



MONTLAKE

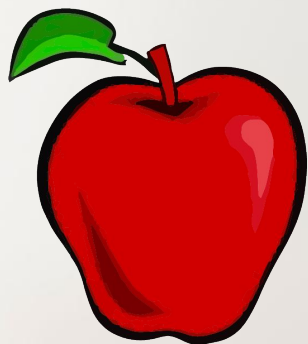
TURKEY TROT

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MONTLAKE TURKEY TROT SPONSOR PACKET

2023 SEASON





**University
District
Food Bank**

About Montlake Turkey Trot

The Montlake Turkey Trot serves as one of the major annual fundraisers for the University District Food Bank. For nearly four decades, University District Food Bank has helped prevent hunger in Northeast Seattle neighborhoods. Each week, more than 1,300 different families receive the groceries they need to prepare nutritionally balanced meals at home.

Last year, we had 58,000 customer visits and distributed over 2.4 million pounds of food. Approximately 30% of our customers are infants and children, 55% are adults, and 15% are senior citizens. 15% of our customers are also unsheltered, so we try to provide them with ready-to-eat foods when they visit the food bank.

Our home delivery program reaches almost 400 home-bound customers every week. Our backpack program, at 14 nearby schools, provides almost 550 kids with meals and snacks for the weekend when school meals aren't available.

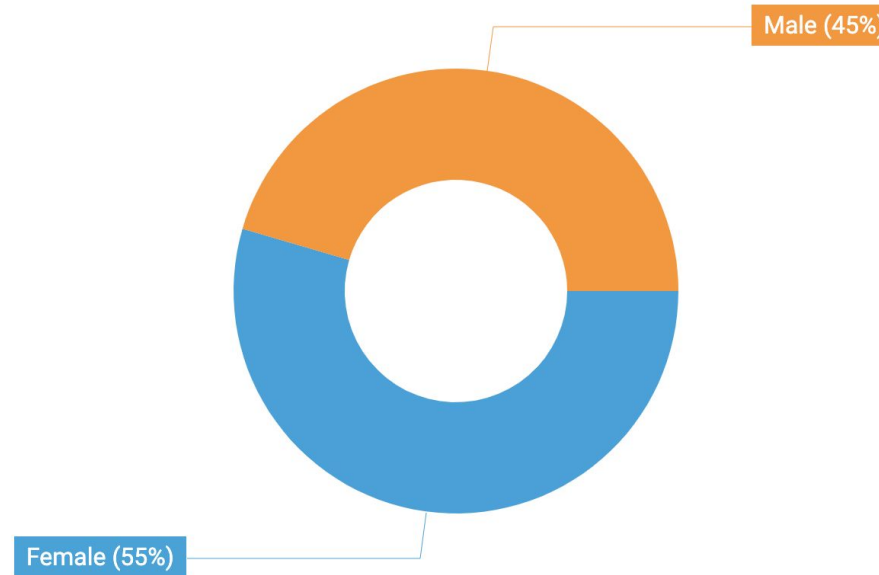
Our two off site food pantries located at Mercy Magnuson Place and North Seattle College provide groceries to another 200 households a week.

Two-thirds of our food bank households have at least one person working at a job full time but rely on the food bank to help save a few dollars to use for other monthly expenses. One-third of food bank customers report looking for additional employment.

EVENT DEMOGRAPHICS

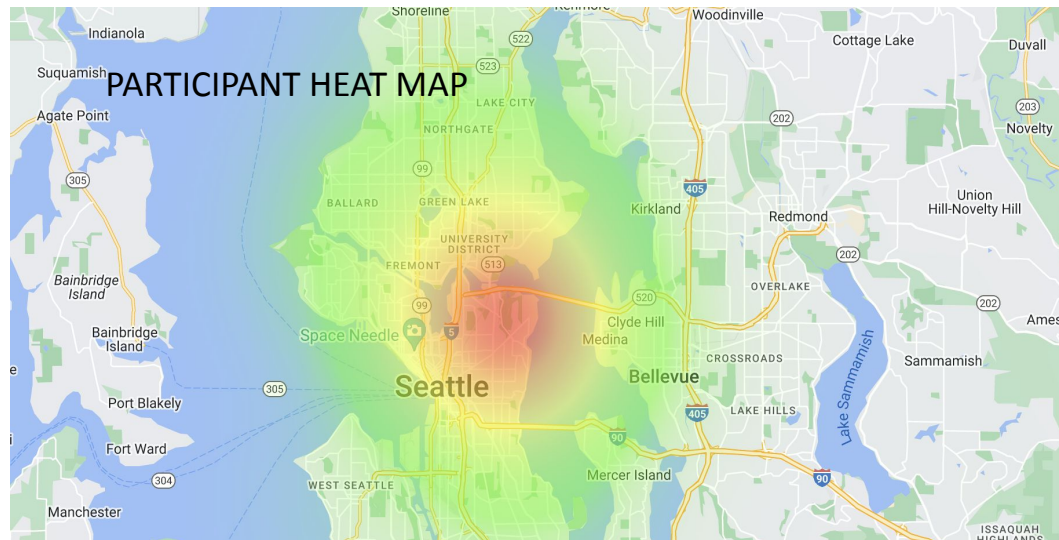
AGE GROUP	COUNT	PERCENTAGE
Under 18	406	25.5%
Ages (18 - 29)	255	16.02%
Ages (30 - 39)	333	20.92%
Ages (40 - 49)	275	17.27%
Ages (50 - 64)	255	16.02%
Over 65	68	4.27%
Total	1,592	100%

