



Mile High
UNITED WAY

TURKEY TROT

THANKSGIVING DAY - NOVEMBER 26, 2026
2026 Turkey Trot Sponsorship Guide



DENVER'S GREATEST THANKSGIVING DAY TRADITION

THURSDAY, NOV. 26, 2026 (THANKSGIVING DAY)

7:30 a.m. – Registration Opens

9-10 a.m. – Wave Interval Starts

Washington Park, Denver

For the past 53 years, the Mile High United Way Turkey Trot has been Denver's favorite Thanksgiving Day tradition, drawing more than 10,000 people to Washington Park for a four-mile run/walk and community celebration.

As a sponsor, your brand reaches more than 44,000 people through pre- and post-race communications, as well as race-day materials including shirts, bibs and signage. You'll also have the opportunity to engage directly with runners, walkers and spectators in our Start and Finish Villages.

PLEASE JOIN US! TOGETHER, WE CAN CHANGE LIVES AND TRANSFORM COMMUNITIES.

COMMUNITY IMPACT



Proceeds from the race help children and families build a stronger future through access to:

- **Basic Needs:** Helping families move beyond crisis and focus on what's possible.
- **Safe & Stable Housing:** Helping families access housing resources so they have a safe place to call home.
- **Early Child Care & Education:** Giving every child a strong start and the opportunity to thrive in school and beyond.
- **Financial Security:** Helping families access the resources they need to achieve financial stability and build long-term opportunity.

\$50,000

connects

2,000 Coloradans

to basic needs like housing and food through the 211.

\$30,000

provides

667

early learning kits for families with young children.

\$20,000

provides

400 families

with one week of groceries so they can prepare nutritious food at home.

\$15,000

provides

150

apartment move-in kits for young adults exiting foster care.

\$10,000

helps

25 families

prepare their young children for kindergarten.

\$2,500

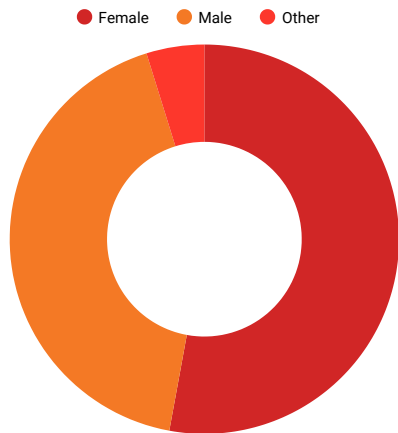
provides

165

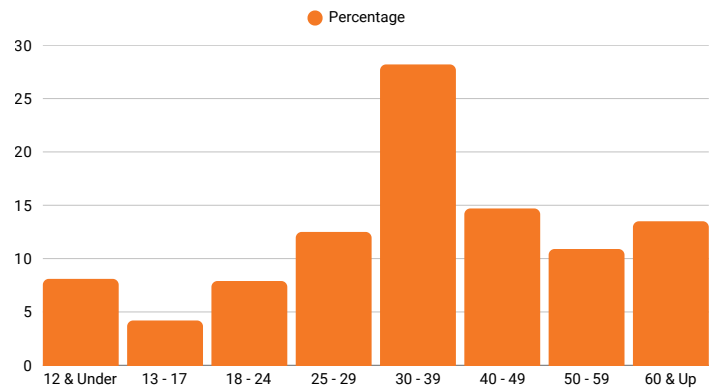
basic needs kits to neighbors in need.

PARTICIPANT INFORMATION

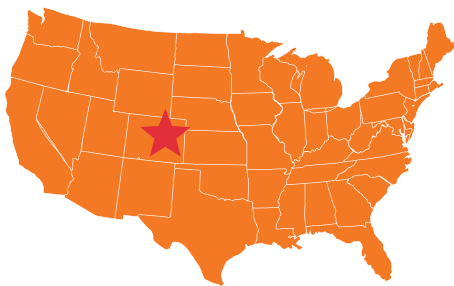
GENDER



AGE



Oldest Runner 95 Years old



HOME STATES

46 states represented with
55% 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 2025.

Television, Print, Web & Radio



303MAGAZINE[®].COM

AXIOS Denver

coloradoparent

Denverite

The **Denver Gazette**

THE DENVER POST



Westword

5280
MAGAZINE



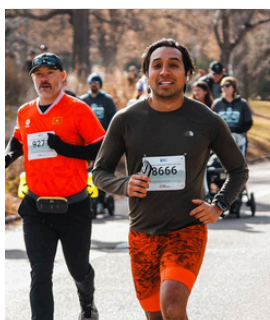
“Not only do proceeds help local community members struggling with poverty, the race ends with one heck of a party where you can enjoy a free local brew in the crisp mountain air.”

