



## **2016 Folsom Turkey Trot - Sponsorship Opportunities**

The 2016 Folsom Turkey Trot will be held on Thanksgiving Day (November 24, 2016). This event continues to grow in popularity and does sell out every year with 4,500 participants. This year we are looking at a new location which means we might be able to let even more participants in. 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. Last year, we were able to give away over \$45,000 to 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](mailto:capitoladventure@yahoo.com)

**Sponsorship Proposal**

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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 10/22/16*