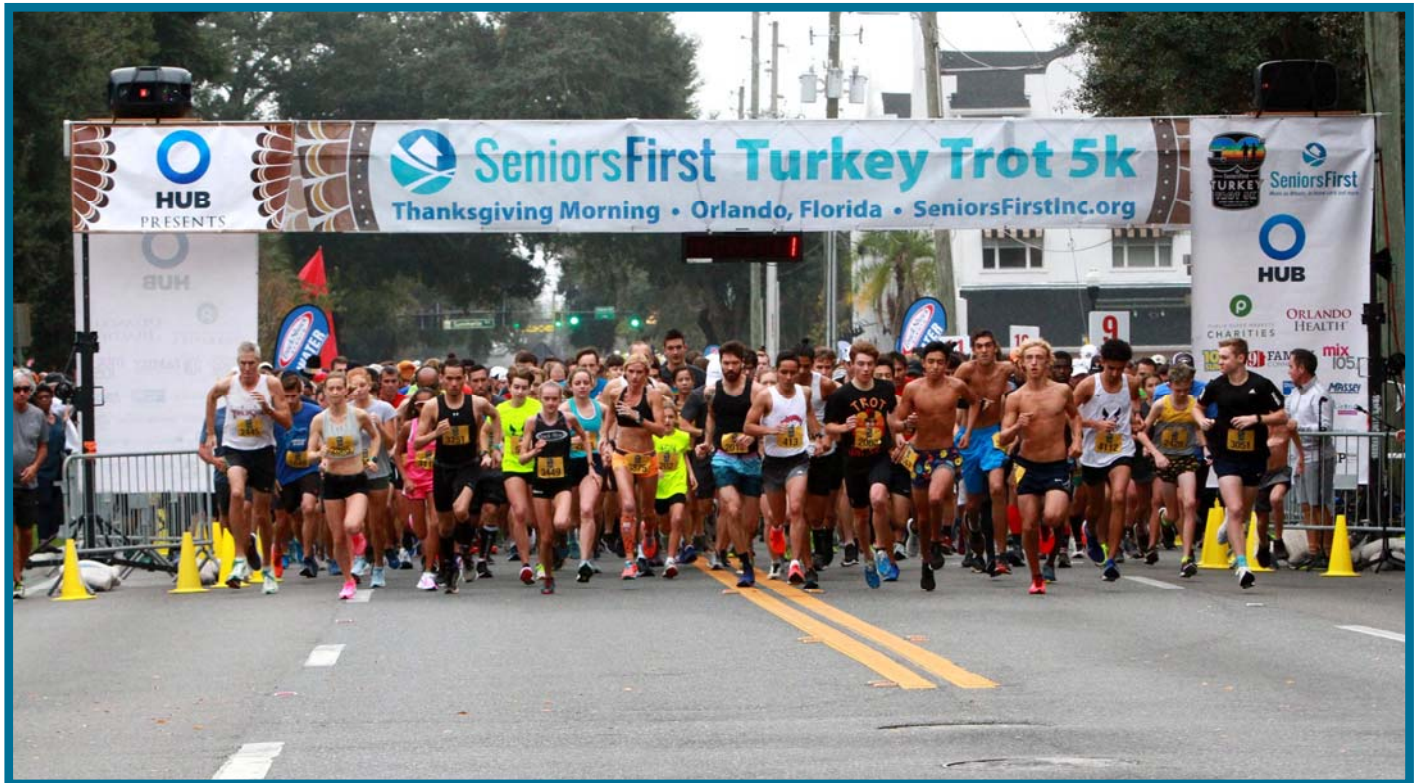




Turkey Trot 5k

Thanksgiving Morning | November 23, 2023

Partnership Guide



www.TurkeyTrotOrlando.com



Seniors First Turkey Trot 5k

Orlando's Original Turkey Trot

Race Day

Now in its 34th year, the Seniors First Turkey Trot is Orlando's oldest and largest Turkey Trot 5k featuring up to 4,500 runners and walkers plus 100's of spectators lining a course around beautiful Lake Eola.

<u>Events</u>	<u>Highlights</u>	<u>Registration</u>
6:30 am: Registration opens	Finisher Medal	\$35 through 11/12
7:00 am: Costume judging	Cozy cotton tee	\$40 - 11/13-22
7:45 am: Turkey call contest	Best costume awards	\$45 - Race day
8:00 am: 5k (3.1 miles)	Best turkey call award	
9:15 am: FREE Tot Trot	Trophies for top finishers	

Partner Benefits

As one of our official sponsors, your company will receive direct exposure to thousands of runners and spectators. Further advertising will reach thousands more through television, print, radio and social media campaigns, a dedicated event website and more! By aligning your brand with this time-honored tradition, your sponsorship will not only support your business and build your charitable footprint but will go directly to help seniors in Orange, Seminole, Osceola, Polk and Brevard Counties.



