TOWN OF PALM BEACH UNITED WAY
14TH ANNUAL

TURKEY TROT

THANKSGIVING DAY
NOVEMBER 24, 2022

14th ANNUAL TOWN OF PALM BEACH UNITED WAY TURKEY TROT

WHEN: Thursday, November 24, 2022

TIME: 6:45 AM – 5K
7:30 AM – Kids "Drumstick Dash"

WHERE: Bradley Park, Palm Beach

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

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Islanders Committee

Cara Coniglio McClure, Co-Chair
Jared McClure, Co-Chair
Bill Benjamin
Katie Benjamin
Sean Bresnan
Jill Butler
Emily Clifford
Jay Clifford
Christopher Cook
Jan-Marie Cook
Lilly Ferreira
Sean Ferreira
Francesca Finck
William Finck
Juliana Gendelman
Kristina McPherson
Hess Musallet
Colleen Orrico
Afsy Pottash
Jennifer Saville
Kate Parker Spencer
Paul Spencer
Clay Surovek
Jessica Surovek
Holly Weston
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 more than 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.

GIVING TO YOUR LOCAL COMMUNITY

Thanks to our participants and sponsors, we provided Thanksgiving meals to clients at 32 local non-profit organizations:

LAST YEAR 4,167 THANKSGIVING MEALS WERE PROVIDED TO PALM BEACH COUNTY RESIDENTS IN NEED

Achievement Centers for Children & Families
Adopt-A-Family
Aid to Victims of Domestic Abuse
Alpert Jewish Family Service
Alzheimer's Community Care
American Association of Caregiving Youth
Arc of the Glades
Boca Helping Hands
Boys & Girls Clubs of Palm Beach County
Catholic Charities
Children's Home Society
Drug Abuse Foundation
El Sol
Families First
Farmworkers Coordinating Council
Freedom2Society
Genesis Community Health
Habitat for Humanity
Healthy Mothers Healthy Babies
Homeless Coalition
HomeSafe
Legal Aid Society
Milagro Center
Opportunity Early Childhood
Palm Beach County Food Bank
Palm Beach Habilitation Center
Take Stock in Children
The Glades Initiative
The Lord's Place
Urban League
Urban Youth Impact
YMCA of the Palm Beaches

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
2010.....98 participants
2011.....534 participants
2012.....760 participants
2013.....864 participants
2014.....1,015 participants
2015.....1,246 participants
2016.....1,377 participants
2017.....1,418 participants
2018.....1,452 participants
2019.....1,500 participants
2020 "virtual"....748 participants
2021.....1,471 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 6,853 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 race goody bags (quantity 1,500)
- Company logo on one course sign positioned on the course
- Audio recognition of company name by emcee during race
- Opportunity to address the participants with brief remarks race day morning
- Opportunity to present awards to age group winners on race day
- 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 race goody bags (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 race goody bags (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 race goody bags (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 race goody bags (quantity 1,500)
- Company logo on one course sign positioned on the course
- 1 complimentary runner/walker entries with VIP Packet Delivery

STAY THE COURSE - COURSE SIGN SPONSOR $200

- Your name and/or company logo on one course sign positioned on the course
- Placement of any promotional materials in the race goody bags (quantity 1,500)

TO BE INCLUDED IN THE BROCHURE THE SPONSORSHIP DEADLINE IS JUNE 1, 2022.

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 469,780.

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 44 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 2021-2022 FUNDED PROGRAMS

EDUCATION:

2021-2022 Investment $960,600

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	2021-2022 FUNDING
Achievement Centers	$100,000
Adopt-A-Family	$66,000
American Association of Caregiving Youth	$20,000
The Arc of Palm Beach County	$55,600
Boys & Girls Clubs of Palm Beach County	$200,000
Healthy Mothers, Healthy Babies	$20,000
HomeSafe	$17,500
Literacy Coalition	$117,500
Milagro Center	$67,000
Opportunity Early Childhood Center	$160,000
Take Stock in Children	$65,000
Urban Youth Impact	$25,000
YMCA of the Palm Beaches	$2,000
YMCA of South Palm Beach County	$10,000
YMCA of Palm Beach County	$35,000

8,201 clients served

HEALTH:

2021-2022 Investment $1,513,000

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	2021-2022 FUNDING
211 Palm Beach	$54,200
Alpert Jewish Family Service	$60,500
Alzheimer's Community Care	$80,000
The Arc of Palm Beach County	$142,000
The Arc of The Glades	$35,000
Caridad Center	$180,000
Catholic Charities	$10,000
Center for Child Counseling	$60,000
Center for Family Services	$27,500
Clinics Can Help	$42,400
Drug Abuse Foundation	$100,000
Drug Abuse Treatment Association	$184,000
Families First	$90,400
Gulfstream Goodwill	$28,000
Habitat for Humanity	$7,500
Healthy Mothers, Healthy Babies	$15,000
Legal Aid Society	$65,000
Palm Beach Habilitation Center	$242,000
Planned Parenthood	$35,000
Seagull Services	$52,000
The Glades Initiative	$2,500

30,803 clients served

INCOME:

2021-2022 Investment $1,102,250

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	2021-2022 FUNDING
211 Palm Beach	$126,250
Adopt-A-Family	$134,000
Aid to Victims of Domestic Abuse	$167,000
CROS Ministries	$40,000
El Sol	$45,000
Farmworker Coordinating Council	$110,000
Feeding South Florida	$55,000
Gulfstream Goodwill	$10,000
Homeless Coalition	$15,000
HomeSafe	$75,000
Palm Beach County Food Bank	$15,000
The Glades Initiative	$40,000
The Lord's Place	$210,000
YWCA of Palm Beach County	$60,000

430,776 clients served

TURKEY TROT BENEFITS AT A GLANCE

	Title 10K	Platinum 5K	Gold 2.5K	Silver 1K	Bronze 500	Course Sign 200
Invitation to the exclusive Alexis de Tocqueville annual dinner	✓					
Company logo exclusively positioned on race bibs (quantity 1,500)	✓					
Company logo on Turkey Trot ad in the Shiny Sheet	✓					
Large company logo on all participant T-shirts	✓					
Opportunity to address the participants with brief remarks race day morning	✓					
Opportunity to present awards to age group winners on race day	✓					
Company logo on front of all race brochures (quantity 8,000)	✓	✓				
Audio recognition of company name by emcee during race	✓	✓	✓			
Company logo on banner at Start/Finish Line	✓	✓	✓			
Mention in all press releases	✓	✓	✓			
Company logo on all participant T-shirts (quantity 1,500)	✓	✓	✓	✓		
Company logo and your website link on the race event page of Town of Palm Beach United Way's website	✓	✓	✓	✓	✓	
Company logo on race day sponsor board	✓	✓	✓	✓	✓	
VIP Packet Delivery	✓	✓	✓	✓	✓	
Company logo on one course sign positioned on the course	✓	✓	✓	✓	✓	✓
Placement of any promotional materials in the race goody bags (quantity 1,500)	✓	✓	✓	✓	✓	✓
Complimentary runners/walkers	10	8	5	2	1	0