



Mile High United Way

50TH ANNUAL

MILE HIGH UNITED WAY TURKEY TROT

THANKSGIVING DAY, NOVEMBER 23, 2023

2023 Turkey Trot
Sponsorship Guide



MILE HIGH UNITED WAY TURKEY TROT



DENVER'S GREATEST THANKSGIVING DAY TRADITION!

Date: Thursday, November 23, 2023 (Thanksgiving Day)
Time: 7:30 a.m. – Registration Opens
9 – 10:30 a.m. Interval Starts
Place: Washington Park, Denver, CO

For the past **50 years**, the Mile High United Way Turkey Trot has been a Thanksgiving Day tradition drawing 10,000 people to Washington Park for a four-mile run/walk and community celebration each year. By joining us as a sponsor, your brand will have the opportunity to be integrated into pre- and post-race communications to past and current participants, Turkey Trot collateral (shirts, bibs, signage, etc.), and can join us at our Start and Finish Villages, which draw runners, walkers, and spectators throughout the day.

Please join us!

Together we can change lives and transform communities.



COMMUNITY IMPACT

Proceeds from the race help advance our three community priorities:

- **Giving All Children a Strong Start:** Ensuring all children enter kindergarten ready to succeed
- **Supporting Education and Academic Success:** Building educational success through partnerships with schools, families, and communities
- **Creating Economic Opportunity for All:** Ensuring families can meet their basic needs and have opportunities to move toward economic success

\$50,000

helps Colorado families receive

\$717,000

in tax refunds through Tax Help Colorado.

\$30,000

provides

1 YEAR

of wrap-around services to three Bridging the Gap youth.

\$10,000

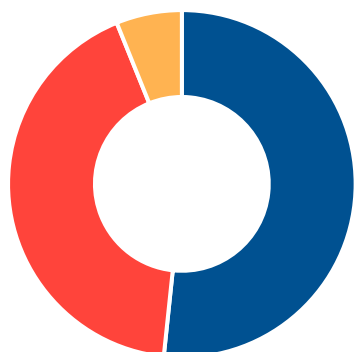
supports

2 FAMILIES

with young children through the HIPPY program.

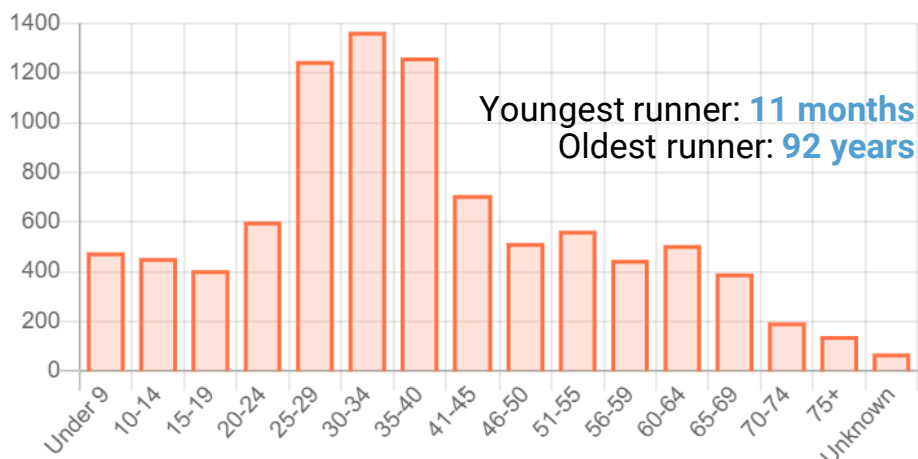
PARTICIPANT INFORMATION

GENDER



■ Female ■ Male ■ Other

AGE



Youngest runner: 11 months
Oldest runner: 92 years



HOME STATES

48 states represented with 54% of runners from Denver, CO



MEDIA COVERAGE

The Mile High United Way Turkey Trot appears in countless national “Best of” lists year after year. Coverage for the event includes pre- and post- event highlights and live day of coverage on multiple local media outlets.

TELEVISION



WEB

THE DENVER POST

The Denver Gazette



PRINT



RADIO



“Not only do proceeds help local community members struggling with poverty, the race ends with one heck of a party where you can enjoy a free local brew in the crisp mountain air.”

– greatruns.com, Top 25 Turkey Trot list

“Running at altitude is a lot more fun when it’s through beautiful environs like Denver’s scenic, tree-lined Washington Park—and toward a beer garden.”