– 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

2026 SPONSORSHIP BENEFITS



2026 SPONSORSHIP BENEFITS

\$2,500 - GOBBLES THE TURKEY SPONSOR

PRIOR TO EVENT

- Company recognition in email communications (to over 44,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot

*Company logo must be received by Oct. 1 for pre-event visibility

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 (250+ items)

\$5,000 - RUN YOUR YAMS OFF SPONSOR

PRIOR TO EVENT

- Company recognition in email communications (to over 44,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot

*Company logo must be received by Oct. 1 for pre-event visibility

DURING EVENT

- Company logo on START and FINISH banners
- 5 FREE Turkey Trot Registrations (\$250 value)
- Company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- 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 (250+ items)



2026 SPONSORSHIP BENEFITS

\$7,500 - FAMILY CARE STATION SPONSOR

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on the registration page
- Company logo on unitedwaydenver.org/turkeytrot

*Company logo must be received by Oct. 1 for pre-event visibility

DURING EVENT

- **Prominent branding at the Family Care Station, including the Nursing Station and family support amenities**
- **Opportunity to provide branded resources or comfort items for parents and caregivers**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- 8 FREE Turkey Trot Registrations (\$400 value)
- 10'x10' booth space in Finish Village (sponsor provides tent and branding) to be placed near Nursing Station Tent
- 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 (250+ items)

2026 SPONSORSHIP BENEFITS

\$7,500 - MILE MARKER SPONSORSHIP SERIES (EXCLUSIVITY AVAILABLE)

\$7,500 per mile (x4 = \$30K total if bundled)

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on the registration page
- Company logo on unitedwaydenver.org/turkeytrot

**Company logo must be received by Oct. 1 for pre-event visibility*

DURING EVENT

- **Exclusive branding at assigned mile marker**
- **Opportunity to create a cheer/activation zone:**
 - Music
 - Branded props
 - Giveaways (hand warmers, snacks, etc.)
- **Opportunity to integrate QR code engagement** (offers, giveaways)
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- 8 FREE Turkey Trot Registrations (\$400 value) (20 for exclusivity)
- 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 provides 5,000+ if interested)
- Opportunity to be included in Washington Park Neighborhood thank you bags (250+ items)



2026 SPONSORSHIP BENEFITS

\$10,000 - WARM-UP SPONSOR (EXCLUSIVE)

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on the registration page
- Company logo on unitedwaydenver.org/turkeytrot
- **Featured in “What to Expect” race day email communication**
- **Optional: Content inclusion in pre-event communication.**

*Company logo must be received by Oct. 1 for pre-event visibility

DURING EVENT

- **Exclusivity as Turkey Trot Warm-Up Sponsor with company logo prominently featured as “Warm-Up Sponsor” on stage screen**
- **Onstage company recognition for each start wave**
- **Opportunity to lead on-stage warm-up instruction at Start Village per wave**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- 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 (250+ items)

2026 SPONSORSHIP BENEFITS

\$10,000 - HYDRATION SPONSOR (EXCLUSIVE)

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on the registration page
- Company logo on unitedwaydenver.org/turkeytrot

*Company logo must be received by Oct. 1 for pre-event visibility

DURING EVENT

- **Exclusivity as Hydration Sponsor** (other beverage sponsors permissible)
- **Exclusive placement of company logo on course and Finish Village water station signage**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- 10 FREE Turkey Trot Registrations (\$400 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 (250+ items)
- First right of refusal for volunteer spots at hydration station on course

2026 SPONSORSHIP BENEFITS

\$10,000 - TROT TOTE SPONSOR (EXCLUSIVE) - *SOLD*

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on the registration page
- Company logo on unitedwaydenver.org/turkeytrot

**Company logo must be received by Oct. 1 for pre-event visibility*

DURING EVENT

- **Exclusive branding for the "Buy a Tote, Feed a Family" initiative. The proceeds from tote sales help provide meals and essential resources to local families**
- **Sponsor Logo included on all bags to be sold at Start and Finish Villages (1000+ bags)**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 10,000+), *must be confirmed by Sept. 1*
- 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 (250+ items)



