

# Why Sponsor the LARS Turkey Trot?

**T**his Thanksgiving Morning, over 800 runners, walkers, and spectators will flock to Laurel's Historic District for the **12<sup>th</sup> Annual 5K Turkey Trot to Benefit Laurel Advocacy & Referral Services, Inc. (LARS)**. This event has gained a loyal following and continues to grow each year, raising crucial funds for LARS, a non-profit organization helping homeless and low-income families and individuals achieve stability and self-sufficiency. Thanks to the support of many local businesses and organizations who helped us cover our event expenses, the net proceeds from last year's event exceeded \$45,000! This money is used to provide food, financial help, and housing to Laurel residents in crisis.

With your sponsorship of the LARS Turkey Trot, you have the opportunity to not only be part of a memorable community event, but also to spread the word about your business or group to a huge local crowd. Last year's 763 runners and walkers ranged in age from 5 to 85 (average age 37) and 60% were female. While 40% of participants live in Laurel, visiting relatives come from as far away as San Francisco, Dallas, and New York City. Most participants reside in the surrounding suburbs of Baltimore, Annapolis, and Washington, DC, including many families from Silver Spring, Bowie, and Columbia.

Please take a look at the attached list of sponsorship opportunities and feel free to call or email for further information. *Thank you* for your consideration! Your support is truly appreciated by all of us at LARS and all those we serve.

For more information, please contact:

**Laura Wellford**  
**Development & Marketing Manager**  
**301-776-0442 ext. 27**  
**[lwelford@laureladvocacy.org](mailto:lwelford@laureladvocacy.org)**

# 12<sup>th</sup> Annual 5K Turkey Trot

To Benefit Laurel Advocacy & Referral Services, Inc.

## Sponsorship Opportunities

*\*EACH SPONSOR LEVEL INCLUDES ALL LOWER LEVEL BENEFITS\**

<b>Wishbone Winner</b> <b>\$5,000+</b>	<ul style="list-style-type: none"><li>▪ Sponsor name included in official race title (in all materials published after receipt of sponsorship form)</li><li>▪ Special shout out about your sponsorship in news media releases, LARS newsletter mailing, website and social media pages</li><li>▪ Prominent display of corporate banner and promotional materials (provided by sponsor) at start/finish line and results tent</li><li>▪ 2 complimentary race registrations</li></ul>
<b>Gravy Gobbler</b> <b>\$2,500+</b>	<ul style="list-style-type: none"><li>▪ Opportunity to display signage (provided by sponsor) along 5K &amp; 1 mile course routes</li><li>▪ Prominent logo placement on back of t-shirts</li><li>▪ 1 complimentary race registration</li></ul>
<b>Taste Tester</b> <b>\$1,000+</b>	<ul style="list-style-type: none"><li>▪ Table space at event for information or product sampling</li><li>▪ Logo may be included with sponsor name on back of t-shirts</li><li>▪ Announcement of your sponsorship during event</li></ul>
<b>Bread Breaker</b> <b>\$500+</b>	<ul style="list-style-type: none"><li>▪ Sponsor name included on back of t-shirts</li><li>▪ Opportunity to include promotional materials in participant bags</li></ul>
<b>Feathered Friend</b> <b>\$300+</b>	<ul style="list-style-type: none"><li>▪ Charitable tax deduction under section 501c3</li><li>▪ Name listed on LARS website</li><li>▪ Opportunity to advertise sponsorship in your promotional materials</li></ul>
<b>Harvest Helper</b> <b>(In-Kind)</b>	<ul style="list-style-type: none"><li>▪ Items needed include: bagels, fruit, granola bars, coffee, hot chocolate, bottled water, and prizes for the top three overall male and female finishers (gift cards, running-related items, etc.).</li></ul> <p><i>*Sponsorship benefits equal to the total value of items donated</i></p>
<b>Pie Purveyor</b> <b>(In-Kind)</b>	<ul style="list-style-type: none"><li>▪ A very special opportunity to provide our 60 fastest finishers with well-deserved delicious prizes (PIE!). We love to feature one local bakery each year in exchange for donated or discounted pies!</li></ul> <p><i>*Sponsorship benefits equal to total value of donation/discount given</i></p>

# Turkey Trot Sponsorship Pledge

**\*All sponsor information must be received by November 4th, 2016!**

Yes! I will support the 12<sup>th</sup> Annual 5K Turkey Trot to Benefit LARS as a:

\_\_\_ Wishbone Winner (\$5,000+)

\_\_\_ Gravy Gobbler (\$2,500)

\_\_\_ Taste Tester (\$1,000)

\_\_\_ Bread Breaker (\$500)

\_\_\_ Feathered Friend (\$300)

\_\_\_ Harvest Helper\*

\_\_\_ Pie Purveyor\*

Sponsor Name (as you would like it to appear on t-shirts): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Would you like to include information/items in participants' race day bags? (\$500 level & up)

☐ YES, I will deliver to LARS by 11/21      ☐ YES, please pick up on/after: \_\_\_\_\_      ☐ NO

Do you have a logo you would like to include on the t-shirts? (\$1,000 level & up)

☐ YES, I will email it to [lwellford@laureladvocacy.org](mailto:lwellford@laureladvocacy.org) by Nov. 4      ☐ NO LOGO

**\*In Kind Sponsors** - Please list the food item(s)/beverage(s)/prize(s) you will provide:

Item: \_\_\_\_\_ Quantity: \_\_\_\_\_

Item: \_\_\_\_\_ Quantity: \_\_\_\_\_

Item: \_\_\_\_\_ Quantity: \_\_\_\_\_

Item: \_\_\_\_\_ Quantity: \_\_\_\_\_

**Please return this form by November 4, 2016 to:**

LARS / Attn: Laura Wellford  
311 Laurel Avenue  
Laurel, MD 20707

OR Fax to: 301-604-7076 / Email to: [lwellford@laureladvocacy.org](mailto:lwellford@laureladvocacy.org)