TOWN OF PALM BEACH UNITED WAY
12TH ANNUAL
Turkey Trot
THURSDAY, NOVEMBER 26, 2020
The Turkey Trot is an annual race on the island of Palm Beach. This fun, healthy and family-friendly event caters to runners, walkers and trotters who wish to support the Town of Palm Beach United Way by helping provide Thanksgiving meals to individuals and families in need. This Thanksgiving Day, the 5K and Kids “Drumstick Dash” at Bradley Park will bring 1,400 people together to provide thousands of meals for families in Palm Beach County.

The Town of Palm Beach United Way’s Turkey Trot is perhaps the most prominent Thanksgiving race in Palm Beach County, and has sold out the past six years. Sponsors have the ability to market to 1,400 enthusiastic runners and supporters. Becoming a sponsor provides your company with the wonderful opportunity to reach out to new customers and allow them to see that your business is one that truly cares about others.

Every sponsor, big or small, has the opportunity to give the public a sample product or provide a brochure about your product or company in race goody bags. And remember, 59% of Americans are more likely to buy a product or use a company associated with a non-profit partnership.
RACE PARTICIPATION

The first race in 2009 had 63 participants, and was mostly comprised of young professionals. In 2010 the event grew, and participants included young professionals and families from Palm Beach. In both 2009 and 2010, the marketing to individuals was accomplished by Facebook, Twitter, email and text messaging. Since 2011, direct mail, posters, print advertising, and all social media have been incorporated. The participation numbers climbed, making this event a trendy and highly sought-after race.

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
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<tbody>
<tr>
<td>2009</td>
<td>63</td>
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<tr>
<td>2010</td>
<td>98</td>
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<tr>
<td>2011</td>
<td>534</td>
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<td>2012</td>
<td>760</td>
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<td>2013</td>
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<td>2015</td>
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<td>2016</td>
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<td>2017</td>
<td>1,418</td>
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<tr>
<td>2018</td>
<td>1,452</td>
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<tr>
<td>2019</td>
<td>1,500</td>
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</tbody>
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GREAT EXPOSURE FOR YOUR COMPANY

The event will be widely promoted with a reach into the 8,000 businesses and households in Palm Beach, South Palm Beach, and Manalapan. Our publicity campaign will include print advertising, brochures, email, website, Facebook, Twitter and Instagram.

- **Print**: Featured in the Palm Beach Daily News.
- **Email**: Blasts through Constant Contact from August until Race Day.
- **Website**: Event page will consist of all sponsor logos with a link to company’s website. Last year, over 2,200 unique visitors viewed the race website.
- **Facebook**: Posts from August to Race Day including your company and logo.
- **Twitter**: Tweets from August to Race Day including your company and logo.
- **Instagram**: Photos of your logo.
- **Blog**: Blog posts including your company and logo.

HOW DOES THE RACE HELP PEOPLE IN PALM BEACH COUNTY?

Sponsoring a 5K is a great way to give back to your local community. Thanks to many participants and sponsors, last year we were able to provide 6,200 Thanksgiving meals to 23 local non-profit organizations: Achievement Centers for Children & Families, Adopt-A-Family of the Palm Beaches, Aid to Victims of Domestic Abuse, Alpert Jewish Family Service, Alzheimer’s Community Care, Boys & Girls Clubs of Palm Beach County, Catholic Charities of the Diocese of Palm Beach, Inc., Center for Child Counseling, Community Partners of South Florida, Families First of Palm Beach County, Farmworker Coordinating Council, Healthy Mothers Healthy Babies Coalition of Palm Beach County, Inc, HomeSafe, Mental Health America, Opportunity Early Childhood Education and Family Center, Palm Beach Habilitation Center, Take Stock in Children Palm Beach, The Arc of Palm Beach County, The Arc of the Glades, The Glades Initiative, Inc., The Lord’s Place, Urban Youth Impact and the YMCA of the Palm Beaches.

