

TOWN OF PALM BEACH UNITED WAY
15TH ANNUAL

Turkey Trot



THANKSGIVING DAY
NOVEMBER 23, 2023

PALM BEACHES' GREATEST THANKSGIVING TRADITION



DATE: Thursday, November 23, 2023 (Thanksgiving Day)

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

PLACE: Bradley Park, Palm Beach

PARTICIPATION: Limited to 1,500 (race sells out every year)

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Islanders Committee

Francesca Congilio Finck Gabrielle Coniglio Fricker
William Finck Scott Fricker

Event Co-Chairs

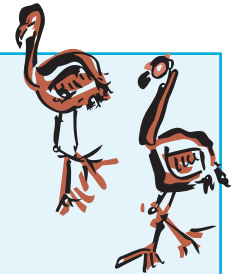
Cara Coniglio McClure
Jared McClure

Honorary Co-Chairs

Bill Benjamin
Katie Benjamin
Sean Bresnan
Jill Butler
Emily Clifford
Jay Clifford
Christopher Cook
Jan-Marie Coniglio Cook
Lilly Ferreira
Sean Ferreira
Juliana Gendelman

Christopher Goldberg
Crista Kobza
Joshua Kobza
George Merck
Lauren Merck
Brad McPherson
Kristina McPherson
Hess Musallet
Colleen Orrico
Afsy Pottash
Andrew Reyes

Elizabeth Reyes
Jennifer Saville
Christina Coniglio Silverstein
Adam Silverstein
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 1,500 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. By joining as a sponsor, your brand will have the opportunity to be integrated into all race communications to past and current participants and Turkey Trot collateral (shirts, bibs, signage, etc.).

Please join us! Together we are helping to provide meals to those who need them most.



GIVING TO YOUR LOCAL COMMUNITY

Last year, thanks to our participants and sponsors, we provided Thanksgiving meals to clients at 19 local non-profit organizations:

**4,984 THANKSGIVING MEALS
WERE PROVIDED TO
PALM BEACH COUNTY RESIDENTS IN NEED**



Aid to Victims of Domestic Abuse
Alpert Jewish Family Service
Alzheimer's Community Care
American Association of Caregiving Youth
Arc of the Glades
Caridad Center
Catholic Charities

Center for Child Counseling
Drug Abuse Foundation
Families First
Farmworker Coordinating Council
Glades Initiative
Healthy Mothers, Healthy Babies
Homeless Coalition

HomeSafe
Lord's Place
Milagro Center
Opportunity Early Childhood
Take Stock in Children

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.

200963 participants	20141,015 participants	20191,500 participants
201098 participants	20151,246 participants	2020748 participants (virtual)
2011534 participants	20161,377 participants	20211,471 participants
2012760 participants	20171,418 participants	20221,500 participants
2013864 participants	20181,452 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, Palm Beach Society magazine, and other local print publications.
- **Website** - Event page will consist of all sponsor logos with a link to company's website. Last year, over 5,229 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 - PREMIER SPONSOR \$15,000

- Invitation for 2 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 the Palm Beach Daily News
- Company logo on the 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 1,600)
- Company logo on race day sponsor board
- Mention in all press releases as a Premier Sponsor
- Placement of any promotional materials in the race 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
- 15 complimentary runner/walker entries with VIP packet delivery



CHAMPION THE CAUSE - TITLE SPONSOR \$10,000

- Invitation for 2 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 the inside 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
- Company logo on all participant t-shirts (quantity 1,600)
- Company logo on race day sponsor board
- Mention in all press releases as a Title Sponsor
- Placement of any promotional materials in the race bags (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 1,600)
- Company logo on race day sponsor board
- Mention in all press releases as a Platinum Sponsor
- Placement of any promotional materials in the race bags (quantity 1,500)
- 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

