

## HARRY SUTTER MEMORIAL TURKEY TROT FUN RUN SPONSORSHIP POLICY

The level of sponsorship awarded is based upon the amount of donation received. The number of individual sponsors in each level of sponsorship is not limited. Sponsors are not allowed to sell anything at the event on event day and must obtain City permission to provide anything free to participants/spectators. There will be no sponsorships of alcohol, tobacco or drug-related businesses allowed.

- I. **Presenting Sponsor (\$5,000 minimum)**
  - Formal recognition as Presenting Sponsor on race day
  - Dominant company logo on the back of the race shirt
  - Dominant company logo on all promotional materials and website
  - Company logo on Start/Finish banner
  - Dominant company logo on event sponsor board
  - Opportunity to speak on main stage on race day
  - Opportunity to display a company banner (provided by company) at packet pick up and race site
  - Opportunity to place promotional materials in race packets
  - Opportunity to have sponsor booth at packet pick up and at race (6 foot table and 2 chairs)
  - Three (3) Turkey Trot hooded sweatshirts (after the event)
  - Ten (10) complimentary race entries and shirts
- II. **Sprinter Sponsor (\$3,000 - 4,999)**
  - Company name on the back of the race shirt
  - Company logo on all promotional materials and on website
  - Company logo on event sponsor board
  - Opportunity to display a banner (provided by company) at the race site
  - Opportunity to place promotional materials in race packets
  - Opportunity to have sponsor booth at packet pick up and at race (5 foot table and 2 chairs)
  - Two (2) Turkey Trot hooded sweatshirts (after the event)
  - Eight (8) complimentary race entries and shirts
- III. **Stride Sponsor (\$1,000 - 2,999)**
  - Company name on the back of the shirt
  - Company logo on all promotional materials and website
  - Company logo on event sponsor board
  - Opportunity to place promotional materials in race packets
  - Opportunity to have sponsor booth at packet pick up (5 foot table and 2 chairs)
  - Four (4) complimentary race entries and shirts
- IV. **Jogger Sponsor (\$500 - \$999)**
  - Company name on the back of the race shirt
  - Company logo on all promotional materials and website
  - Company logo on event sponsor board
  - Opportunity to have sponsor booth at packet pick up (5 foot table and 2 chairs)
  - Three (3) complimentary race entries and shirts
- V. **Walker Sponsor (\$300 - \$499)**
  - Company name on the back of the race shirt
  - Company logo on all promotional materials and website
  - Company name on event sponsor board
  - Two (2) complimentary race entries and shirts
- VI. **Finish Line Sponsor (\$299 or less)**
  - Donations \$299 and under will receive a "Thank You Letter" from the Community Services Director

### Deadlines for Sponsorship and Effects to Promotion/Advertising

Recognition on promotional brochures and flyers – **3<sup>rd</sup> Wednesday of August**

Recognition on event t-shirts – **1<sup>st</sup> Monday of October**

Recognition on event board and website – **1<sup>st</sup> Wednesday of November**

**NOTE: Any logo's or artwork MUST be provided to City as a high-resolution (300 dpi) PDF or JPG file can be emailed to City Turkey Trot event staff at: [turkeytrot@torranceca.gov](mailto:turkeytrot@torranceca.gov)**