNITIES

The Rec Sports Department is the most popular extracurricular activity at UWL, over **84% of students engage** with our facilities, services or programs throughout the year.

Expand your connection to the active UWL community through:

- Digital Sign Ads
- Product Sampling
- Special Events
- Social Media
- Web and mobile
- T-shirts
- and more



The **REC REPORT** is published each month during the school year and is posted in all the REC restrooms

**LEARN MORE**





# CUSTOM SPONSORSHIP & ADVERTISING OPPORTUNITIES

The positive association between recreation and a brand image is an unbeatable value. Sponsorship and advertising is fully customizable and can include signage, giveaways, informational components, and any other promotions to serve a organizations' target market. With a wide range of opportunities at varying prices, partnering with Rec Sports provides immeasurable advantages.

## INTRAMURAL SPORTS

Intramural sports are a cornerstone of the UWL experience, fostering camaraderie, teamwork, and healthy competition among students. The pursuit of the coveted Intramural Championship T-shirt has become a rite of passage for many Eagles.

For sponsors, this presents a unique opportunity to connect with a highly engaged and active audience. It's not just an investment in advertising; it's a partnership with a tradition that has been shaping student life for over 100 years.

## Possible Sponsorship Deliverables

- Team championship photos taken with your business/organization sign or logo and posted on social media
- Logo on championship t-shirts
- Distribute samples and/or coupons to participants and/or champions

## By the Numbers

- 3,000+ unique student participants per year
- 33,000+ participations per year
- 3,500+ games/contests per year
- 1,100+ teams
- 500+ championship t-shirts distributed per year





## DIRECT ADVERTISING

- **Digital Signage**

Ad copy designed by either the organization or Rec Sports. Ad displayed a minimum of 4 times per hour at 10 seconds per view.

7 Displays located throughout the REC, in the lobby, Fitness Center & EZONE area.

**344,000+ visits** to the Recreational Eagle Center (REC) per year and thousands more utilize the lobby area as a gateway to access campus passing through every day.

**84% of UWL Students** utilize Rec Sports programs, services and facilities

- **Social Media**

Monthly post and share packages available

REC Report Weekly Social Media Update



- **Print Publications**

Monthly REC Report posted in bathroom stalls throughout the REC

- **Sampling**

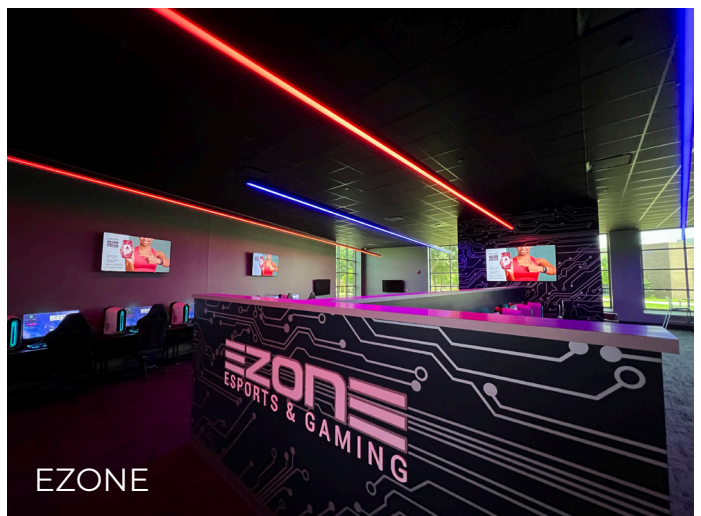
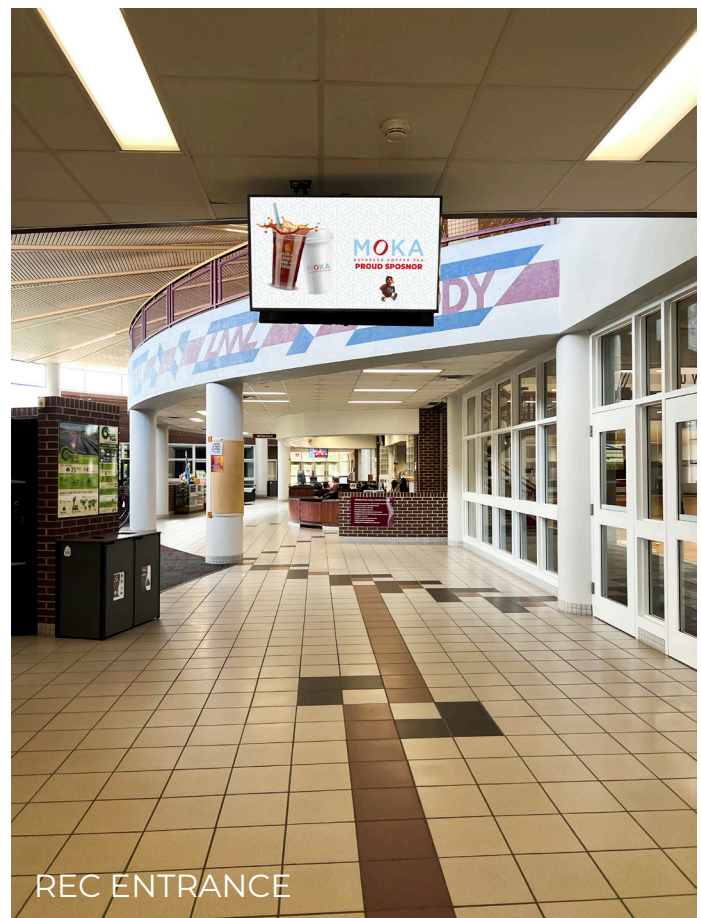
Place products/coupons directly in the hands of a targeted audience through unique sample/coupon distribution opportunities at events and programs.



- **Website & MOBLE**

Logo on Rec Sports homepage

Banner ads in the UWLREC app







## STUDENT EMPLOYMENT

We couldn't make it happen without our amazing staff. We employ over 200 students for a variety of roles. Sponsorship Opportunities

- Pro staff and peer recognition
- Finals week snacks
- Soup cookoff offered annually
- Staff ice cream social held annually
- Dinner and awards ceremony held twice annually
- Staff t-shirts

## OTHER SERVICES, EVENTS & PROGRAMS

**REC Fest :** 1,500 attendees

**Moonlight Mile :** 500+ participants

**Night on the Slopes:** 100+ participants

**Battleship:** 100+ participants

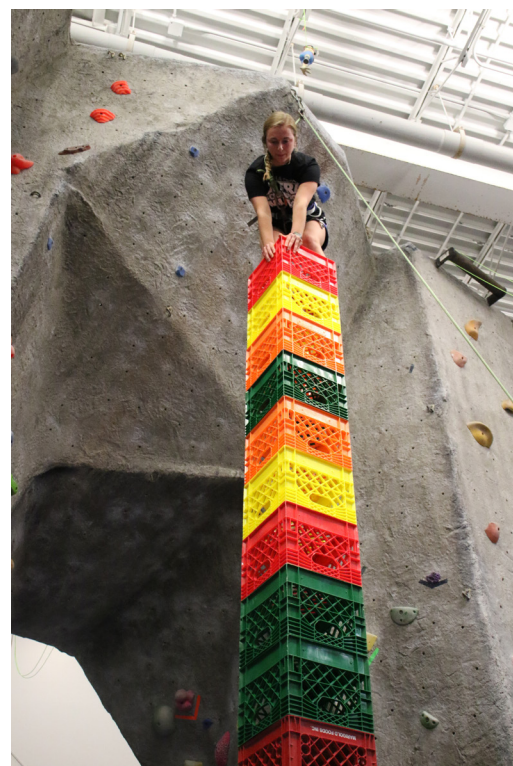
**Other Special Events:** sand volleyball tournament, crate stacking, glow cycle, bouldering competition, cosmic climbing, bags tournament and more.

## RECGO

Bingo card program for a chance to win gift cards to local establishments. Encourages creating a recreation routine

## Other programs

- Strength Redefined
- FREE Fitness Series
- American Red Cross Certifications
- Athletic Training Services
- Sport Clubs Awards & Banquet



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Contact me

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