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
- Company logo on all participant t-shirts (quantity 1,600)
- Company logo on race day sponsor board
- Placement of any promotional materials in the race 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
- 3 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
- Company logo on all participant t-shirts (quantity 1,600)
- Company logo on race day sponsor board
- Placement of any promotional materials in the race bags (quantity 1,500)
- Company logo on one course sign positioned on the course
- 2 complimentary runner/walker entries with VIP packet delivery

STAY THE COURSE - COURSE SIGN SPONSOR \$250

- Company logo on one course sign positioned on the course
- Placement of any promotional materials in the race bags (quantity 1,500)



**TO BE INCLUDED IN THE BROCHURE THE
SPONSORSHIP DEADLINE IS
JUNE 26, 2023**



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 174,843.

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. 110 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

2023-2024 FUNDED PROGRAMS

EDUCATION: 2023-2024 Investment \$1,153,200

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	2023-2024 FUNDING	AGENCY	2023-2024 FUNDING
Achievement Centers	\$114,000	Literacy Coalition	\$162,100
Adopt-A-Family	\$66,000	Milagro Center	\$93,000
American Association of Caregiving Youth	\$25,000	Opportunity Early Childhood Center	\$185,000
The Arc of Palm Beach County	\$55,600	Take Stock in Children	\$75,000
Boys & Girls Clubs of Palm Beach County	\$230,000	Urban Youth Impact	\$15,000
Habitat for Humanity	\$18,500	Vita Nova	\$32,000
Healthy Mothers, Healthy Babies	\$22,000	YMCA of South Palm Beach County	\$15,000
HomeSafe	\$5,000	YWCA of Palm Beach County	\$40,000

HEALTH: 2023-2024 Investment \$ 1,538,068

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	2023-2024 FUNDING	AGENCY	2023-2024 FUNDING
211 Palm Beach	\$55,468	Drug Abuse Foundation	\$145,000
Alpert Jewish Family Service	\$60,000	Drug Abuse Treatment Association	\$193,200
Alzheimer's Community Care	\$85,000	Families First	\$105,400
The Arc of The Glades	\$20,000	Gulfstream Goodwill	\$15,000
The Arc of Palm Beach County	\$263,000	Healthy Mothers, Healthy Babies	\$15,000
Caridad Center	\$220,000	Legal Aid Society	\$65,000
Catholic Charities	\$20,000	Planned Parenthood	\$35,000
Center for Child Counseling	\$75,000	Project LIFT	\$65,000
Center for Family Services	\$45,000	YMCA of the Palm Beaches	\$1,000
Clinics Can Help	\$55,000		

INCOME: 2023-2024 Investment \$1,243,400

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	2023-2024 FUNDING	AGENCY	2023-2024 FUNDING
211 Palm Beach	\$108,400	The Glades Initiative	\$44,000
Adopt-A-Family	\$134,000	HomeSafe	\$100,000
Aid to Victims of Domestic Abuse	\$162,000	The Lord's Place	\$375,000
Boca Helping Hands	\$55,000	Project LIFT	\$30,000
CROS Ministries	\$50,000	Vita Nova	\$25,000
El Sol	\$50,000	YWCA of Palm Beach County	\$60,000
Farmworker Coordinating Council	\$50,000		

TURKEY TROT BENEFITS AT A GLANCE

	Premium 15K	Title 10K	Platinum 5K	Gold 2.5K	Silver 1K	Course Sign 250
Company logo on Turkey Trot ad in the Palm Beach Daily News						
Large company logo on all participant T-shirts (quantity 1,600)						
Opportunity to address the participants with brief remarks race day morning						
Opportunity to present awards to age group winners on race day						
Invitation for 2 to the exclusive Alexis de Tocqueville annual dinner for donors contributing \$10,000 and above						
Company logo exclusively positioned on race bibs (quantity 1,500)						
Company logo on the 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 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 1,600)						
Company logo on race day sponsor board						
Company logo on one course sign positioned on the course						
Placement of any promotional materials in the race bags (quantity 1,500)						
Complimentary runners/walkers entries with VIP packet delivery	15	10	5	3	2	0