2026 SPONSORSHIP BENEFITS

\$10,000 - PET BANDANA SPONSOR (EXCLUSIVE) - *SOLD*

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on the registration page
- Company logo on unitedwaydenver.org/turkeytrot

***Company logo must be received by Oct. 1 for pre-event visibility**

DURING EVENT

- **Exclusivity as Pet Bandana Sponsor with company logo prominently featured on all pet bandanas (approx. 750-1000 bandanas)**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- 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 (250+ items)



2026 SPONSORSHIP BENEFITS

\$10,000 - BEER GARDEN SPONSOR - *SOLD*

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot

**Company logo must be received by Oct. 1 for pre-event visibility*

DURING EVENT

- **Exclusivity as Beer Garden Sponsor** (other beverage sponsors permissible)
- **Exclusive placement of company logo on beer garden signage**
- **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. 10,000+), **must be confirmed by Sept. 1**
- 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 (250+ items)

2026 SPONSORSHIP BENEFITS

\$10,000 - FIRST TIME TROTTER SPONSOR

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- **Dedicated space to provide online offers/materials in Event Details Email (10,000+ recipients)**

*Company logo must be received by Oct. 1 for pre-event visibility

DURING EVENT

- **Company logo displayed on all first time runner pins/stickers distributed at First Time Trotter Booth.**
- **Dedicated 10'x10' space to provide products to all 1st time trotter attendees on-site at First Time Trotter Booth (recommended that sponsor provide 5,000+ if interested)**
- **Company logo on START and FINISH banners + First Time Trotter Booth**
- Company logo on START and FINISH banners + Start Village First Time Runners Booth
- 10 FREE Turkey Trot Registrations (\$500 value)
- Company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- Opportunity to be included in Washington Park Neighborhood thank you bags (250+ items)



2026 SPONSORSHIP BENEFITS

\$15,000 - ENTERTAINMENT SPONSOR (EXCLUSIVE)

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Shared social media recognition
- **Featured in “What to Expect” race day email communication**

*Company logo must be received by Oct. 1 for pre-event visibility

DURING EVENT

- **Exclusivity as the Turkey Trot Entertainment Sponsor powering the music, entertainment and race day atmosphere that brings the Turkey Trot to life.**
- **Company logo placement on Start and Finish Village DJ signage**
- **Onstage company recognition for each start wave**
- Company logo on START and FINISH banners
- Prominent placement of company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- 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 (250+ items)

2026 SPONSORSHIP BENEFITS

\$15,000 - VOLUNTEER SPONSOR (EXCLUSIVE) - *SOLD*

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Shared social media recognition

**Company logo must be received by Oct. 1 for pre-event visibility*

DURING EVENT

- **Exclusivity as Volunteer Sponsor with company logo placement on volunteer badges, communication and signage**
- Company logo on START and FINISH banners
- Prominent placement of company logo on race t-shirts (approx. 10,000+), *must be confirmed by Sept. 1*
- 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 (250+ items)



2026 SPONSORSHIP BENEFITS

\$15,000 - LIL GOBBLER KID ZONE SPONSOR (EXCLUSIVE) - *SOLD*

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)

- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- Shared social media recognition

**Company logo must be received by Oct. 1 for pre-event visibility*

DURING EVENT

- **Exclusivity as Lil Gobbler Kid Zone Sponsor with placement of company logo on Lil Gobbler Kid Zone signage**
 - **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. 10,000+), **must be confirmed by Sept. 1**
- 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 bag (250+ items)



2026 SPONSORSHIP BENEFITS

\$15,000 - BIB SPONSOR (EXCLUSIVE) - *SOLD*

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
- Shared social media recognition

**Company logo must be received by Oct. 1 for pre-event visibility*

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. 10,000+), *must be confirmed by Sept. 1*
- 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 (250+ items)



2026 SPONSORSHIP BENEFITS

\$20,000 - OFFICIAL T-SHIRT SPONSOR (EXCLUSIVE)

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on registration page
- Company logo on unitedwaydenver.org/turkeytrot
- **Dedicated recognition in “2026 Turkey Trot T-shirt First Look” social media post**
- **Dedicated recognition in “2026 Turkey Trot T-shirt” email announcement**

*Company logo must be received by Aug. 1 for pre-event visibility

DURING EVENT

- **Premier and exclusive logo placement on shirt sleeve** (approx. 10,000+), **must be confirmed by Sept. 1**
- Prominent placement of company logo on START and FINISH banners
- 20 FREE Turkey Trot Registrations (\$1,000 value)
- 10'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 (250+ items)

