The 31st Annual
Turkey Trot 5k

Thanksgiving Morning | November 26, 2020
Virtual Race

Sponsorship Guide

www.TurkeyTrotOrlando.com
Seniors First Turkey Trot 5k
A Thanksgiving Tradition

Our Virtual Race
In response to the ongoing Covid-19 restrictions, this year we invite participants to run with us virtually in order to remain safe and still support our race to end senior hunger through programs like Meals on Wheels. Run, walk, hike, bike, the choice is yours! All registrants will receive an event shirt, finishers medal and bib. The Turkey Trot 5k can be completed anywhere! Use a treadmill, sidewalk, park or just walk the neighborhood with friends and family. It’s completely up to you! Pre-race registration is open now at TurkeyTrotOrlando.com.

Partner Benefits
As one of our official sponsors, your company will receive direct exposure to thousands of runners. Further advertising will reach many more through our collateral materials, television, print and radio promotions, dedicated Turkey Trot website, extensive social media campaigns and more! By aligning your brand with this time honored tradition, your sponsorship will not only support your business and build your charitable footprint but will go directly to help seniors in Orange, Seminole, Osceola and Polk Counties.

How You Will Make A Difference
Now more than ever senior citizens need your support! You will have a direct and positive impact on the lives of:
- Seniors facing hunger and malnourishment.
- Seniors suffering from isolation.
- Seniors living in unsafe conditions.
- Seniors at risk of losing the ability to stay in their own homes.

About Seniors First
Seniors First, Inc. is a nonprofit organization that has been dedicated to meeting the needs of older adults in Central Florida for over 50 years. We are the safety net and vital support system for seniors with limited options; preventing senior hunger through meal programs and strengthening and supporting them with in-home care and community services.

Seniors First mission: To enhance the quality of life of seniors by maintaining their independence and dignity.

To become a sponsor contact Wendy Jackson ● 407-373-7754 ● wjackson@seniorsfirstinc.org
SENIORS FIRST TURKEY TROT 5K
PREMIERE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor: $10,000 (Exclusive)

- Title mention & logo on all print media
- Feature article in agency newsletter
- Logo on all runner bib numbers
- Company name included in all TV & radio marketing
- Company supplied info in all digital race packets
- Company logo prominent on all race t-shirts
- Logo and link on event website
- 10 complimentary TT participant registrations
- 10 complimentary TT t-shirts
- 10 complimentary TT medals

Elite Sponsor: $7,500

- Logo on all runner bib numbers
- Company supplied info in all digital race packets
- Logo in all print media
- Company logo on all race t-shirts
- Logo and link on event website
- Inclusion in agency newsletter
- 7 complimentary TT participant registrations
- 7 complimentary TT t-shirts
- 7 complimentary TT medals

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SENIORS FIRST TURKEY TROT 5K
PREMIERE SPONSORSHIP OPPORTUNITIES

Champion Sponsor: $5,000

- Company info in digital race packets
- Logo in all print media
- Company logo on all race t-shirts
- Logo and link on event website
- Inclusion in agency newsletter
- 5 complimentary TT participant registrations
- 5 complimentary TT t-shirts
- 5 complimentary TT medals

Pace Setter: $2,500

- Company logo on race t-shirts
- Logo and link on event website
- Inclusion in agency newsletter
- 3 complimentary TT participant registrations
- 3 complimentary TT t-shirts
- 3 complimentary TT medals

Race Fan: $1,500

- Company logo on race t-shirts
- Logo and link on event website
- 2 complimentary TT participant registrations
- 2 complimentary TT t-shirts
- 2 complimentary TT medals

Pit Crew: $500

- Company logo on race t-shirts
- Logo and link on event website

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LETTER OF INTENDED SUPPORT

Yes! We want to be a part of the 31st Annual Seniors First Turkey Trot 5k to be held virtually on November 26, 2020 to ensure that SENIORS FIRST, INC. continues its tradition of providing quality services to seniors in Orange, Seminole, Osceola and Polk counties.

Business Name: ____________________________________________________________

(Please print as you wish company name to appear in formal listings)

Contact Name: _________________________________________________________________________

Title: _______________________________________________________________________________

Address: ____________________________________________________________________________

City: ________________________ State: _______ Zip: ________________________

Phone: ________________________ Ext: __________ Fax: ________________________

Email: ____________________________________________________________________________

Website: ____________________________________________________________________________

Signed: ________________________ Date: __________

Sponsorship Level: Packages:

Presenting (exclusive) $10,000 $______________

Elite $7,500 $______________

Champion $5,000 $______________

Pace Setter $2,500 $______________

Race Fan $1,500 $______________

Pit Crew $500 $______________

We can’t attend or sponsor the Turkey Trot this year, but would like to make a donation to help keep seniors living independently. $______________

TOTAL: $______________

Charge to: ___Visa ___MasterCard ___Am Ex or ___Please Invoice Us

Account #: __________________________ Exp. Date: _______ Security Code: __________

Name on Card: __________________________ Signature: __________________________

All sponsorship pledges and logos must be received by October 16, 2020 to ensure full promotional benefits. Please email, fax, or mail the completed form to:

Email: kbrown@seniorsfirstinc.org

Phone: 407-615-8979 | Fax: 407-292-2773

Mail: Seniors First Inc.- 5395 L.B. McLeod Road - Orlando, FL - 32811

Thank you for your support!

Thank you for this tax-deductible contribution. For purposes of income tax reporting, the exact amount of the tax-deductible contribution depends on sponsorship level benefits. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION FOR SENIORS FIRST, INC., A FLORIDA-BASED NONPROFIT CORPORATION (REGISTRATION NO. CH2071) MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-HELP-FLA (435-7352) WITHIN THE STATE OR VISITING THEIR WEBSITE AT WWW.FRESHFROMFLORIDA.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.