– runnersworld.com, Top 16 Turkey Trot list

2023 SPONSORSHIP BENEFITS

\$1,500 – Booth Sponsor

DURING EVENT

- 10'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags

\$2,500 – Gobbles the Turkey Sponsor

PRIOR TO EVENT

- Company recognition in email communications (to over 39,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Social media feature

DURING EVENT

- Company logo on START and FINISH banners
- Three FREE Turkey Trot Registrations (\$150 value)
- 10'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags

\$5,000 – Run Your Yams Off Sponsor

PRIOR TO EVENT

- Company recognition in email communications (to over 39,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Social media feature

DURING EVENT

- Company logo on START and FINISH banners
- Five FREE Turkey Trot Registrations (\$250 value)
- Company logo on race t-shirts (approx. 9,000) *must be confirmed by 9/15*
- 10'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags

2023 SPONSORSHIP BENEFITS

\$5,000 – Pet Bandana Sponsor *(exclusive)*

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 39,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Social media feature

DURING EVENT

- **Exclusivity as Pet Bandana Sponsor with company logo prominently featured on all dog bandanas (approx. 750 bandanas)**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 9,000) *must be confirmed by 9/15*
- Eight FREE Turkey Trot Registrations (\$400 value)
- 10'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags



2022 Pet Bandana

2023 SPONSORSHIP BENEFITS

\$15,000 – Lil Gobbler Sponsor *(exclusive)*

PRIOR TO EVENT

- Approx. 1-minute promo video highlighting sponsorship (provided by company)
- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 39,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Dedicated social media feature

DURING EVENT

- **Exclusive placement of company logo on Lil Gobbler Kid Zone entrance**
- **Company logo on pre-race photo opportunity with Gobblers mascot**
- **Company executive to kick-off Lil Gobbler Family Fun Run along with Mile High United Way executive**
- Company logo on START and FINISH banners
- Prominent placement of company logo on race t-shirts (approx. 9,000) *must be confirmed by 9/15*
- Fifteen FREE Turkey Trot Registrations (\$750 value)
- 10'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags



Over 10% of 2022 runners were under the age of 12.

2023 SPONSORSHIP BENEFITS

\$15,000 – Bib Sponsor (*exclusive*)

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 39,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Social media feature

DURING EVENT

- **Exclusivity as Bib Sponsor with company logo prominently featured on all race bibs (approx. 10,000)**
- Prominent placement of company logo on START and FINISH banners
- Prominent placement of company logo on race t-shirts (approx. 9,000) *must be confirmed by 9/15*
- Fifteen FREE Turkey Trot Registrations (\$750 value)
- 10'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags



2022 Turkey Trot Bib Design

2023 SPONSORSHIP BENEFITS

\$20,000 – Photo Sponsor (exclusive)

PRIOR TO EVENT

- Approx. 1-minute promo video highlighting sponsorship (provided by company)
- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 39,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Dedicated social media feature

DURING EVENT

- **Exclusivity as Photo Sponsor with company logo featured on all professional photos with opportunity to host photos link on your company website or socials**
- **Company logo on post-race photo engagement**
- **Company logo on commemorative photo frame**
- Prominent placement of company logo on START and FINISH banners
- Prominent placement of company logo on race t-shirts (approx. 9,000) *must be confirmed by 9/15*
- Fifteen FREE Turkey Trot Registrations (\$750 value)
- 10'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags



2022 Photo Overlay Design

2023 SPONSORSHIP BENEFITS

\$30,000 – Finish Village Sponsor (*exclusive*)

PRIOR TO EVENT

- Approx. 1-minute promo video highlighting sponsorship (provided by company)
- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 39,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Dedicated social media feature

DURING EVENT

- **Exclusivity as Finish Village Sponsor with company logo featured on FINISH line banner**
- **Opportunity to add branded banners to FINISH fencing** (provided by company)
- **Company logo on all Finish Village signage** (excluding Beer Garden and Lil Gobbler Kid Zone)
- **Naming rights to Finish Village** (i.e., "welcome to the COMPANY Finish Village")
- **Company executive to give announcements on Finish Village stage**
- Premier placement of company logo on START and FINISH banners
- Premier placement of company logo on race t-shirts (approx. 9,000) *must be confirmed by 9/15*
- Twenty FREE Turkey Trot Registrations (\$1,000 value)
- 20'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags



