Turkey Trot Sponsorship

Benefiting YouthPower365 and the Eric Spry Memorial Scholarship

We invite you to be a sponsor of the 14th Annual EagleVail Turkey Trot on November 26, benefiting YouthPower365's PwrHrs Afterschool program and the Eric Spry Memorial Scholarship. As a sponsor, you will have the opportunity to reach out to audiences your company aims to attract, while supporting the vibrant future of our unique mountain community.

YouthPower365

The Vail Valley Foundation's YouthPower365 provides extended learning year-round that inspires, educates and empowers the youth and families of Eagle County from cradle to career-readiness. We provide development and education programming for more than 3,000 kids and families every year. **On average, each child spends more than 120 hours in our programs per year, which produces significant results and equip students to reach their highest potential.**

EagleVail Turkey Trot

The 14th annual Turkey Trot is a 5K Run/Walk through EagleVail on Thanksgiving morning. The race begins at 9:30am at the EagleVail Pavilion. This year, the Turkey Trot will look slightly different as we abide by all current Eagle County Health Guidelines and keep the health and safety of our participants as out top priority. All proceeds benefit YouthPower365's PwrHrs Afterschool program and the Eric Spry Memorial Scholarship Fund, established in memory of local runner and Battle Mountain High School graduate, Eric Spry.

Event Demographic and Media Impact

The Turkey Trot appeals to a cross section of the Vail Valley, including locals and second homeowners from Gypsum to East Vail. Participants are active, engaged, and eager to start their Thanksgiving morning out on the right foot. Participation of this year's event will be limited in numbers due to current Eagle County Health Guidelines, but the tradition remains strong among many of our local community members.

Overall the 2020 Turkey Trot will result in thousands of media impressions through digital and website views, print advertising, email communications to segmented and broad lists of 6,000 local radio spots. All sponsors will be recognized on the event webpage sponsor scroll which in 2019 alone saw over 4,000 views from October 1 – November 23. In addition to media impressions leading up to the event, Bronze sponsors and above receive banner recognition at the Turkey Trot. In becoming a sponsor, you have a unique opportunity to reach audiences that your company aims to attract.

Questions: email Rachel Strommen - rstrommen@vvf.org
Mail: PO Box 6550 – Avon, Colorado 81620

2020 Turkey Trot Sponsorship

$1,000 Gold Sponsor

- 5 Complimentary Race Entries for Associates or Key Clients
- Recognition as a Gold Sponsor in all marketing materials, news releases, print ads, and event posters
- Inclusion in one non-dedicated email blast*
- Recognition with preferred and prioritized logo on the Turkey Trot buffs*
- Special recognition during the event
- Recognition in YouthPower365 email communications
- Logo placement on the event website
- Priority banner placement at the event for up to 2 banners (banners provided by sponsoring company)

$500 Silver Sponsor

- 5 Complimentary Race Entries for Associates or Key Clients
- Recognition as a Silver Sponsor in select marketing materials
- Special recognition during the event
- Logo placement on the event website
- Banner placement at the event for 1 banner (banner provided by sponsoring company)

$250 Bronze Sponsor

- 5 Complimentary Race Entries for Associates or Key Clients
- Recognition as a Bronze Sponsor in select marketing materials
- Logo placement on the event website

In-Kind/ Item Donation:

- Recognition dependent on in-kind trade value
- Logo placement on the event website for all in-kind donations above $250

Email and Buff inclusion deadline: October 15

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2020 Turkey Trot Sponsorship

Company or Individual:_____

Contact Name:_____

Address:_____

City:_____ **State/Zip:**_____

Phone:_____ **Email:**_____

☐ **Yes, I would like to support the 14th Annual Eagle-Vail Turkey Trot on November 26, 2020 with the following sponsorship.**

☐ **Gold - $1,000**

☐ **Silver - $500**

☐ **Bronze - $250**

☐ **In-Kind/Item Donation:** _____

How to donate:

Checks payable to YouthPower365 may be mailed to PO Box 6550 Avon, CO 81620

Donate via Credit Card online at youthpower365.org

Signed:

_____ _____
Sponsor Date

_____ _____
Sarah Johnson, SVP Arts & Education Date

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