This little one with her security detail ... "Turkey Style"!

How You Will Make A Difference

You will have a direct and positive impact on the lives of:

- Seniors facing hunger and malnourishment.
- Seniors suffering from isolation.
- Seniors living in unsafe conditions.
- Seniors at risk of losing the ability to stay in their own homes.

About Seniors First

Seniors First, Inc. is a nonprofit organization that has been dedicated to meeting the needs of older adults in Central Florida for 57 years. We are the safety net and vital support system for seniors with limited options. We help to prevent senior hunger through meal programs and strengthening and supporting them with in-home care and community services.

Seniors First mission: To enhance the quality of life of seniors by maintaining their independence and dignity.

To become a sponsor contact Wendy Jackson • 407-373-7754 • wjackson@seniorsfirstinc.org



**Your partnership will change the lives of older adults.
Thank you!**

Your support can impact any of the following...

\$12,500

- 1,570 prepared, nutritious meals and regular safety checks for 4 homebound seniors for a full year.
- 1 year of monthly shopping trips with transportation for 89 seniors.
- 9 frail seniors receive weekly personal care service in the home for a full year.



\$7,500

- 2 full years of nutrition for a senior, eliminating food insecurity.
- 75 manual wheelchairs breaking down barriers to mobility.
- A week's worth of food for 470 people through our food pantry.

\$5,500

- 1 week of meals for 85 seniors unable to prepare their own food.
- Homemaking visits for 110 seniors to keep their environment safe and clean.
- 15 electric wheelchairs to provide independence and mobility.



\$4,000

- A full month of meals for 14 seniors facing a crisis situation.
- 66 tub transfer benches for bath safety and caregiver assistance.

\$3,000

- 5 full days of food for 47 seniors struggling with hunger.
- 8 electric scooters to provide independence.

\$2,000

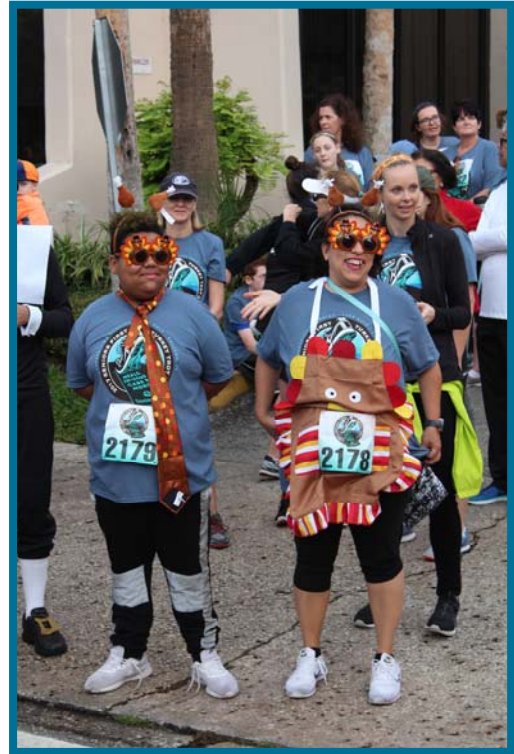
- Feed 21 families of 6 for a full week through our food pantry.
- 80 personal care visits to assist seniors with bathing and grooming.



SENIORS FIRST TURKEY TROT 5K PREMIERE PARTNERSHIP OPPORTUNITIES

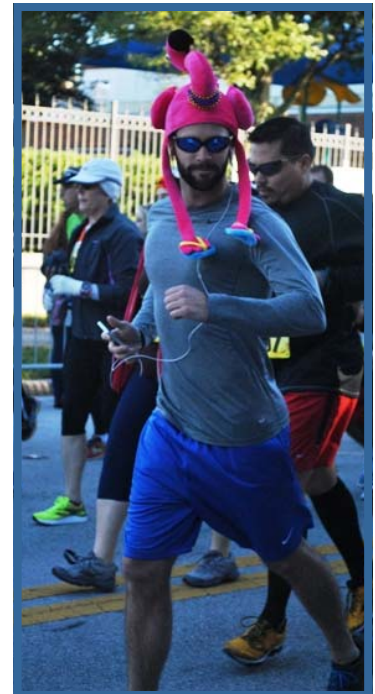
Presenting Partner: \$12,500 (Exclusive)

