

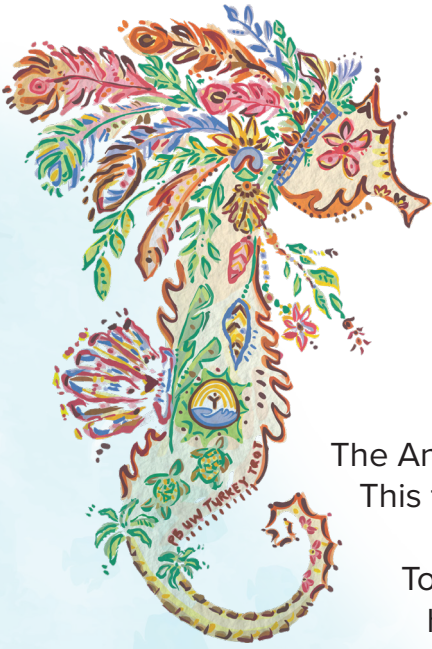
TOWN OF PALM BEACH UNITED WAY  
16TH ANNUAL

# *Turkey Trot*

SPONSORSHIP PACKET







# ABOUT THE TROT

**Thanksgiving Day  
November 28, 2024  
Bradley Park, Palm Beach**

**7:30 AM – Drumstick Dash  
8:00 AM – 5K**

The Annual Turkey Trot is a race on the island of Palm Beach. This fun 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 holiday meals to individuals and families in need throughout Palm Beach County.

By joining as a sponsor, your brand will be integrated into all race communications to past and current participants as well as Trot collateral (shirts, bibs, signage).

**PLEASE JOIN US!**

***Together, we are helping to provide meals to those who need them most.***

## Islanders Committee

Francesca Congilio Finck  
William Finck

Gabrielle Coniglio Fricker  
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  
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  
Christina Coniglio Silverstein  
Adam Silverstein  
Kate Parker Spencer  
Paul Spencer  
Clay Surovek  
Jessica Surovek  
Holly Weston  
Chad Wilkinson  
Lisa Wilkinson

## GIVING TO YOUR LOCAL COMMUNITY

Last year, thanks to our participants and sponsors, we provided funding to 24 local non-profit organizations, which in turn provided 4,662 Thanksgiving meals to Palm Beach County residents in need.

Achievement Centers

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

Arc of Palm Beach County

Boys & Girls Clubs

Caridad Center

Catholic Charities

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

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. Last year the attendance was over 1,500. The Trot is a highly sought after race, selling out well before race day.

## 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, email, website, Facebook, Twitter and Instagram.

- **Email** - Blasts through Constant Contact from July 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. On last year's race web page, there were 5,753 active users and 8,494 page views.  
[www.palmbeachunitedway.org/turkey-trot](http://www.palmbeachunitedway.org/turkey-trot)
- **Facebook** - Posts from July to Race Day including your company and logo.
- **Twitter** - Tweets from July 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 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
- Company logo exclusively positioned on the race bibs (quantity 1,500)
- 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
- 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 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
- 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 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 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 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 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 1,500)
- 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

## Drumstick Dash Sponsor - \$2,000 *NEW THIS YEAR*

- 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 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



## 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 1,500)
- 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

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





# 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 174,822.

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 43 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. Almost 500 volunteers donate their time and talent so that we are able to be extremely efficient and keep costs low so more people can be helped.





# TURKEY TROT BENEFITS AT A GLANCE

	Premier 15K	Title 10K	Platinum 5K	Gold 2.5K	Drumstick Dash 2K	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 1,500)							
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)							
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 1,500)							
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)							
Company logo on all participant Drumstick Dash t-shirts							
Placement of any promotional materials in the Drumstick Dash race bags (quantity 125)							
Complimentary runners/walkers entries with VIP packet delivery	15	10	5	3	2	2	0

For more information, contact:  
**Kristen Perrone**  
[kristenperrone@palmbeachunitedway.org](mailto:kristenperrone@palmbeachunitedway.org)

 **Townofpbunitedway**


 **@PBUnitedWay**

 **@pbunitedway**

 **561 655 1919**

 **[info@palmbeachunitedway.org](mailto:info@palmbeachunitedway.org)**

 **[www.palmbeachunitedway.org](http://www.palmbeachunitedway.org)**

 **44 Coconut Row, M201  
Palm Beach, FL 33480**