2023 SPONSORSHIP BENEFITS

\$50,000 – Presenting Sponsor *(exclusive)*

PRIOR TO EVENT

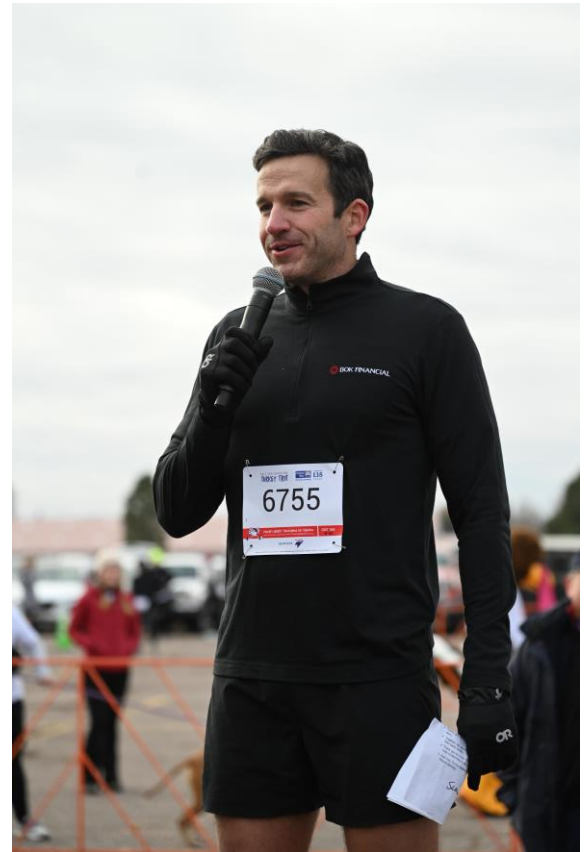
- **Company recognition as Presenting Sponsor on select advertisements**
- **Company recognition as Presenting Sponsor on select printed and online materials**
- **Company recognition as Presenting Sponsor on select social media posts and promotions**
- Custom 1-minute video highlighting sponsorship (created by Mile High United Way)
- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 39,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Two (2) dedicated social media features

DURING EVENT

- **Exclusivity as Presenting Sponsor with company logo featured on START Line banner**
- **Exclusive logo placement on START Village signage**
- **Opportunity to add branded banners to START fencing** (provided by company)
- **Exclusive logo placement on 50th Anniversary commemorative race swag** *must be confirmed by 9/15*
- **Company logo on photo engagements in START & FINISH Villages**
- **Custom 1-minute video played on stage during each start wave**
- **Company executive in day of media coverage** (as available)
- **Company executive to welcome runners and walkers on stage at Start Line**
- Premier placement of company logo on START and FINISH banners
- Premier placement of company logo on race t-shirts (approx. 9,000) *must be confirmed by 9/15*
- Thirty FREE Turkey Trot Registrations (\$1,500 value)
- 20'x10' branded booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Wash Park Neighborhood thank you bags

2023 SPONSORSHIP BENEFITS

\$50,000 – Presenting Sponsor *(exclusive)*



2022 Presenting Sponsor Executives & Start Village Signage

SPONSORSHIP RESERVATION

Please contact Laysa Shreves with any questions or comments at:

Laysa Shreves

Mobile: 402-490-5314

Mile High United Way
Events Manager

E-mail: laysa.shreves@unitedwaydenver.org

COMPLETE FORM ONLINE

I commit to:

- | | |
|---|--|
| <input type="checkbox"/> \$1,500 Booth Sponsor | <input type="checkbox"/> \$2,500 Gobbles the Turkey Sponsor |
| <input type="checkbox"/> \$5,000 Run Your Yams Off Sponsor | <input type="checkbox"/> \$5,000 Pet Bandana Sponsor - SOLD |
| <input type="checkbox"/> \$10,000 Beer Garden Sponsor - SOLD | <input type="checkbox"/> \$15,000 Lil' Gobbler Sponsor |
| <input type="checkbox"/> \$15,000 Bib Sponsor | <input type="checkbox"/> \$20,000 Photo Sponsor |
| <input type="checkbox"/> \$30,000 Finish Village Sponsor | <input type="checkbox"/> \$50,000 Strut Your Stuffin' Sponsor |

I would like to pay by:

- ☐ Check – an invoice will be sent to the email address listed below
- ☐ Credit card – use [this link](#) to submit payment by credit card online

Primary Contact Information

Name

Title

Company name

Address

City

State

Zip

Phone

Email

Signature

EMAIL TO: Laysa.Shreves@UnitedWayDenver.org

MAIL FORM: Mile High United Way
c/o Laysa Shreves
711 Park Avenue W, Denver CO 80205

MILE HIGH UNITED WAY
TURKEY TROT

