

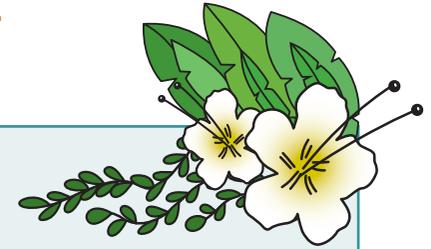
TOWN OF PALM BEACH
UNITED WAY
13TH ANNUAL



Turkey Trot

THURSDAY, NOVEMBER 25, 2021

13th ANNUAL TOWN OF PALM BEACH UNITED WAY TURKEY TROT



WHEN: Thursday, November 25, 2021

TIME: 7:00 AM – Kids “Drumstick Dash”
7:30 AM – 5K

WHERE: Bradley Park, Palm Beach

PARTICIPATION: Limited to 1,400
(this race sells out every year)

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Islanders Committee

Cara McClure, Co-Chair
Jared McClure, Co-Chair
Emily Agnello
Bill Benjamin
Katie Benjamin
Sean Bresnan
Jill Butler
Adrienne Carson Arp
Emily Clifford
Christopher Cook

Jan-Marie Cook
Lilly Ferreira
Sean Ferreira
Francesca Finck
William Finck
Juliana Gendelman
Kelly Kirkpatrick
Jebb McCracken
Kristina McPherson
Holly Miller

Hess Musallet
Colleen Orrico
Kate Parker Spencer
Afsy Pottash
Jennifer Saville
Paul Spencer
Clay Surovek
Jessica Surovek
Chad Wilkinson
Lisa Wilkinson

The Turkey Trot is an annual race on the island of Palm Beach. This fun, healthy and family-friendly event caters to 1,400 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 throughout Palm Beach County.

The Town of Palm Beach United Way’s Turkey Trot is perhaps the most prominent Thanksgiving race in Palm Beach County. Sponsors have the ability to market to 1,400 enthusiastic runners and supporters. Becoming a sponsor provides your company with the opportunity to reach out to 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 participants 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.



GIVING TO YOUR LOCAL COMMUNITY

Thanks to our participants and sponsors, we provided Thanksgiving meals to clients at 23 local non-profit organizations:

Achievement Centers for Children & Families	Milagro Center
Adopt-A-Family	Opportunity Early Childhood
Aid to Victims of Domestic Abuse	Palm Beach County Food Bank
Alpert Jewish Family Service	Palm Beach Habilitation Center
Alzheimer's Community Care	Seagull Services
Catholic Charities	Take Stock in Children
Center for Child Counseling	The Arc of the Glades
Drug Abuse Foundation	The Glades Initiative
Families First	The Lord's Place
Farmworker Coordinating Council	Urban Youth Impact
Healthy Mothers Healthy Babies	YMCA of the Palm Beaches
Homeless Coalition	



**LAST YEAR 4,400 THANKSGIVING MEALS
WERE PROVIDED TO
PALM BEACH COUNTY RESIDENTS IN NEED**

RACE PARTICIPATION

The first race in 2009 had 63 participants, and was mostly comprised of young professionals. Over the years, through increased marketing efforts, the event has grown significantly. This race is a highly-sought after race, selling out well before race day.

2009.....63 participants	2015.....1,246 participants
2010.....98 participants	2016.....1,377 participants
2011.....534 participants	2017.....1,418 participants
2012.....760 participants	2018.....1,452 participants
2013.....864 participants	2019.....1,500 participants
2014.....1,015 participants	2020 "virtual"748 participants

GREAT EXPOSURE FOR YOUR COMPANY

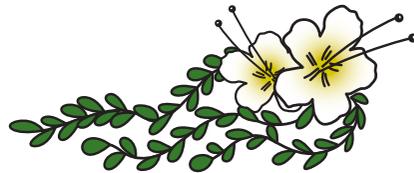
The event will be widely promoted with a reach into the 8,000 businesses and households in Palm Beach, South Palm Beach, and Manalapan. Our publicity campaign will include media coverage, brochures, email, website, Facebook, Twitter and Instagram.

- **Email** - Blasts through Constant Contact from August until Race Day.
- **Print** - Featured in the Palm Beach Daily News and Palm Beach Society magazine.
- **Website** - Event page will consist of all sponsor logos with a link to company's website. Last year, over 2,600 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.



