

MILE HIGH UNITED WAY
TURKEY TROT



THANKSGIVING DAY, NOV. 28, 2024

2024 TURKEY TROT SPONSORSHIP GUIDE



DENVER'S GREATEST THANKSGIVING DAY TRADITION

Thursday, Nov. 28, 2024 (Thanksgiving Day)
7:30 a.m. – Registration Opens
9-10:30 a.m. – Interval Starts
Washington Park, Denver

For the past 50 years, the Mile High United Way Turkey Trot has been a Thanksgiving Day tradition, drawing more than 10,000 people to Washington Park for a four-mile run/walk and community celebration. By joining us as a sponsor, your brand may be integrated into pre- and post-race communications to past and current participants and Turkey Trot collateral (shirts, bibs, signage, etc.), and you 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

\$1.1 MILLION

in tax refunds through
Tax Help Colorado.

\$30,000

provides

857

early learning kits for families
with young children.

\$20,000

connects

1,200 COLORADANS

to basic needs like housing and
food through the 211 Help Center.

\$15,000

provides

150

move-in kits for a young
adult's first apartment.

\$10,000

helps

2 FAMILIES

prepare their young children
for kindergarten.

\$2,500

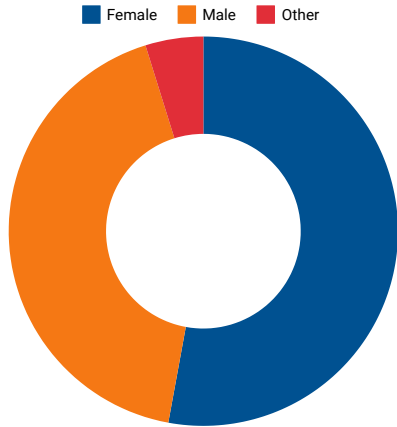
provides

100

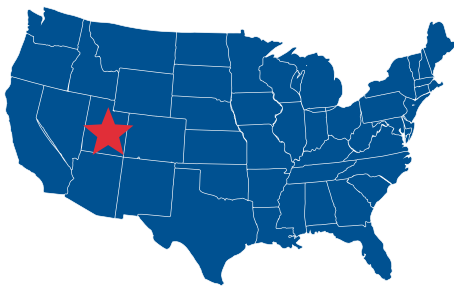
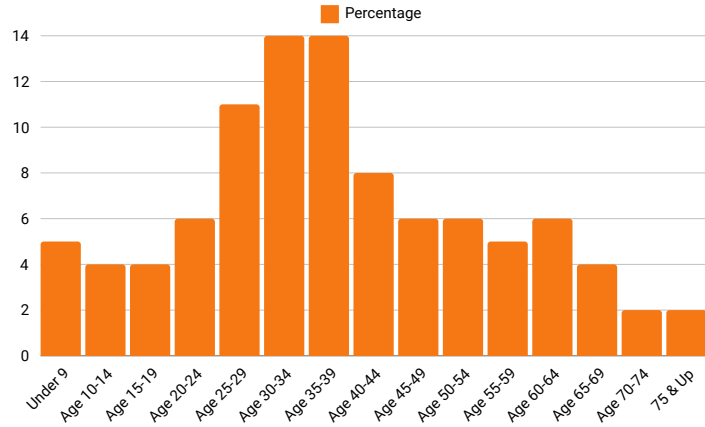
basic needs kits to
neighbors in need.

PARTICIPANT INFORMATION

GENDER



AGE



HOME STATES
48 STATES REPRESENTED WITH 54%
OF RUNNERS FROM DENVER



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. The following organizations featured the Turkey Trot in 2023.

TELEVISION



WEB

The Denver Gazette

RUNNER'S WORLD

THE DENVER POST



PRINT

5280
MAGAZINE

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

2024 SPONSORSHIP BENEFITS

\$1,500 – BOOTH SPONSOR

DURING EVENT

- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)

\$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
- 3 FREE Turkey Trot Registrations (\$150 value)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)

\$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
- 5 FREE Turkey Trot Registrations (\$250 value)
- Company logo on race t-shirts (approx. 9,000), *must be confirmed by 9/16*
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)

2024 SPONSORSHIP BENEFITS

\$7,500 – HYDRATION STATION 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 the registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Social media feature

DURING EVENT

- **Exclusivity as Hydration Station Sponsor with** (other beverage sponsors permissible)
- **Exclusive placement of company logo on water station signage**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 9,000), *must be confirmed by 9/16*
- 8 FREE Turkey Trot Registrations (\$400 value)
- 10'x10' booth in Finish Village (sponsor provides tent and branding)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)
- First right of refusal for volunteer spots at hydration station on course.



