



CARLISLE FAMILY YMCA TURKEY TROT SPONSORSHIP

SPONSOR THE AREA'S PREMIERE THANKSGIVING DAY 5K!!!

TOM TURKEY TITLE SPONSOR — \$10,000 (PENN STATE HEALTH)

Exclusive naming rights and a key partner in creative marketing exposure for this signature Y event.
Plus all benefits listed for Harvesters.

SOCIAL MEDIA SPONSOR — \$3,000

Exclusive media sponsor. Tagged in 25+ social media posts over 3+ months. Logo & link in race emails.
Logo included on race day Selfie Stations.
Plus all benefits listed for Harvesters.

FINISH LINE / RESULTS SPONSOR \$2,000 (VOLVO)

Provide your company's banner to be displayed on Finish Line Arch and on Digital Results on race day.
Plus all benefits listed for Harvesters.

DRUMSTICK SPONSORS — \$1,000 EACH

Includes choice of one of the following, plus all benefits listed for Harvesters:

PACE CAR SPONSOR (CARLISLE BUICK GMC)

Exclusive dealership opportunity to market and provide the pace car for the event.

WISHBONE KIDS ZONE SPONSOR (COMMON SENSE ADOPTION & FOSTER CARE)

Provide your company's banner to be displayed in the Kids Zone on race day.

WATER STATION SPONSOR (UPMC)

Provide your company's banners to be displayed at our large, on-course water station.

AWARDS SPONSOR (APPALACHIAN RUNNING COMPANY)

Race-day recognition & tagged when we announce the winners on social media.

PACKET PICK-UP SPONSOR

Provide your company's banner to be displayed at Advance Packet Pick-Up and Race Day Registration areas.

REGISTRATION CONFIRMATION SPONSOR (PLANT SITE LOGISTICS)

Company logo on every participant's race registration email confirmation.

RACE BIBS SPONSOR — \$1,500 (BOBBY RAHAL AUTOMOTIVE GROUP)

Logo on custom race bibs, printed materials, Y website, registration site and in-house marketing initiatives.

BEVERAGE SPONSOR — \$500 (DAVE HOOKE TEAM AT KELLER WILLIAMS)

Also provide bottled water with your company logo for race day. Plus all benefits listed for Harvesters.

HARVESTERS — \$750 EACH (1 AVAILABLE)

Logo on race shirt, printed materials, Y website & registration site. Race day recognition.
Opportunity for one individual social media post with Turkey Jay.

FRIENDS OF THE TROT — \$300 EACH (MULTIPLE AVAILABLE)

Logo on registration site. Name on printed materials. Race day recognition. Tagged in one group social media post.
Priority to move to a higher sponsorship level if spots become available.

TURKEY TROT SPONSORSHIP



Nearly 2,900 people from 31 states & Washington D.C. were walking billboards for our 2024 Turkey Trot. This is a great way for your sponsorship dollars to work for you all year long!



**RAISE BRAND AWARENESS & INCREASE MARKET PENETRATION FOR YOUR BUSINESS THROUGH SPONSORSHIP OF Y EVENTS & PROGRAMS!
GIVE BACK WHILE ACCOMPLISHING YOUR GOALS!**

We promote the Turkey Trot through a variety of media, including digital, print and TV. We also utilize our social media channels and extensive email database. Depending on your sponsorship level, you could be included on our website and print materials as well as digital and print advertising, social media posts, email blasts and T-shirts. As an added bonus, sponsors who contribute \$5,000 or more in a calendar year are featured as our Community Partners.

EVENT DAY EXPOSURE

EVENT FLYERS

EVENT T-SHIRTS



E-MAIL

# CONTACTS	AVG OPEN RATE	AVG CLICK THRU RATE
14,669	66%	6%

WEBSITE

5/1/24-4/30/25 VISITS	AVG MONTHLY VISITS	AVG SESSION DURATION
311,651	25,971	1:27

SOCIAL MEDIA

	FOLLOWERS AS OF MAY 2025	4,393
	FOLLOWERS AS OF MAY 2025	1,534

MEDIA EXPOSURE

MEDIA OUTLET	AUDIENCE / IMPRESSIONS
COMCAST	44,231 / 547,737
THE SENTINEL	5,000 / 18,000
PENNLIVE	48,415 / 546,535

FACILITY EXPOSURE

2024 MEMBERSHIP UNITS	5,150
2024 MEMBER CARD SWIPES	238,731

For more information contact — Jay Catron, Race Director | 717-243-2525 ext 230 | jcatron@carlislefamilyymca.org