



The Mercer County Turkey Trot
www.MercerCountyTurkeyTrot.com
MercerTurkeyTrot@gmail.com

Dear Community Leader:

In 2013, we introduced a Turkey Trot race to Mercer County. Our first year we raised over \$13,000 (plus two carloads of food) and each year this amount continues to grow. **Last year we raised over \$40,000 for our local food pantries!** This year, we are looking to surpass these figures by raising funds to support community food banks during this critical time of year. The 2018 run will take place on Thanksgiving morning, November 22nd, in Mercer County Park and will draw over 2,000 runners, spectators and volunteers from surrounding townships as well as out-of-town participants visiting for the holiday. We hope you will join us in our efforts.

This race benefits a part of our community that is constantly in need -- those who rely on our area food banks and food pantries. With your help, sponsorships will help to underwrite the cost of the race, allowing all the proceeds from the runners to benefit local food pantries, including the Trenton Area Soup Kitchen (TASK), Jewish Family and Children's Service (JFCS) Kosher Food Pantry, Mercer Street Friends, Rise, and Catholic Charities.

We are asking for your support and hope you will consider sponsoring this event. We welcome support at any level, and also invite you to encourage your employees, friends and family to participate in or volunteer with the race. Sponsors will be recognized with many benefits (see the description of sponsorship levels for details):

- Advertising on the Turkey Trot t-shirts, runner's bibs, website, and print materials
- The opportunity to display your company's product and advertising banner on Race Day is also available

We are also happy to discuss "custom" promotional opportunities linked with the Mercer County Turkey Trot. Please email us to arrange a meeting.



















Please consider supporting this event by:

- Making a monetary donation to the event
- Donating in-kind items for the event (t-shirts, water bottles, prizes for runners, etc.)
- Offering your staff members the opportunity to run or walk, and/or volunteer at the event (see www.MercerCountyTurkeyTrot.com for more info)

Please indicate your sponsorship on the attached form and return it to the Mercer County Turkey Trot no later than Tuesday, October 16th, so that we may include your business in our materials.

Please contact us with any questions at MercerTurkeyTrot@gmail.com. Thank you for your support and assistance. Your sponsorship is greatly appreciated.

Mercer County Turkey Trot Sponsorship Levels

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Friends
	\$2,000	\$1,500	\$1,000	\$750	\$250
Advertisement on Finish Line Banner					
Logo on Runners' Bibs					
Promotion in Race Press Releases					
Display table on Race Day (staffed by sponsor)					
Website Advertisement					
Facebook Thank You					
Logo on T-Shirts					

**** LOGO DEADLINE (Vector File Format): Tuesday, October 16th via email ****

MercerTurkeyTrot@gmail.com, www.MercerCountyTurkeyTrot.com

Mercer County Turkey Trot 5K / 1-mile Fun Run

Thanksgiving Day, November 22nd, 2018

SPONSOR FORM

Contact Name _____

Company Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email address _____

Amount of Sponsorship: \$2,000 \$1,500 \$1,000 \$750 \$250 Other \$_____

Make checks payable to Mercer County Turkey Trot and mail to:

**Mercer County Turkey Trot
c/o Roundview Capital
182 Nassau Street, Suite 201
Princeton, NJ 08542**

Or call us at 609-688-9500.

Print Name _____
(Sponsor Representative)

Signature _____ Date _____
(Sponsor Representative)

For Gold and Platinum Sponsors: Will you be staffing a table on race day? _____Yes _____No

All sponsors agree to have their logo used in Turkey Trot materials unless explicitly discussed with a race organizer. Please email your logo to MercerTurkeyTrot@gmail.com by October 16th.

MCTT contact / accepted by: _____ Date: _____