2026 SPONSORSHIP BENEFITS

\$25,000 - EXCLUSIVE COURSE SPONSOR

PRIOR TO EVENT

- Company recognition in Mile High United Way newsletter
- Company recognition in email communications (to over 44,000 recipients)
- Company logo on the registration page
- Company logo on unitedwaydenver.org/turkeytrot
- **Dedicated space to provide online offers in Event Details Email (10,000+ recipients)**

*Company logo must be received by Oct. 1 for pre-event visibility

DURING EVENT

- **Full Mile Marker Sponsorship PLUS exclusivity as Turkey Trot Course Sponsor with company logo prominently featured on course map**
- **Exclusive branding at ALL mile markers**
- **Opportunity to create a cheer/activation zone:**
 - Music
 - Branded props
 - Giveaways (hand warmers, snacks, etc.)
- **Opportunity to integrate QR code engagement (offers, giveaways)**
- Company logo on START and FINISH banners
- Company logo on race t-shirts (approx. 10,000+), **must be confirmed by Sept. 1**
- 25 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 (250+ items)



2026 SPONSORSHIP BENEFITS

JOIN US AS A 2026 TURKEY TROT SPONSOR

SPONSORSHIP PACKAGES:

- ☐ \$2,500 - Gobbles the Turkey Sponsor
- ☐ \$5,000 - Run Your Yams Off Sponsor
- ☐ \$7,500 - **NEW:** Family Care Station Sponsor
- ☐ \$7,500 - **NEW:** Mile Marker Sponsor
- ☐ \$10,000 - Warm-Up Sponsor
- ☐ \$10,000 - Hydration Sponsor
- ☐ \$10,000 - Trot Tote Sponsor - **SOLD**
- ☐ \$10,000 - Pet Bandana Sponsor - **SOLD**
- ☐ \$10,000 - Beer Garden Sponsor - **SOLD**
- ☐ \$10,000 - First Time Trotter Sponsor
- ☐ \$15,000 - **NEW:** Entertainment Sponsor
- ☐ \$15,000 - Volunteer Sponsor - **SOLD**
- ☐ \$15,000 - Kid Zone Sponsor - **SOLD**
- ☐ \$15,000 - Bib Sponsor - **SOLD**
- ☐ \$20,000 - **NEW:** T-shirt Sponsor
- ☐ \$25,000 - Exclusive Course Sponsor

NEW OPTIONAL UPGRADES:

- ☐ \$1,000 - Additional 10' x 10' Booth Space
- ☐ \$1,000 - Stage Recognition
- ☐ \$1,000 - Additional 15 Race Registrations

*Custom sponsor integrations, VIP packages and expanded hospitality options available upon request to align with sponsor goals and target audience.

Complete the form below to secure your sponsorship today!

SPONSORSHIP COMMITMENT FORM

QUESTIONS:

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



TURKEY TROT

2026 SPONSORSHIP BENEFITS

CORPORATE TEAM EXPERIENCE PACKAGES

Bring your team together for a meaningful, high-energy Thanksgiving tradition.

Engage your employees, connect with clients and participate in one of Denver's most beloved Thanksgiving traditions through our Corporate Team Experience.

This turnkey package is designed to make participation easy, meaningful and memorable for your team. Packages include race registrations, team recognition and optional hospitality upgrades to enhance your experience on race day. Custom packages and additional upgrades are available to fit your organization's goals.



CORPORATE TEAM EXPERIENCE – \$2,500

Includes:

- 15 Race Registrations
- Group check-in / packet pickup option
- Reserved team meet-up space
- Recognition on website & registration platform as participating corporate team

CORPORATE TEAM EXPERIENCE **PLUS** – \$3,500

Includes:

- 25 Race Registrations
- Group check-in / packet pickup option
- Reserved team meet-up space
- Recognition on website & registration platform as participating corporate team
- Team shoutout from stage / emcee

CORPORATE TEAM EXPERIENCE **PREMIUM** – \$5,000

Includes everything above PLUS:

- 35 Race Registrations
- Reserved team meet-up space
- Recognition on website & registration platform as participating corporate team
- Team shoutout from stage / emcee
- Branded team signage at event
- Option to include branded giveaway or swag

Complete the form below to secure your team package today!

TEAM COMMITMENT FORM