



Thanksgiving Morning November 23rd 2023

Benefiting:





**11 in-person
locations throughout
Wisconsin!**

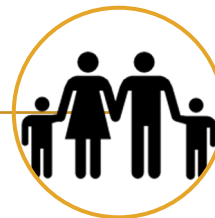
***Two new locations:
Stevens Point & Milwaukee***



An event for all ages and abilities: *A family tradition*

VISION

To give back to the community and raise awareness of select charities. The Festival Foods Turkey Trot will create and sustain an event that focuses on families, healthy living, fun, and a sense of community for all ages and abilities.



Creates a new, healthy family tradition



Promotes an active lifestyle in our communities



Creates comradery within the community

4 Events

5 Mile Run

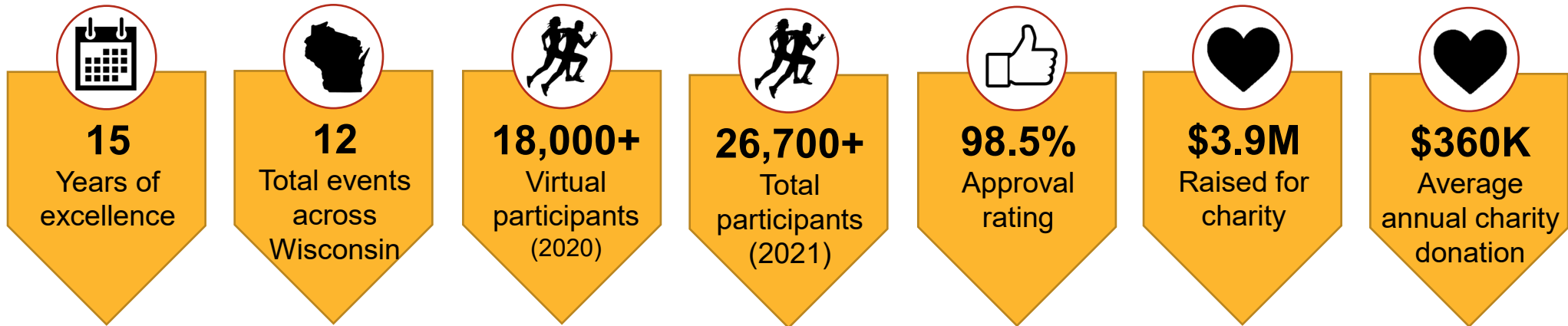
2 Mile Fun Run

2 Mile Walk

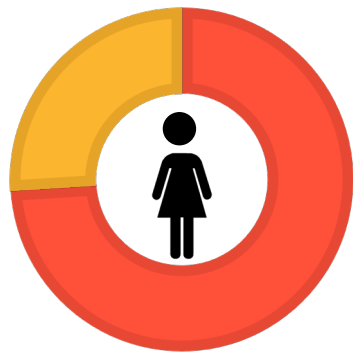
2 Mile Dog Jog

YOU can make a difference!

