

2024

SPONSORSHIP PACKET



Fort Lauderdale
**TURKEY
TROT**

www.turkeytrotftl.com



LETTER FROM THE HOSTS ✨

On Thanksgiving Day, November 28, 2024, we prepare to don our sneakers for the 13th edition of the Fort Lauderdale Turkey Trot, proudly organized by MedPro Healthcare Staffing and Leadership Broward Foundation, Inc. The funds generated from this annual holiday event will go towards assisting Big Brothers Big Sisters of Broward County and supporting the initiatives of Leadership Broward Foundation, Inc. The event is an opportunity for local and visiting participants alike to demonstrate their solidarity with our community and offer valuable support to the organizations collectively building a better Broward County for all.

The Fort Lauderdale Turkey Trot, a Thanksgiving tradition, welcomes participants of all ages and fitness levels to enjoy a refreshing 5k run, jog, or walk along A1A. Our community thrives when everyone contributes and engages.



ABOUT THE TROT



WHEN

Thanksgiving Day,
November 28, 2024

Registration opens
at 6:00AM

Race begins
at 7:30AM



WHO

Local or visiting runners and walkers of
all ages.



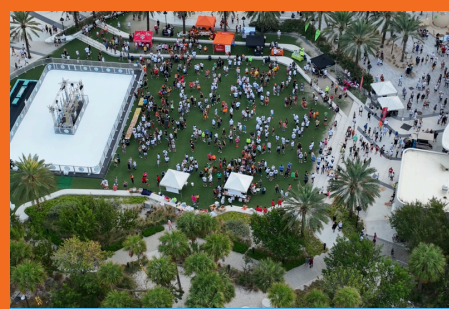
WHAT

A 5k run/walk along Ft. Lauderdale
Beach on A1A. Male and female
winners will be awarded based on age
and finishing time. Course certified by
USATF.



WHERE

Las Olas Oceanside Park:
3000 E Las Olas Blvd,
Fort Lauderdale, FL 33316
5K Race Route is along A1A
beginning at Las Olas to
Sunrise Blvd and back.



OUR BENEFICIARIES



For almost 50 years, Big Brothers Big Sisters of Broward County, a 501(c)(3) non-profit organization, has been helping children facing adversity realize their potential and work toward their future. BBBS is part of the nation's largest donor and volunteer-supported mentoring network, matching adults ("Bigs") and children ("Littles"), ages 6 through 18. These one-to-one mentorships provide guidance and support to foster "Littles" educational success, build confidence and better relationships, and set and achieve goals.

"Big Brothers Big Sisters plays a crucial role in supporting children and providing them the tools and direction for success. Moreover, BBBS empowers young people to pursue higher education and training and encourages them to set career and personal goals," said Stacey Edwards Senior VP of Talent & Marketing for MedPro Healthcare Staffing. MedPro participates in BBBS's School to Work Workplace Mentoring Program, allowing participants to share their professional expertise with students and help them with their interview and presentation skills. Students also get to experience a typical workday in an office environment. "It's been a great experience for the students and our employees," said Edwards.

OUR BENEFICIARIES



Leadership Broward Foundation, Inc. is Broward County's premier leadership development training organization with a 42-year history of preparing and connecting leaders to strengthen Broward's future. Leadership Broward Foundation programs help emerging and recognized leaders expand their skills and enhance their knowledge of local and state issues, as well as leverage their individual passion to make changes in our community.



Andrew Zullo, CEO of Leadership Broward Foundation, Inc. said the nonprofit utilizes four distinctive programs to fulfill its mission. "The Adult Leadership Program, now in its 43rd year, reflects a long-standing commitment to developing leadership skills in adults," said Zullo. "The Youth Leadership Broward program, in its 38th year, focuses on cultivating leadership qualities in the younger demographic." The Women Leading Broward program, 12 years and running, emphasizes female leadership, and the Follow the Leader in You Program, dedicated to providing free leadership training to 8th graders from Title 1 Broward County Schools, is entering its 5th year, showcasing the organization's dedication to nurturing leadership from a young age.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR ✨ \$25,000

- Company name included in event title.
- Opportunity to speak at all Fort Lauderdale Turkey Trot Events.
- Opportunity to call the start of the race.
- Featured Article about company executive in Leadership Broward Newsletter
- Company info and executive quote included in all press releases (pending media coverage and print deadlines)
- Opportunity to speak on stage at the race
- Opportunity to display up to 4 company provided branded banner along race route
- Turkey Trot Appreciation Plaque
- Inclusion in all press releases
- Inclusion in PSAs/radio and YT Spots
- Verbal recognition from stage at the race
- Branding & Logo recognition according to specific sponsorship selection
- Opportunity for 30 representatives to participate in the race
- "Prominent" company name/logo on all event e-blasts brochures, t-shirts & signage (deadline 10/25)
- "Prominent" company name/logo on Fort Lauderdale Turkey Trot Website
- Promote Company involvement through social media
- 20x20 space located at the event
- Opportunity to distribute company branded items at event
- Opportunity to include product/collateral material in racer bags