Gender Breakdown
Past Year

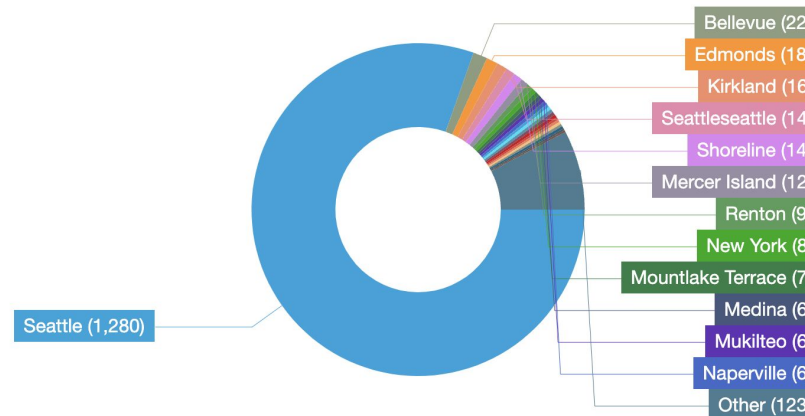


EVENT SIZE:

The race attracts over 1,500 people per year, and we are also adding an untimed walk category this year to allow for us to grow the race by attracting new participants.



City of Registration



The vast majority of registrants are located within the Montlake and University District area, with a high median income, making this a fantastic sponsorship opportunity for local businesses, while also resting assured that the proceeds are also doing a great amount of good within the local community to those less fortunate who need a little extra assistance from their neighbors..

Audience Insights

Presenting, Gold & Silver Sponsorship Advantages

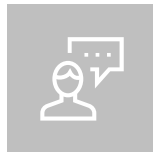
At the Gold and Silver tiers of sponsorship, there are the added perks of having visibility on the social media channels and to the email audience, as well as having the option of setting up a physical booth at the pre-race expo and on race day., with your logo prominently displayed on all race promo materials.

See following pages for specific perks broken down by each tier.



EMAIL AUDIENCE

With over 7 years of past registrant data. Montlake Turkey Trot has an email list of **over 10,000 participants**



SOCIAL MEDIA

Across Facebook and Instagram, the race has **over 3,000 followers**



ON SITE ATHLETES

Day of the race, there is an average of **over 1,800 attendees** between the 1,500-1,600 participants and the spectators that come to cheer them on.

Sponsorship Tiers

PRESENTING SPONSOR LEVEL \$10,000

- Logo placement on race website
- Recognition in pre-race communications
- 8 complimentary race entries
- Option to set up a booth at the race on race day
- Opportunity to provide digital offers in pre-race email to all participants
- Opportunity to be acknowledged in all emails blasts to entire email base in marketing emails.
- Verbal recognition during pre-race announcements, with opportunity to write a paragraph of approved copy to be read by race announcer multiple times on race day between scheduled race announcements
- Acknowledgement in paid advertising promoting the race

Please note that the scheduling limits on emails can be adjusted based on the needs and preferences of the race

Sponsorship Tiers

SILVER LEVEL \$2,500

- Logo placement on race website with link to your company's website
- Mention by name in pre-race communications
- 4 complimentary race entries
- Opportunity to provide digital offer/ad in pre-race email to all registered athletes

BRONZE LEVEL \$1,500

This tier is also permitted to substitute in-kind product sponsorships instead of cash donations upon race board review and approval

- Logo placement on race website with link to your company's website
- 2 complimentary race entries
- Small logo in pre-race email instructions

Please note that the scheduling limits on social media placement and emails can be adjusted based on the needs and preferences of the race and its sponsors.

WE'D LOVE TO PARTNER WITH YOU

For further details on sponsorship
opportunities or to secure your spot,
please email Josh Oliveri:

Josh@equation.events

Phone: 503-926-2497