- Grand Marshal—option to officially start race
- Title mention & logo on all print media and billboards
- Feature article in agency newsletter
- Logo featured on start/finish banner
- Opportunity to address participants
- Logo on all runner bib numbers
- Optional participation in post-race ceremony
- Optional digital ad in registration packets
- Company name included in all electronic advertising
- Multiple race day announcement mentions
- Company supplied info in all digital race packets
- Logo in all print media
- Company logo prominent on all race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Company logo on sponsor banners
- 12 complimentary event participant registrations
- 12 complimentary event t-shirts



Elite Partner: \$7,500

- Logo on all runner bib numbers
- Optional participation in post-race ceremony
- Multiple race day announcement mentions
- Company supplied info in all digital race packets
- Logo in all print media
- Company logo on all race t-shirts
- Logo and link on event website
- Acknowledgement in agency newsletter
- Optional prime pre-race booth space
- Company logo on sponsor banners
- 8 complimentary event participant registrations
- 8 complimentary event t-shirts



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SENIORS FIRST TURKEY TROT 5K PREMIERE PARTNERSHIP OPPORTUNITIES

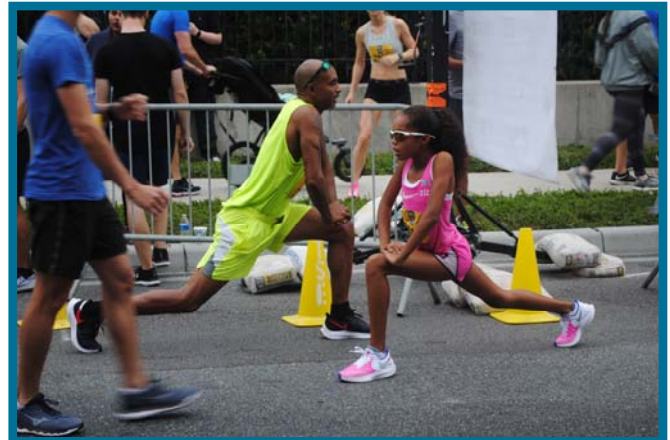
Champion Partner: \$5,500

- Multiple race day announcement mentions
- Company supplied info in digital race packets
- Logo in select print media
- Company logo on all race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Acknowledgement in agency newsletter
- Company logo on sponsor banners
- 6 complimentary event participant registrations
- 6 complimentary event t-shirts



Race Fan Partner: \$3,000

- Logo and link on event website
- Company logo on all race t-shirts
- Optional pre-race booth space
- Acknowledgement in agency newsletter
- Company logo on sponsor banners
- 3 complimentary event participant registrations
- 3 complimentary event t-shirts



Pace Setter Partner: \$4,000

- Company logo on all race t-shirts
- Multiple race day announcement mentions
- Logo and link on event website
- Optional prime pre-race booth space
- Acknowledgement in agency newsletter
- Company logo on sponsor banners
- 4 complimentary event participant registrations
- 4 complimentary event t-shirts



Pit Crew Partner: \$2,000

- Optional pre-race booth space
- Acknowledgement in agency newsletter
- Company logo on sponsor banners
- Company logo on all race t-shirts
- 2 complimentary event participant registrations
- 2 complimentary event t-shirts

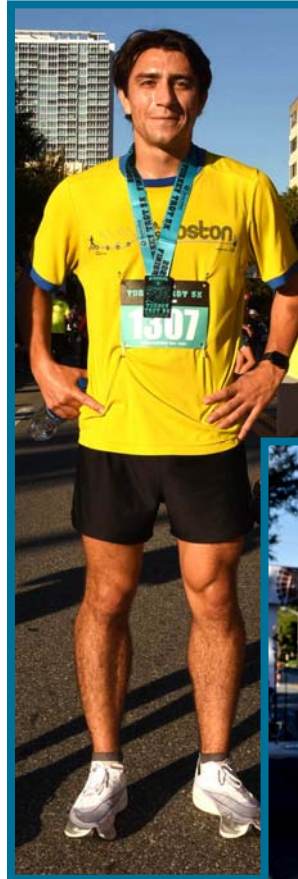
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SENIORS FIRST TURKEY TROT 5K SPECIALTY PARTNERSHIP OPPORTUNITIES

OFFICIAL MEDAL PARTNER \$8,000 (Exclusive)

As the official medal partner for the 34th Annual Seniors First Turkey Trot 5k, you'll be front and center as a major partner of the event. Join us Thanksgiving morning to watch up to 4,500 runners cross the finish line to receive their medal, each stamped with your logo.

