



2026 TOWN OF PALM BEACH UNITED WAY

Turkey Trot

A MESSAGE TO OUR SPONSORS

The **Turkey Trot** has become one of the most cherished traditions on the island of Palm Beach – a celebration of community, generosity, and the belief that together we can make a meaningful difference.

Each year, more than **1,600 runners, walkers, and families** gather with excitement and purpose to take part in this special event. While the race fills our community with energy and joy, its impact reaches far beyond the finish line. The Turkey Trot brings neighbors together in a shared commitment to ensuring that no one in our community is forgotten during the holiday season.

Through the generosity of sponsors and participants, the Turkey Trot raises critical funds for the Town of Palm Beach United Way, helping provide **holiday meals to individuals and families in need throughout Palm Beach County**. For many families, these meals represent far more than food on the table – they offer comfort, dignity, and the powerful reminder that their community cares.

By becoming a **Turkey Trot sponsor**, you help make this impact possible. Your support ensures that more families can experience the warmth and hope of the holiday season while demonstrating your organization's commitment to strengthening the community we all cherish.

Sponsors receive meaningful visibility and recognition throughout the event, including placement on **Turkey Trot t-shirts, race bibs, signage, and promotional materials**, as well as integration into communications with past and current participants. Most importantly, your sponsorship aligns your organization with one of Palm Beach's most cherished charitable traditions – an event that sells out every year and brings people together to give back.

We invite you to **join us at this year's Turkey Trot** – an event that sells out every year and brings people together to give back. Whether as a sponsor, participant, or volunteer, your involvement will help ensure that more families across Palm Beach County can share in the joy, nourishment, and hope of the holiday season.

Together, we can turn a morning run into a powerful act of community care.



GREAT EXPOSURE FOR YOUR COMPANY

The Turkey Trot will be promoted through a comprehensive marketing campaign designed to reach **more than 8,000 businesses and households across Palm Beach, South Palm Beach, and Manalapan**. Our multi-channel outreach ensures strong visibility for the event and meaningful recognition for our sponsors.

Email – Regular email campaigns distributed through Constant Contact from **July through Race Day**, reaching past participants, donors, and community supporters.

Print Media – Featured coverage and advertising in the **Palm Beach Daily News, Palm Beach Society Magazine**, and other prominent local publications.

Website – The official event webpage will prominently display **all sponsor logos with direct links to company websites**.

Social Media – Consistent promotion across our social platforms from July through Race Day, highlighting sponsors and building excitement for the event:

- **Facebook:** Sponsor recognition and event updates featuring your company name and logo
- **X:** Sponsor mentions and promotional posts leading up to race day
- **Instagram:** Visual promotion including photos, sponsor highlights, and race-day content

Together, this robust promotional campaign ensures that sponsors receive **strong community visibility while supporting one of Palm Beach's most beloved charitable traditions**.



THE ISLANDERS

The Islanders are a group of dedicated young professionals who share a passion for building meaningful connections while giving back to their community. Each year, they generously contribute their time and talents to bring to life the **Annual Turkey Trot**, one of Palm Beach's most beloved charitable traditions.

Because of their commitment and collaborative efforts, the Turkey Trot helps ensure that **thousands of children and adults across Palm Beach County can enjoy holiday meals each year**. Their work turns a morning of fun into something far greater: a meaningful expression of gratitude, compassion, and the true spirit of Thanksgiving.

Islanders Committee

Event Co-Chairs

Francesca Coniglio Finck
William Finck

Gabrielle Coniglio Fricker
Scott Fricker

Honorary Co-Chairs

Cara Coniglio McClure

Jared McClure

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

Amy Garvy
Kevin Garvy
Juliana Gendelman
Dana Godfrey
Justin Godfrey
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
Adam Silverstein
Christina Coniglio Silverstein

Kate Parker Spencer
Paul Spencer
Clay Surovek
Jessica Surovek
Holly Weston
Chad Wilkinson
Lisa Wilkinson



PRESENTING SPONSOR | \$20,000

- Company logo on Turkey Trot ad in the Palm Beach Daily News
- Opportunity to address the participants with brief remarks race day morning
- Opportunity to present awards to age group winners on race day
- Invitation for 4 to the exclusive Alexis de Tocqueville Society annual dinner for donors contributing \$10,000 and above
- Company logo prominently positioned on the race bibs (quantity 1,600)
- 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 the Presenting Sponsor
- Placement of any promotional materials in the race bags (quantity 1,600)
- Company logo on one course sign positioned on the course
- Audio recognition of company name by emcee during race
- 20 complimentary runner/walker entries with VIP packet delivery

PREMIER SPONSOR | \$15,000

- Company logo on Turkey Trot ad in the Palm Beach Daily News
- 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 Society annual dinner for donors contributing \$10,000 and above
- Company logo prominently positioned on the race bibs (quantity 1,600)
- 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 the Premier Sponsor
- Placement of any promotional materials in the race bags (quantity 1,600)
- Company logo on one course sign positioned on the course
- Audio recognition of company name by emcee during race
- 15 complimentary runner/walker entries with VIP packet delivery

ISLAND CHAMPION SPONSOR | \$10,000

- Invitation for 2 to the exclusive Alexis de Tocqueville Society annual dinner for donors contributing \$10,000 and above
- 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 an Island Champion Sponsor
- Placement of any promotional materials in the race bags (quantity 1,600)
- 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

LEADERSHIP SPONSOR | \$5,000

- 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 Leadership Sponsor
- Placement of any promotional materials in the race bags (quantity 1,600)
- 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

COMMUNITY CHAMPION SPONSOR | \$2,500

- Company logo and your website link on the race event page of the Town of Palm Beach United Way's website
- Company logo on all participant t-shirts (quantity 1,600)
- Company logo on race day sponsor board
- Mention in all press releases as a Community Champion Sponsor
- Placement of any promotional materials in the race bags (quantity 1,600)
- 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

DRUMSTICK DASH SPONSOR | \$2,000

- Company logo on Drumstick Dash signage
- 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 Drumstick Dash and 5K t-shirts
- Company logo on race day sponsor board
- Placement of any promotional materials in the race bags (quantity 125)
- Mention in all press releases as a Drumstick Dash sponsor
- Audio recognition of company name by emcee during race
- 2 complimentary runner/walker 5K entries with VIP packet delivery



BE THE CHANGE 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 1,600)
- Company logo on one course sign positioned on the course
- 2 complimentary runner/walker entries with VIP packet delivery

COURSE SIGN SPONSOR | \$250

- Company logo and your website link on the race event page of the Town of Palm Beach United Way's website
- Placement of any promotional materials in the race bags (quantity 1,600)
- Company logo on one course sign positioned on the course



**For more information, contact:
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