



2021 Folsom Turkey Trot - Sponsorship Opportunities

The 2021 Folsom Turkey Trot will be held on Thanksgiving Day (November 25, 2021). This event does sell out every year with 4,300 participants. It is the largest sporting event in Folsom. Part of the proceeds go to the local charities Twin Lakes Food Bank and the Folsom Athletic Association Never In Our Town Youth Scholarship Fund. We are usually able to raise over \$50,000 for these two charities!

We will be sending out flyers and posters to local businesses throughout Folsom and the surrounding area. In addition there will be media coverage including newspaper, magazines and radio. We'll be taking the opportunity to give back to the community as much as possible. Your contribution as a sponsor helps us put more money into the pockets of the charities.

“Gold” - \$800

- 1) Series shirts logo placement (large size)
- 2) Opportunity to put banners at start and finish lines.
- 3) Complimentary booth space at race expo and race day.
- 4) Marketing Coupon for Virtual Goodie Bags*
- 5) Listing on Capitol Adventure and Turkey Trot websites and sponsor support flyers
- 6) Large sized logo on event brochures and Posters**
- 7) Public address announcements of your support throughout race event.
- 8) 8 Complimentary Race Entries

“Silver” - \$500

- 1) Series shirts logo placement (medium size).
- 2) Opportunity to put banners at start and finish lines.
- 3) Complimentary booth space at race expo and race day.
- 4) Marketing Coupon for Virtual Goodie Bags*
- 5) Listing on Capitol Adventures and Turkey Trot websites and sponsor support flyers
- 6) Medium sized logo on event brochures and Posters**
- 7) Public address announcements of your support throughout race event
- 8) 5 complimentary Race Entries

“Bronze” - \$350

- 1) Series shirts logo placement (small size)
- 2) Opportunity to put banners at start and finish lines.
- 3) Complimentary booth space at race event.
- 4) Marketing Coupon for Virtual Goodie Bags*
- 5) Listing on Capitol Adventures and Turkey Trot websites.
- 6) Public address announcements of your support throughout race event
- 7) 3 complimentary Race Entries

If you or your business are interested in becoming a sponsor for this great community event, please complete the form below and return it with your payment and email a full color copy of your logo to:

Capitol Adventure
103 Yost Court
Folsom, CA 95630

If you have questions, please contact us:

916-606-3299 or capitoladventure@yahoo.com

Sponsorship Proposal

Business Name _____

Business Type _____

Address _____

Contact Person _____ Phone _____

Sponsorship level desired (circle one):

“Gold” \$800 “Silver” \$500 “Bronze” \$350

Note: Only one business in any specific market will be permitted in order to avoid conflicts of interest. First-come, first served.

**Virtual Participant Goodie Bags. The Folsom Turkey Trot Website will have a page dedicated to sponsors’ online coupons. In addition, all participants will receive an email with access to all coupons. If you would like to have a coupon available, please send it as a PDF file. If you need help, let us know and we would be happy to help support you with this.*

***To be eligible for logo on brochure and posters for distribution, sponsorship fee must be received before 10/15/21*