2024 SPONSORSHIP BENEFITS

\$10,000 – TROT TOTE 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 the registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Social media feature

DURING EVENT

- **Exclusivity as Trot Tote Sponsor with company logo prominently featured on all bags.**
- **Bags to be sold at registration and finish festival. (1000+ bags)**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 9,000), *must be confirmed by 9/16*
- 10 FREE Turkey Trot Registrations (\$500 value)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)



2024 SPONSORSHIP BENEFITS

\$10,000 – 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 the 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 pet bandanas (approx. 750 bandanas)**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 9,000), *must be confirmed by 9/16*
- 10 FREE Turkey Trot Registrations (\$500 value)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)



2024 SPONSORSHIP BENEFITS

\$10,000 – BEER GARDEN SPONSOR (SOLD)

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
- Social media feature

DURING EVENT

- **Exclusivity as Beer Garden Sponsor** (other beverage sponsors permissible)
- **Exclusive placement of company logo on beer garden signs**
- **Opportunity to provide branded banners for 2,500-square-foot beer garden fencing**
- 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 9/16*
- 10 FREE Turkey Trot Registrations (\$500 value)
- Distribution of product to all Beer Garden attendees (provided by sponsor, 21+)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)



2024 SPONSORSHIP BENEFITS

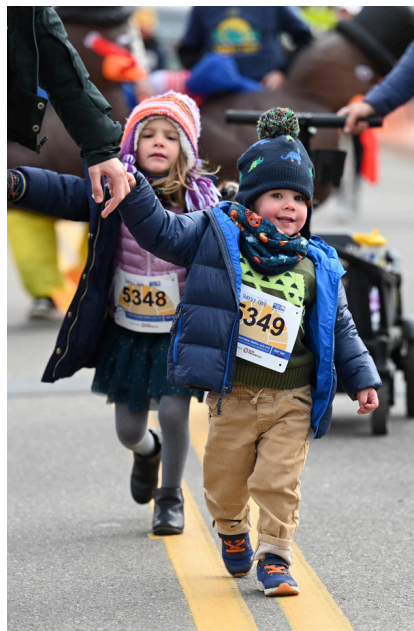
\$15,000 – FAMILY FUN RUN SPONSOR (EXCLUSIVE)

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
- Social media feature

DURING EVENT

- **Exclusivity as Family Fun Run Sponsor**
- **Company logo on runner medal lanyards**
- **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 9/16*
- 15 FREE Turkey Trot Registrations (\$750 value)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)



2024 SPONSORSHIP BENEFITS

\$15,000 – LIL GOBBLER KID ZONE 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
- Social media feature

DURING EVENT

- **Exclusivity as Lil Gobbler Kid Zone Sponsor**
- **Exclusive placement of company logo on Lil Gobbler Kid Zone entrance**
- **Opportunity for experience/engagement placement within Lil Gobbler Kid Zone**
- Company logo on START and FINISH banners
- Prominent placement of company logo on race t-shirts (approx. 9,000), *must be confirmed by 9/16*
- 15 FREE Turkey Trot Registrations (\$750 value)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)



2024 SPONSORSHIP BENEFITS

\$15,000 – BIB 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
- 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 9/16*
- 15 FREE Turkey Trot Registrations (\$750 value)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)



2024 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
- 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**
- 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 9/16**
- 20 FREE Turkey Trot Registrations (\$1000 value)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)

2024 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** (excluding sponsorship booths, Beer Garden, Lil Gobbler Kid Zone)
- **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")
- **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 9/16*
- 20 FREE Turkey Trot Registrations (\$1,000 value)
- 20'x10' booth in Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)



2024 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 dedicated social media features

DURING EVENT

- **Exclusivity as Presenting Sponsor**
- **Exclusive logo placement on START Village signage**
- **Opportunity to add branded banners to START fencing** (provided by company)
- **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 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 9/16*
- 30 FREE Turkey Trot Registrations (\$1,500 value)
- 20'x10' booth in Start or Finish Village (sponsor provides tent and branding)
- Opportunity to pass out coupon or product to all attendees on site (recommended that sponsor provide 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (200+ items)



2024 SPONSORSHIP BENEFITS



2024 SPONSORSHIP BENEFITS

COMPLETE FORM ONLINE

SELECT SPONSORSHIP PACKAGE:

- \$1,500 Booth Sponsor
- \$2,500 Gobbles the Turkey Sponsor
- \$5,000 Run Your Yams Off Sponsor
- \$7,500 Hydration Station Sponsor
- \$10,000 Trot Tote Sponsor
- \$10,000 Pet Bandana Sponsor
- \$10,000 Beer Garden Sponsor - **SOLD**
- \$15,000 Lil Gobbler Kid Zone Sponsor
- \$15,000 Family Fun Run Sponsor
- \$15,000 Bib Sponsor
- \$20,000 Photo Sponsor
- \$30,000 Finish Village Sponsor
- \$50,000 Presenting Sponsor

SELECT PAYMENT TYPE:

- Check – An invoice will be sent to the email address listed below
- Credit card – Click [HERE](#) to submit payment by credit card online

PRIMARY CONTACT INFORMATION:

Name

Title

Company name

Address

City

State

Zip

Phone

Email

Signature

QUESTIONS:

Staci Tuers - Director, Events and Engagement
303-561-2138 or events@unitedwaydenver.org

EMAIL OR MAIL FORM TO:

events@unitedwaydenver.org

Mile High United Way

c/o Staci Tuers

711 Park Avenue W, Denver CO 80205

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