PRESENTING SPONSOR ✨ \$15,000

- Opportunity to speak on stage at the race
- Opportunity to display up to 4 company provided branded banner along race route
- Turkey Trot Appreciation Plaque
- Inclusion in all press releases
- Inclusion in PSAs/radio and YT Spots
- Verbal recognition from stage at the race
- Branding & Logo recognition according to specific sponsorship selection
- Opportunity for 25 representatives to participate in the race
- "Large" company name/logo on all event e-blasts brochures, t-shirts & signage (deadline 10/25)
- "Large" company name/logo on Fort Lauderdale Turkey Trot Website
- Promote Company involvement through social media
- 20x20 space located at the event
- Opportunity to distribute company branded items at event
- Opportunity to include product/collateral material in racer bags



\$10,000 SPONSORSHIP OPPORTUNITIES

✦ VENDOR VILLAGE ✦

Company provided branded banner displayed at the entrance of the vendor village

✦ START & FINISH LINE ✦

Company provided branded banner displayed at the start and finish line

✦ T-SHIRT ✦

Company logo displayed on sleeve and prominent location on the back of the shirt

ALL THE ABOVE SPONSORSHIPS INCLUDE THE PERKS BELOW

- Inclusion in all press releases
- Inclusion in PSAs/radio and YT Spots
- Verbal recognition from stage at the race
- Branding & Logo recognition according to specific sponsorship selection
- Opportunity for 20 representatives to participate in the race
- “Large” company name/logo on all event e-blasts brochures, t-shirts & signage (deadline 10/25)
- “Large” company name/logo on Fort Lauderdale Turkey Trot Website
- Promote Company involvement through social media
- 20x20 space located at the event
- Opportunity to distribute company branded items at event
- Opportunity to include product/collateral material in racer bags

\$5,000 SPONSORSHIP OPPORTUNITIES

RUNNER BIB

Company logo displayed on all runner bibs

RACER BAG

Company logo displayed on racer bags

PACKET PICKUP

Company name and logo on signage for packet pickup & packet pickup held at place of business

HEALTH & WELLNESS

Lead pre-race workout & company branded banner to hang

ALL THE ABOVE SPONSORSHIPS INCLUDE THE PERKS BELOW

- Verbal recognition from stage at the race
- Branding & Logo recognition according to specific sponsorship selection
- Opportunity for 15 representatives to participate in the race
- “Medium” company name/logo on all event e-blasts brochures, t-shirts & signage (deadline 10/25)
- “Medium” company name/logo on Fort Lauderdale Turkey Trot Website
- Promote Company involvement through social media
- 10x10 space located at the event
- Opportunity to distribute company branded items at event
- Opportunity to include product/collateral material in racer bags

\$2,500 SPONSORSHIP OPPORTUNITIES

WATER SPONSOR

Company water to be handed out to all runners & company provided branded signage to be displayed near the end of the race

AWARDS TABLE SPONSOR

Company provided banner to be hung at awards table

RACE ROUTE SPONSOR

Company provided branded banner to be displayed throughout course

WATER STATION SPONSOR

Company provided branded banner to be displayed at the water station on the course & an opportunity for employees to pass out water to the runners on the course

TOM THE TURKEY SPONSOR

Company logo displayed on shirt worn by Tom on race day

STAGE AND MUSIC SPONSOR

Company provided branded banner displayed on stage for race day

KID'S CORNER

Company provided branded banner to be hung at kid's corner tent

ALL THE ABOVE SPONSORSHIPS INCLUDE THE PERKS BELOW

- Opportunity for 10 representatives to participate in the race
- "Small" company name/logo on all event e-blasts brochures, t-shirts & signage (deadline 10/25)
- Opportunity to include product/collateral material in racer bags
- "Small" company name/logo on Fort Lauderdale Turkey Trot Website
- Promote Company involvement through social media
- 10x10 space located at the event
- Opportunity to distribute company branded items at event

\$1,000 SPONSORSHIP OPPORTUNITIES

Unlimited opportunities available

- "T-Shirt" company name/logo on Fort Lauderdale Turkey Trot Website
- Promote Company involvement through social media
- Table located at the event
- Opportunity to distribute company branded items at event
- Opportunity to include product/collateral material in racer bags
- Opportunity for 5 representatives to participate in the race
- "T-Shirt" company name/logo on all event e-blasts brochures, t-shirts & signage (deadline 10/25)

\$500 SPONSORSHIP OPPORTUNITIES

Unlimited opportunities available

- Table located at the event
- Opportunity to distribute company branded items at event
- Opportunity to include product/collateral material in racer bags



**NOT FAMILIAR
WITH OUR
SOCIAL MEDIA
CHANNELS?**

**CHECK THEM
OUT AND DON'T
FORGET TO
FOLLOW US!**

