

TOWN OF PALM BEACH UNITED WAY
17TH ANNUAL

Turkey Trot

SPONSORSHIP INFORMATION



Thanksgiving,
November 27, 2025

The Turkey Trot has become a cherished tradition on the island of Palm Beach. It embodies the spirit of giving and community support, reminding us of the importance of helping others.

A MESSAGE TO OUR SPONSORS

Supporting Palm Beach County One Step at a Time

Every year, the island of Palm Beach comes alive with excitement and energy as it hosts the Turkey Trot, an annual race that brings together 1,600 runners, walkers, and trotters. This delightful event is not just about physical activity; it celebrates community spirit, generosity, and the willingness to help those in need.

The true heart of the Turkey Trot lies in its mission to support the Town of Palm Beach United Way. The funds raised during the event are used to provide holiday meals to individuals and families in need throughout Palm Beach County.

Should you choose to sponsor this race, your brand will gain significant visibility and recognition. Sponsors have the unique opportunity to be integrated into all race communication to past and current participants. This includes Turkey Trot collateral such as shirts, bibs, and signage. Sponsorship highlights your brand's commitment to community welfare and helps strengthen your connection with the local community.

GREAT EXPOSURE FOR YOUR COMPANY

The event will be widely promoted with a reach of 8,000 businesses and households in Palm Beach, South Palm Beach and Manalapan. Our publicity campaign will include media coverage, email, website, Facebook, X, 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 the company's website. On last year's race web page, there were 6,100 active users and 9,157 page views.

Facebook - Posts from July to Race Day, including your company and logo.

X - Posts from July to Race Day, including your company and logo.

Instagram - Photos of your logo.

JOIN US

We invite you to join us at the Turkey Trot. Whether as a participant, sponsor, or volunteer, your involvement will make a significant impact. Together, we can help provide meals for those who need them most, ensuring that everyone in Palm Beach County can experience the joy and warmth of the holiday season.



THE ISLANDERS

The Islanders is a dynamic committee of dedicated young professionals looking to create meaningful connections while supporting their community. They gather each year to lend their time, talents, and enthusiasm to organizing the Annual Turkey Trot.

The Islanders strive to make each Turkey Trot memorable, ensuring fun for racers of all ages and skill levels while amplifying the spirit of giving. Thanks to the group's collaborative efforts, thousands of children and adults are able to enjoy holiday meals each year—a tangible impact that represents the meaning 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	Amy Garvy	Brad McPherson	Kate Parker Spencer
Katie Benjamin	Kevin Garvy	Kristina McPherson	Paul Spencer
Sean Bresnan	Juliana Gendelman	Hess Musallet	Clay Surovek
Jill Butler	Dana Godfrey	Colleen Orrico	Jessica Surovek
Emily Clifford	Justin Godfrey	Afsy Pottash	Holly Weston
Jay Clifford	Christopher Goldberg	Andrew Reyes	Chad Wilkinson
Christopher Cook	Crista Kobza	Elizabeth Reyes	Lisa Wilkinson
Jan-Marie Coniglio Cook	Joshua Kobza	Jennifer Saville	
Lilly Ferreira	George Merck	Adam Silverstein	
Sean Ferreira	Lauren Merck	Christina Coniglio Silverstein	

GIVING TO YOUR LOCAL COMMUNITY

Last year, thanks to our participants and sponsors, we provided funding to 27 local non-profit organizations, which in turn provided **6,288 Thanksgiving meals** to Palm Beach County residents in need.

Achievement Centers	Caridad Center	HomeSafe
Adopt-A-Family	Catholic Charities	Lord's Place
Aid to Victims of Domestic Abuse	Center for Child Counseling	Meals on Wheels
Alpert Jewish Family Service	DePorres P.L.A.C.E.	Milagro Center
Alzheimer's Community Care	Drug Abuse Foundation	National Council of Jewish Women
American Association of Caregiving Youth	El Sol	Opportunity Early Childhood
Arc of the Glades	Families First	Take Stock in Children
Arc of Palm Beach County	Glades Initiative	Urban Youth Impact
Boys & Girls Clubs	Healthy Mothers, Healthy Babies	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 just over 1,600. The Trot is a highly sought after race, selling out well before race day.

2009 63 participants	2015 1,246 participants	2021 1,471 participants
2010 98 participants	2016 1,377 participants	2022 1,600 participants
2011 534 participants	2017 1,418 participants	2023 1,595 participants
2012 760 participants	2018 1,452 participants	2024 1,605 participants
2013 864 participants	2019 1,600 participants	
2014 1,015 participants	2020 748 participants (virtual)	

LIVE UNITED - 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 exclusively 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 a 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

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 1,600)
- 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 a Title 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

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 1,600)
- 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 1,600)
- 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



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 1,600)
- 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

- 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
- 2 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 1,600)
- 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 1,600)
- Company logo on one course sign positioned on the course
- Company logo and your website link on the race event page of the Town of Palm Beach United Way's website



WHAT THE TOWN OF PALM BEACH UNITED WAY DOES

Helping Our Community Thrive

The simplest way to answer what the Town of Palm Beach United Way does 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 168,608.

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 We Help

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.

- **Education:** Helping children with learning disabilities, providing tutoring and mentoring programs, and supporting early childhood education initiatives.
- **Health:** Offering mental health services, supporting health screenings and preventative care, aiding those with developmental disabilities.
- **Income:** Assisting with job training and placement, providing financial literacy programs, and supporting housing and shelter initiatives.

Community Support

















































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 ensure that donors and volunteers are included in all our decision making and funding processes. Over 500 community volunteers donate their time and talent so that we can be extremely efficient and keep costs low, so more people can be helped.

Looking Ahead

As we look to the future, we remain committed to expanding our reach and impact. We continuously assess the needs of our community and adapt our strategies to ensure we provide the best possible support. The Town of Palm Beach United Way is dedicated to making a positive difference in the lives of those in Palm Beach County. Through collaboration, community support, and unwavering commitment, we strive to help as many people as possible. Our work is driven by the belief that when we come together, we can create a brighter, more hopeful future for everyone.



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							
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 1,600)							
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 1,600)							
Company logo on all participant Drumstick Dash t-shirts							
Complimentary runners/walkers entries with VIP packet delivery	15	10	5	3	2	2	0



For more information, contact:
Kristen Perrone
kristenperrone@palmbeachunitedway.org

 **Townofpbunitedway**


 **@PBUnitedWay**

 **@pbunitedway**

 **561 655 1919**

 **info@palmbeachunitedway.org**

 **www.palmbeachunitedway.org**

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



Town of Palm Beach United Way