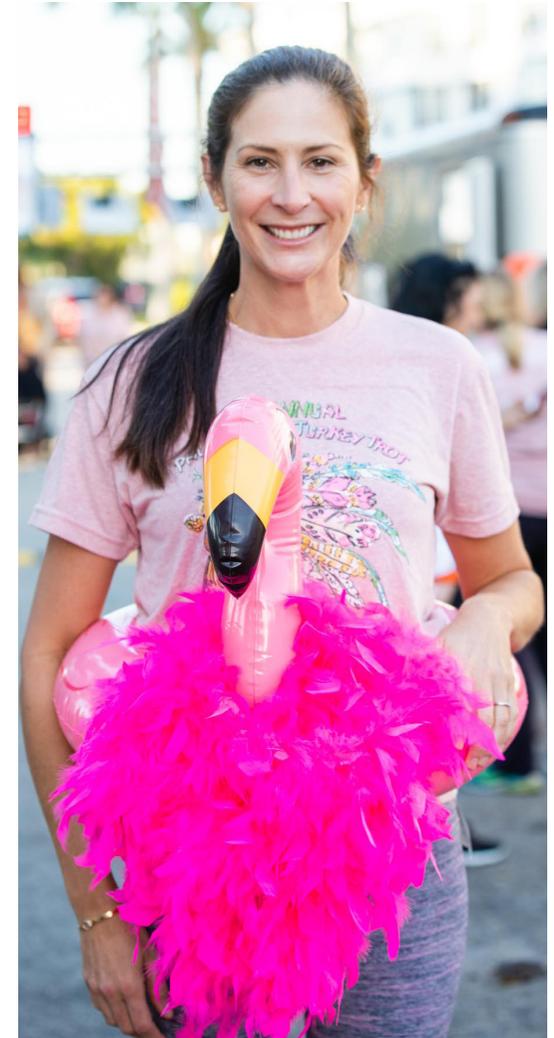
LIVE UNITED - TITLE SPONSOR \$10,000

- 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
- 10 complimentary runner/walker entries with VIP Packet Delivery



MAKE 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
- 8 complimentary runner/walker entries with VIP Packet Delivery



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
- 5 complimentary runner/walker entries with VIP Packet Delivery



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
- 2 complimentary runner/walker entries with VIP Packet Delivery

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)
- 1 complimentary runner/walker entries with VIP Packet Delivery



TO BE INCLUDED IN THE BROCHURE THE SPONSORSHIP DEADLINE IS JUNE 1, 2021.

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 469,930.

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 47 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.



TOWN OF PALM BEACH UNITED WAY 2020-2021 FUNDED PROGRAMS

EDUCATION:

2020-2021 Investment \$891,700

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.

AGENCY	2020-2021 FUNDING
Achievement Centers	\$90,000
Adopt-A-Family	\$66,000
American Association of Caregiving Youth	\$10,000
The Arc of Palm Beach County	\$55,600
Boys & Girls Clubs	\$200,000
Habitat for Humanity	\$12,500
Healthy Mothers, Healthy Babies	\$20,000
HomeSafe	\$17,500
Literacy Coalition	\$114,500
Milagro Center	\$71,600
Opportunity, Inc.	\$140,000
Take Stock in Children	\$63,000
Urban Youth Impact	\$20,000
YMCA of the Palm Beaches	\$2,000
YMCA of South Palm Beach County	\$9,000

12,550 clients served

HEALTH:

2020-2021 Investment \$1,467,180

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.

AGENCY	2020-2021 FUNDING
211 Palm Beach	\$54,200
Alpert Jewish Family Service	\$53,950
Alzheimer's Community Care	\$80,000
The Arc of Palm Beach County	\$142,000
The Arc of The Glades	\$35,000
Caridad Center	\$170,000
Center for Child Counseling	\$52,500
Center for Family Services	\$25,000
Clinics Can Help	\$40,000
Drug Abuse Foundaiton	\$132,000
Drug Abuse Treatment Association	\$176,130
Families First	\$86,400
The Glades Initiative	\$5,000
Healthy Mothers, Healthy Babies	\$10,000
Legal Aid Society	\$60,000
Palm Beach Habilitation Center	\$240,000
Planned Parenthood	\$35,000
Seagull Services	\$50,000

29,398 clients served

INCOME:

2020-2021 Investment \$994,740

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.

AGENCY	2020-2021 FUNDING
211 Palm Beach	\$125,000
Adopt-A-Family	\$134,000
Aid to Victims of Domestic Abuse	\$117,000
CROS Ministries	\$35,000
El Sol	\$45,000
Farmworker Coordinating Council	\$110,000
Feeding South Florida	\$50,000
The Glades Initiative	\$50,000
Gulfstream Goodwill	\$20,000
HomeSafe	\$87,000
The Lord's Place	\$199,500
Palm Beach County Food Bank	\$10,000
YWCA of Palm Beach County	\$12,240

427,982 clients served

Turkey Trot Benefits At A Glance

	Title 10K	Platinum 5K	Gold 2.5K	Silver 1K	Bronze 500
Invitation to the exclusive Alexis de Tocqueville annual dinner					
Company official assists with 5K race start					
Company logo placed on 1,500 race bibs					
Display table					
Company logo on ads in Shiny Sheet					
Large company logo on all race T-shirts					
Company logo on race brochures					
Audio recognition of company by emcee during race					
Company logo on banner at Start/Finish Line					
Mention in all press releases					
Company logo on one course sign					
Company logo on participant T-shirts					
Placement of any promotional materials in the participant race packets					
Company logo on the race event website with link to company's website					
Company logo on race day sponsor board					
Packet Delivery					
Complimentary runners/walkers	10	8	5	2	1