6,200 THANKSGIVING MEALS PROVIDED TO PALM BEACH COUNTY RESIDENTS
**LIVE UNITED - TITLE SPONSOR $10,000**

- Invitation to the exclusive Alexis de Tocqueville Society annual dinner for donors contributing $10,000 and above
- Company logo exclusively positioned on the race bibs (quantity 1,500)
- Company logo on banner at Start/Finish line
- Company logo on Turkey Trot ad in Shiny Sheet
- Company logo on front of all race brochures (quantity 8,000)
- Company logo and your website link on the race event page of the Town of Palm Beach United Way’s website
- Large company logo on all participant t-shirts (quantity 1,500)
- Company logo on race day sponsor board
- Mention in all press releases as a Title Sponsor
- Placement of any promotional materials in the participant race packets (quantity 1,500)
- Company logo on one course sign positioned on the course
- Audio recognition of company name by emcee during race
- Packet Delivery
- 10 complimentary runner/walker entries

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**MAKING A DIFFERENCE - PLATINUM SPONSOR $5,000**

- Company logo on the inside of all race brochures (quantity 8,000)
- Company logo on banner at Start/Finish line.
- Company logo and your website link on the race event page of the Town of Palm Beach United Way’s website
- Company logo on all participant t-shirts (quantity 1,500)
- Company logo on race day sponsor board
- Mention in all press releases as a Platinum Sponsor
- Placement of any promotional materials in the participant race packets (quantity 1,500)
- Company logo on one course sign positioned on the course
- Audio recognition of company name by emcee during race
- Packet Delivery
- 8 complimentary runner/walker entries
HELP THOSE IN NEED - GOLD SPONSOR $2,500

- Company logo on banner at Start/Finish line
- Company logo and your website link on the race event page of the Town of Palm Beach United Way’s website
- Small company logo on all participant t-shirts (quantity 1,500)
- Company logo on race day sponsor board
- Placement of any promotional materials in the participant race packets (quantity 1,500)
- Mention in all press releases as a Gold Sponsor
- Company logo on one course sign positioned on the course
- Audio recognition of company name by emcee during race
- Packet Delivery
- 5 complimentary runner/walker entries

BE THE CHANGE - SILVER SPONSOR $1,000

- Company logo and your website link on the race event page of the Town of Palm Beach United Way’s website
- Small company logo on all participant t-shirts (quantity 1,500)
- Company logo on race day sponsor board
- Placement of any promotional materials in the participant race packets (quantity 1,500)
- Company logo on one course sign positioned on the course
- Packet Delivery
- 2 complimentary runner/walker entries

CHAMPION THE CAUSE - BRONZE SPONSOR $500

- Company logo and your website link on the race event page of the Town of Palm Beach United Way’s website
- Company logo on race day sponsor board
- Placement of any promotional materials in the participant race packets (quantity 1,500)
- Packet Delivery
- 1 complimentary runner/walker entries

ABOUT THE TOWN OF PALM BEACH UNITED WAY

We often are asked what exactly does the Town of Palm Beach United Way do? The simplest way to answer that question is – we help people. That’s it. That’s our one single goal – to help as many people in Palm Beach County as we can. This year that number is 471,081.

We help people from all walks of life. We help families, babies, kids, teenagers, moms, dads, older adults, people with health problems, people with developmental disabilities, people coping with depression, abuse and mental illness, people who want to make their lives better, people who want to help other people, and people who need hope.

How do we help so many people with so many needs? We partner with 49 local nonprofit agencies. Instead of focusing on one single cause or issue we focus on a myriad of EDUCATION, HEALTH and INCOME needs in our community.

Help is available whether it is to teach a child with a learning disability, provide food and shelter to a homeless family, or give independence to an elderly person. The services we support vary widely, but they make significant impacts in the lives of people in need.

This level of support is possible because of thousands of people who live or work in Palm Beach, South Palm Beach and Manalapan generously making donations because they know their money benefits our entire community. We make sure the money raised here stays here in Palm Beach County.

We also make sure donors and volunteers are included in our decision-making and funding process. More than 100 community volunteers donate their time to review our nonprofit partner organizations in the areas of results-driven programming, governance, finance and administration. Because of the commitment of so many generous volunteers the Town of Palm Beach United Way is able to be extremely efficient and keep costs low so that more people can be helped.

That’s just a part of what we do. We also help individuals and families find volunteer opportunities, organize a food drive, collect school supplies, provide toys during the holidays, and so much more.
**Funded Programs**

**Education:** $891,700 investment

We help children, youth, and adults achieve their full potential by offering: early childhood education programs that prepare children for school; after-school and mentoring programs that encourage youth to advance in school; community programs that promote leadership skills for children of all ages; long-term mentoring, case management, and academic workshops that offer full-time college scholarships to high school seniors; and adult education and parenting classes that strengthen families. The following investments were made this year through our education initiatives:

- Early childhood education for children and youth through 3 programs provided by 3 local nonprofit agencies that will serve 337 clients
- Middle school success and high school graduation rates for young adults through 5 programs provided by 5 local nonprofit agencies that will serve 3,692 clients
- Summer camp and after-school care for children and youth through 9 programs provided by 7 local nonprofit agencies that will serve 7,973 clients
- Adult, parent, and mentor support through 3 programs provided by 3 local nonprofit agencies that will serve 411 clients

**Health:** $1,467,180 investment

We improve people’s physical and mental health by offering: health education and prevention services to ensure that children and adults stay healthy; programs that provide advocacy, education, research, and program support for mental health issues; senior day programs that create environments for social interactions, medical monitoring, and therapeutic activities; and reducing substance abuse by offering after-school based and community preventative programs. The following investments were made this year through our health initiatives:

- Medical and dental through 5 programs provided by 5 local nonprofit agencies that will serve 9,309 clients
- Mental health and wellness through 11 programs provided by 6 local nonprofit agencies that will serve 12,993 clients
- Substance abuse prevention and rehabilitation through 3 programs provided by 3 local nonprofit agencies that will serve 847 clients
- Older adults and caregiver support through 6 programs provided by 4 local nonprofit agencies that will serve 6,010 clients
- Supports for individuals with disabilities through 9 programs provided by 4 local nonprofit agencies that will serve 1,547 clients

**Income:** $994,740 investment

We help families become financially stable and independent by offering: financial literacy programs that teach families how to budget, build savings, and manage money; training to help people find and keep jobs that pay a living wage; increasing affordable housing for seniors and families; increasing food distribution to families living at or below the federal poverty level; helping families to break the cycle of homelessness by addressing the causes of the problem; emergency shelter, counseling, and support for victims of domestic abuse. The following investments were made this year through our income initiatives:

- Access to jobs and job skill training through 2 programs provided by 2 local nonprofit agencies that will serve 700 clients
- Financial education and community-based support through 2 programs provided by 2 local nonprofit agencies that will serve 49,300 clients
- Food assistance through 5 programs provided by 5 local nonprofit agencies that will serve 364,586 clients
- Housing stabilization through 5 programs provided by 3 local nonprofit agencies that will serve 1,176 clients
- Domestic and family violence prevention through 4 programs provided by 3 local nonprofit agencies that will serve 12,220 clients
# Turkey Trot Benefits At A Glance

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<thead>
<tr>
<th>Benefit</th>
<th>Title 10K</th>
<th>Platinum 5K</th>
<th>Gold 2.5K</th>
<th>Silver 1K</th>
<th>Bronze 5K</th>
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<tr>
<td>Invitation to the exclusive Alexis de Tocqueville annual dinner</td>
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<td>Company official assists with 5K race start</td>
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<td>Company logo placed on 1,500 race bibs</td>
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<td>Display table</td>
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<td>Company logo on ads in Shiny Sheet</td>
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<td>Packet Delivery</td>
<td>10</td>
<td>8</td>
<td>5</td>
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*Complimentary runners/walkers:* 10, 8, 5, 2, 1