- Logo imprinted on back of each medal
- Logo on all runner bib numbers
- Optional participation in post race ceremony
- Multiple race day announcement mentions
- Company supplied info in all digital race packets
- Logo in all print media
- Company logo on all race t-shirts
- Logo and link on event website
- Acknowledgement in agency newsletter
- Optional prime pre-race booth space
- Company logo on sponsor banners
- 8 complimentary event participant registrations
- 8 complimentary event t-shirts



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SENIORS FIRST TURKEY TROT 5K SPECIALTY PARTNERSHIP OPPORTUNITIES

REGISTRATION CHECK IN PARTNER \$4,000 (Exclusive)

As partner of the main registration and information station for the 34th Annual Seniors First Turkey Trot 5k, you'll be prominently featured as up to 4,500 runners pick up t-shirts, bib numbers and other information the morning of the race!

- Your signage posted at all registration tables
- Multiple race day announcement mentions
- Company logo on all race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Acknowledgement in agency newsletter
- Company logo on sponsor banners
- 4 complimentary event participant registrations
- 4 complimentary event t-shirts



PHOTO BOOTH PARTNER \$4,000 (Exclusive)

We provide the inflatable turkey, you provide the logoed signage, tent or step and repeat background!

- Ability to conduct post event promotion through your own website and social media
- Multiple race day announcement mentions
- Company logo on all race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Acknowledgement in agency newsletter
- Company logo on sponsor banners
- 4 complimentary event participant registrations
- 4 complimentary event t-shirts



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SENIORS FIRST TURKEY TROT 5K SPECIALTY SPONSORSHIP OPPORTUNITIES

COSTUME CONTEST PARTNER \$4,000 (Exclusive)

Costumes are a long-standing tradition at the Seniors First Turkey Trot 5k. Be part of the judging for a variety of turkeys, pilgrims and the occasional super hero!

- Introduction and company message by emcees at the beginning of the contest
- Multiple race day announcement mentions
- Ability to award trophies to winners
- Company logo on all race t-shirts
- Logo and link on event website
- Optional prime pre-race booth space
- Acknowledgement in agency newsletter
- Company logo on sponsor banners
- 4 complimentary event participant registrations
- 4 complimentary event t-shirts



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LETTER OF INTENDED SUPPORT

Yes! We want to be a part of the **34th Annual Seniors First Turkey Trot 5k** to be held on November 23, 2023 to ensure that SENIORS FIRST, INC. continues its tradition of providing quality services to seniors in Orange, Seminole, Osceola and Polk counties.

Business Name: _____
(Please print as you wish company name to appear in formal listings)

Contact Name: _____
 Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Ext: _____ Fax: _____
 Email: _____ Website: _____

Signed: _____ Date: _____

Partnership Level:	Packages:	
	Presenting (exclusive) _____	\$ <u>12,500</u> \$ <u>SOLD</u>
	Elite _____	\$ <u>7,500</u> \$ _____
	Champion _____	\$ <u>5,500</u> \$ _____
	Pace Setter _____	\$ <u>4,000</u> \$ _____
	Race Fan _____	\$ <u>3,000</u> \$ _____
	Pit Crew _____	\$ <u>2,000</u> \$ _____
	Specialty Packages (1 of ea.)	
	Medal (exclusive) _____	\$ <u>8,000</u> \$ <u>SOLD</u>
	Registration Table _____	\$ <u>4,000</u> \$ _____
	Costume Contest _____	\$ <u>4,000</u> \$ _____
	Photo Booth _____	\$ <u>4,000</u> \$ <u>SOLD</u>

We can't attend or partner with the Turkey Trot this year, but would like to make a donation to help keep seniors living independently. \$ _____

TOTAL: \$ _____

Charge to: ___ Visa ___ MasterCard ___ Am Ex or ___ Please Invoice Us

Account #: _____ CVV: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

All partnership pledges and logos must be received by October 2, 2023 to ensure full promotional benefits. Please email or mail the completed form to:

Email: kbrown@seniorsfirstinc.org **Phone:** 407-615-8979
Mail: Seniors First Inc.- 5395 L.B. McLeod Road - Orlando, FL - 32811

Thank you for your support!

A portion of your contribution may be tax deductible within the limits of the law. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION FOR SENIORS FIRST, INC., A FLORIDA-BASED NONPROFIT CORPORATION (REGISTRATION NO. CH2071) MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-HELP-FLA (435-7352) WITHIN THE STATE OR VISITING THEIR WEBSITE AT WWW.FRESHFROMFLORIDA.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.