MAKING A DIFFERENCE



DEMOGRAPHICS

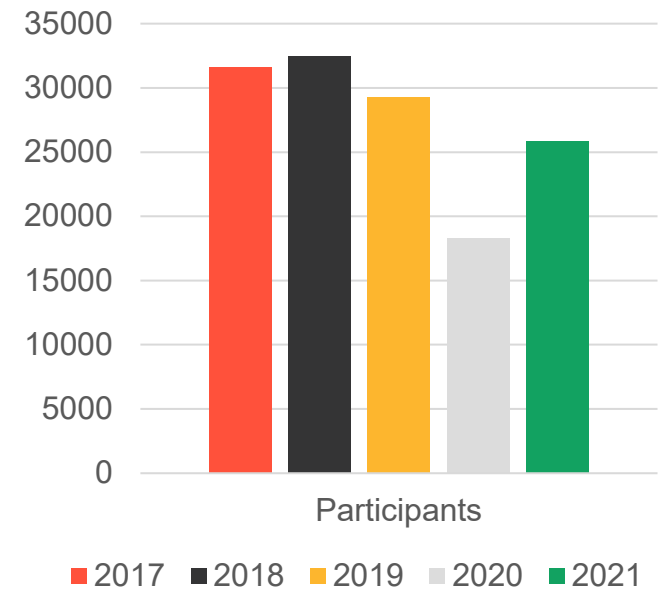


74% Female
26% Male

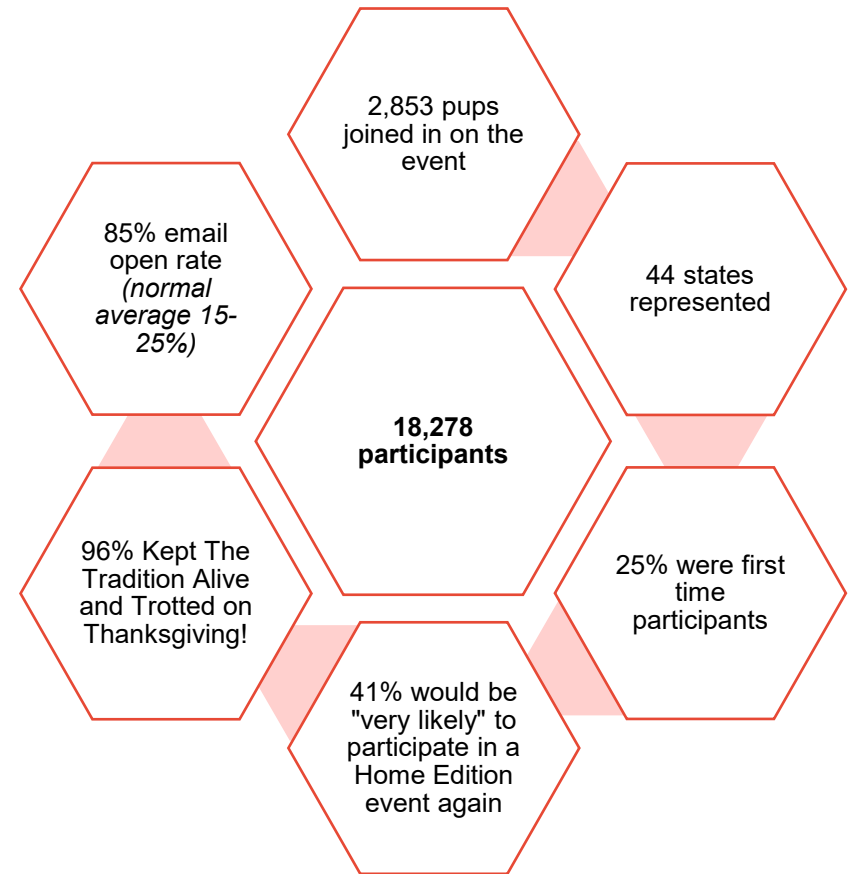
HISTORY OF PARTICIPATION



ANNUAL PARTICIPATION



2020: Proving the *true strength* of this holiday tradition



2020:
First 100% Home
Edition Event



Opportunities to show your involvement



- Emcee recognition
- Part of a family tradition
- Support of YMCA and Boys & Girls Club
- Support of local community

Public
Awareness



- Grocery bags
- Signage
- Posters
- Store associate worn t-shirts

Store Materials



- On-site banners
- Logo on t-shirts
- Finish chute signage
- Banners in event venues

Event
Materials



- Logo on event website
- Logo on community registration website
- Digital promotion
- Logo in participant emails
- Social media mentions

Digital
Opportunities



- Booth at registration
- Registration discounts for employees

Booth Space



- Promotional materials for participants
- Coupon opportunities
- Registration discounts for employees

Coupons and
Goodie bag
stuffers



Finish Chute Signage



Posters & Save the Dates



Grocery Bags



Grocery Bag Highlights

- Over 1.5 million printed
- Exclusive advertising opportunity for logo on bags
- **Deadline for logo printing – April 30, 2022**

T-Shirts – back artwork





Sign me up for the Festival Foods Turkey Trot with the following:

\$40,000 Exclusive Premier Statewide Sponsor
(Limit 1)

I'd like to sponsor the following: *All logo placement to provide larger, premier placement*

- | | |
|--|---|
| ☒ Larger logo with premier placement | ☒ Opportunity to provide custom message within one (1) email blast - <i>exclusive</i> |
| ☒ Logo on participant bibs - <i>exclusive</i> | ☒ Booth at registration |
| ☒ Exclusive "Thank You" on social media | ☒ Registration discount for employees |
| ☒ Logo included on all participant emails | ☒ Finish chute signage |
| ☒ Logo on all on-site banners | ☒ Logo on event website |
| ☒ Logo on all t-shirts | ☒ Logo on save the dates - <i>exclusive</i>
(<i>due March 15, 2022</i>) |
| ☒ Logo on grocery bags | ☒ Emcee recognition |
| ☒ Logo on posters | ☒ Ten (10) free entries – <i>towards any Festival Foods Turkey Trot event</i> |

Sign me up for the Festival Foods Turkey Trot with the following:

\$20,000 Statewide Sponsor

I'd like to sponsor the following:

- | | |
|--|---|
| ☒ Logo on all t-shirts | ☒ Finish chute signage |
| ☒ Logo on grocery bags | ☒ Logo on all on-site banners |
| ☒ Logo included in one (1) strategically planned email blast | ☒ Logo on event website |
| ☒ Booth at registration | ☒ "Thank You" post on social media |
| ☒ Registration discount for employees | ☒ Emcee recognition |
| ☒ Logo on posters | ☒ Five (5) free entries – <i>towards any Festival Foods Turkey Trot event</i> |

Sign me up for a Booth at all 11 of our Festival Foods Turkey Trots:

\$500 a booth Per Location

I'd like to sponsor the following:

- | | |
|--|---|
| ☒ Green Bay (Over 6,000 Participants) | ☒ Janesville (Over 800 Participants) |
| ☒ Appleton (Over 7,000 Participants) | ☒ La Crosse (Over 2,300 Participants) |
| ☒ Oshkosh (Over 2,800 Participants) | ☒ Eau Claire (Over 3,000 Participants) |
| ☒ Fond du lac (Over 2,000 Participants) | ☒ Marshfield (Over 1,200 Participants) |
| ☒ Manitowoc (Over 2,000 Participants) | ☒ Stevens Point (Projected 500 Participants) |
| ☒ Milwaukee (Projected 3,000 Participants) | ☒ <i>Sign up for one, two, three, or all!</i> |

Sign me up for Goodie Bag/Coupon hand out at all 12 of our Festival Foods Turkey

\$350 Per Location

I'd like to sponsor the following:

- | | |
|--|---|
| ☒ Green Bay (Over 6,000 Participants) | ☒ Janesville (Over 800 Participants) |
| ☒ Appleton (Over 7,000 Participants) | ☒ La Crosse (Over 2,300 Participants) |
| ☒ Oshkosh (Over 2,800 Participants) | ☒ Eau Claire (Over 3,000 Participants) |
| ☒ Fond du lac (Over 2,000 Participants) | ☒ Marshfield (Over 1,200 Participants) |
| ☒ Manitowoc (Over 2,000 Participants) | ☒ Stevens Point (Projected 500 Participants) |
| ☒ Milwaukee (Projected 3,000 Participants) | ☒ <i>Home Edition (Over 800 Participants)</i> |

Thank You!



FestivalFoodsTurkeyTrot.com

Benefiting:

