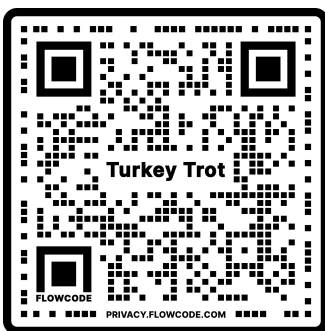




UWL 5K TURKEY TROT

November 18, 2023
Sponsorship Opportunities

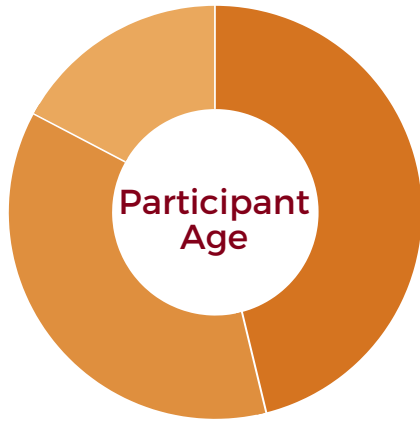


Jeff Keenan
Director, UWL Rec Sports

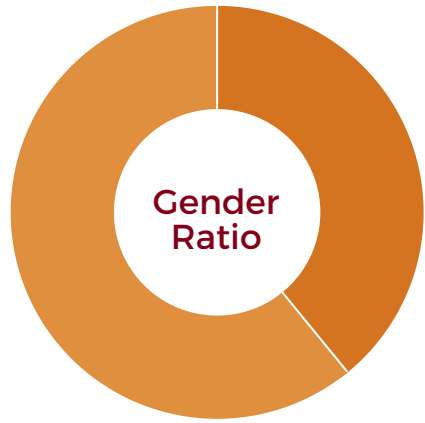
Contact me
608.785.5228
jkeenan@uwlax.edu





OVER 700 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:

1. Logo integrated into the events 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 the front and back of race t-shirts*
5. Logo on website
6. Logo on event poster*
7. Your business / organizations name mentioned in the pre-event email
8. Your business / organizations name in email sent to every UWL student.
9. Opportunity to hang banners on the course and at race headquarters
10. Booth at the event
11. Opportunity to share coupons and promotional items with all race participants
12. 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:

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. Prominent logo on race t-shirts*
4. Logo on website
5. Logo on event poster*
6. Opportunity to hang 3 banners at the finish line or at race headquarters
7. Booth at the event
8. Opportunity to share coupons and promotional items with all race participants
9. Opportunity to provide items for the basket raffle

Cost: \$750

10 SPONSORSHIPS AVAILABLE

DRUMSTIC DONOR

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 hang 1 banner 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

Cost: \$250

20 SPONSORSHIPS AVAILABLE

CRANBERRY CONTRIBUTOR

Get targeted exposure to the Turkey Trot participants

Includes:

1. Logo on event poster*
2. Booth at the event
3. Opportunity to share coupons and promotional items with all race participants
4. Opportunity to provide items for the basket raffle

Cost: \$100

*Confirm by October 2 to ensure your logo is on the race t-shirt and event poster

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 the 28th annual race in 2023.

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.

