

Seattle Turkey Trot

2021
Virtual



Sponsorship Opportunities

Build Community, Feature Your Brand,
Bring Hope to Our Neighbors

Ballard Food Bank  *A Hub for Hope*

About Seattle Turkey Trot

The Seattle Turkey Trot was created in 2007 by 3 Seattle Ballardites who wanted to run on Thanksgiving morning in an attempt to counteract the large quantities of food that would be consumed later in the day.

A scenic course was chosen, friends and family were invited to join, and 30 people showed up to run that inaugural year.

The next year, 200 people showed up, and the extra money raised was donated to the Ballard Food Bank. Since then, the Ballard Food Bank has been instrumental in organizing and handling the yearly run, and all proceeds raised go directly to the Food Bank to help provide food and hope to our neighbors.



Ballard Food Bank is a non-profit organization serving neighbors in northwest Seattle. Our mission is to bring food and hope to our neighbors...**because there can be enough for everyone.**

To achieve our mission, we provide access to nutritious foods and services that support self-sufficiency through our food bank and community resource hub, where we offer home delivery, weekend food for kids program, and emergency financial assistance.

Bringing
Food
& Hope
to our
Neighbors

Benefits of Your Sponsorship

As a sponsor of the Seattle Turkey Trot, there are opportunities for positive brand recognition as well as relationship building with the community. See your brand and logo featured in press releases, social media, and event materials:

- Build your community presence and visibility
- High brand visibility with upwards of 5,000 registrants
- Your name and logo will be seen by 2,700 followers on Ballard Food Bank Facebook, email list of 10,300 people, and 1,400 followers on Instagram and Twitter
- Your sponsorship directly supports the Ballard Food Bank and our neighbors in need

"Start your Turkey Day off with some energy burnin' fun at the 9th Annual Seattle Turkey Trot benefiting the Ballard Food Bank."
Red Tricycle, naming Seattle Turkey Trot one of the 9 best Holiday Fun Runs (2015)



Sponsor The 15th Annual Seattle Turkey Trot

Now in its 15th year, the Seattle Turkey Trot is one of Seattle's premier 5K family friendly walk-run-trot events. In 2019, the Seattle Turkey Trot drew 4,700 participants, with 100 volunteers, and raised nearly \$200,000 for Ballard Food Bank. Voted by Red Tricycle as one of the 9 best Holiday Fun Runs, the Seattle Turkey Trot is the perfect way for family and neighbors to kick off their Thanksgiving day. All proceeds from the Seattle Turkey Trot directly benefit Ballard Food Bank.

Join Ballard Food Bank for the 14th Annual Seattle Turkey Trot—our biggest fundraiser of the year—and support essential programs for our community including:

- **Drive-Thru Food Bank:** Offered four days a week in the Ballard Food Bank parking lot. We're feeding nearly double the number of people we were before Covid-19.
- **Expanded Home Delivery Program:** We recognize that some people can't access our drive-thru option. We have expanded home delivery during this time and bring bags of food to our neighbors at home.
- **Community Resource Hub:** We offer emergency financial assistance for rent and utilities, mail service, and space for our community partners to work with clients on-site.



Sponsorship Opportunities

Sponsorship Benefits*	Presenting Sponsor Golden Gardens \$15,000	Shilshole Marina \$10,000	Sunset Hill \$5,000	Seaview Supporter \$2,500	Turkey Trotter \$1,000
# OF FREE RACE ENTRIES	10	8	4	3	2
PRE-EVENT RECOGNITION					
Social Media Promotion	✓	✓	✓	✓	✓
Email Blast	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓		
Name in Press Release	✓	✓	✓	✓	
Logo in Newsletter	✓	✓	✓		
DAY OF EVENT RECOGNITION					
Logo on Back of T-Shirt	✓	✓	✓		
Social Media Promotiom	✓	✓	✓	✓	✓
Email Blast	✓	✓	✓	✓	✓
POST-EVENT RECOGNITION					
Thank You Emails	✓	✓	✓	✓	✓
Thank You Social Media Blast	✓	✓	✓	✓	✓

Note: Logo size/placement will vary depending on sponsorship level.

Inclusion on the Seattle Turkey Trot website, social media promotion, and email is available on a rolling basis. For inclusion on the Seattle Turkey Trot t-shirt we need a commitment by October 29. To be included in our fall newsletter we need a commitment by October 7.

Seattle Turkey Trot

Sponsorship Agreement

Thank you for supporting Ballard Food Bank!

Please send your check with a note that reads: SPONSORSHIP BY [YOUR BUSINESS NAME] to:

**ATTN: Colleen Martinson
Ballard Food Bank
5130 Leary Ave NW
Seattle, WA 98107**

Please email your business logo in .esp & .png format to:

Colleen Martinson,
colleenm@ballardfoodbank.org

**Commitment Date:
By October 29, 2021**

206 - 789 - 7800 | www.ballardfoodbank.org

_____ Yes, we are interested in sponsoring the 2021 Seattle Turkey Trot at the following level:

- _____ Golden Gardens \$15,000
- _____ Shilshole Marina \$10,000
- _____ Sunset Hill \$5,000
- _____ Seaview Supporter \$2,500
- _____ Turkey Trotter \$1,000

.....
Business Name

.....
Business Address

.....
City *ZIP*

.....
Contact Person

.....
Email *Phone Number*

Your donation is tax deductible. Ballard Food Bank's TAX ID: 91-1428805
Please make a copy of this form for receipt of donation.