



2018 Sponsorship Opportunities

Thursday, November 22, 2018

Wrightsville Beach, NC

5k / 1 Mile
Benefiting



Cape Fear
Habitat for Humanity



2018 Wrightsville Beach Turkey Trot

2018 SPONSORSHIP OPPORTUNITIES

We invite you to take advantage of an opportunity to support affordable housing efforts in your community while increasing your company's brand through sponsorship of the 2018 Wrightsville Beach Turkey Trot to benefit Cape Fear Habitat for Humanity.

This traditional community event will provide an opportunity for you to:

- Expand visibility and acquire new customers throughout the Cape Fear region.
- Support affordable housing efforts for individuals living in your community.
- Participate in a longstanding, successful community event that attracts thousands of participants.
- Develop relationships with local business and community members.
- Promote your business through our banners, posters, printed materials, t-shirts, social media, and advertising, as well as your presence at our events.

Please see details of available sponsorships on the following pages!



Wrightsville Beach Turkey Trot Overview

ABOUT

The 14th Annual Wrightsville Beach Turkey Trot benefitting Cape Fear Habitat for Humanity is quickly approaching! On Thanksgiving morning, participants run or walk the 5k (timed) or 1 mile course along the beautiful Wrightsville Beach Loop. There will be prizes, food, and fun for everyone while we show our support for our community and Cape Fear Habitat for Humanity.

Each year, the race attracts participants from across the United States with a record number of participants in 2017. Also, a tradition has been established that many attendees come in cleverly designed Thanksgiving costumes and compete for various prizes.

The event is open to runners, walkers and children of all running levels, as well as spectators who come to join in the family fun and watch the race. And don't forget your family pet, dogs are always welcomed!

PACKET PICK-UP

When: Wednesday, November 21, 2018

Where: Wrightsville Beach Loop
(In the field in front of City Hall)

Time: 2:00 pm – 7:00 pm

RACE DAY

When: Thanksgiving Morning
Thursday, November 22, 2018

Where: Wrightsville Beach Loop
(In Field in front of City Hall)

Time: 7:00 am – Registration
8:00 am – Costume Contest
8:15 am – Welcome
8:30 am – 5K Start
8:40 am – 1 Mile Walk Start

Awards Presentation & Prizes
immediately after the race

Entry Fee:

5K Timed Run - \$35 through Labor Day
\$40 through Nov. 23
\$45 Day before and
Day of Race...

1-Mile Walk - \$20

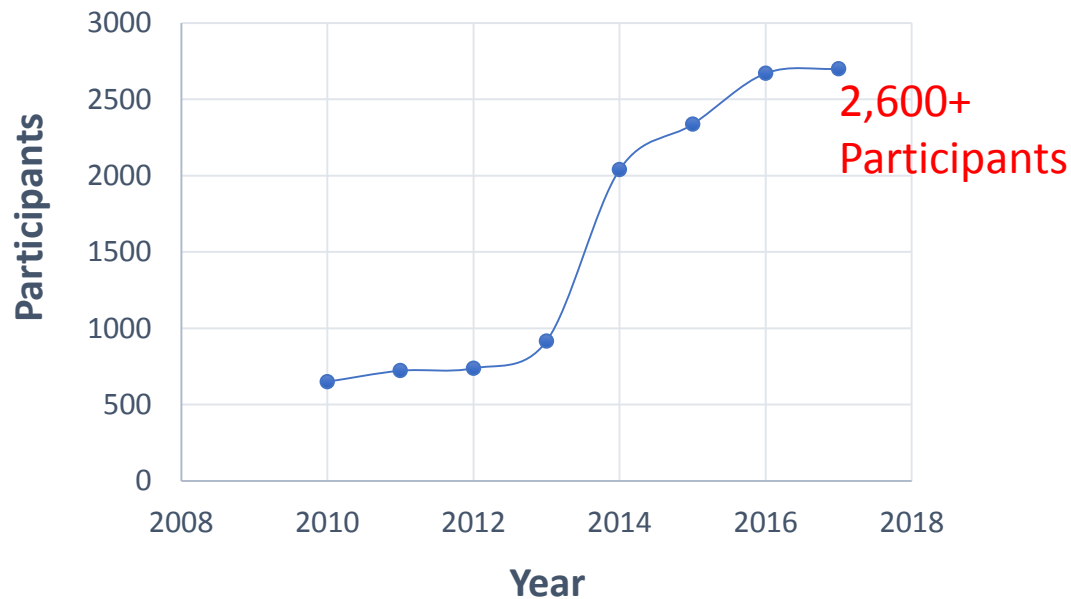
Children 5 and under – Free (no shirt)



Wrightsville Beach Turkey Trot Reach

The Wrightsville Beach Turkey Trot has become the area's largest race and is the premier Thanksgiving Day event.

Growth of Race



Potential Sponsorship Audience

- Email users
 - Cape Fear Habitat (10k reach)
 - Go Time (19k reach)
 - Without Limits (17k reach)
- Facebook
 - Cape Fear Habitat Pages (5.7k reach)
 - Go Time (3.7k reach)
 - Without Limits (4.1k reach)

About Cape Fear Habitat for Humanity

Our Vision:

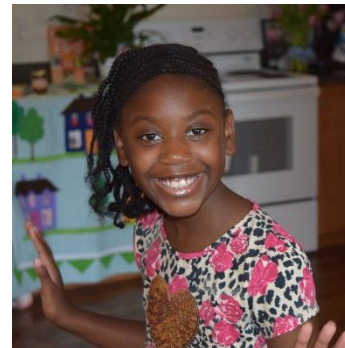
A world where everyone has a decent place to live.

Our Mission:

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope.

About Us:

Cape Fear Habitat for Humanity was established in 1987 and has served more than 180 hard-working families through the construction and rehabilitation of homes in the Cape Fear Region. Our families partner with us throughout the build process, and pay affordable mortgages once their home is completed. Through our homeownership program, individuals in need of affordable housing are able to build strength, stability, and self-reliance.



2017 Race Photos



2017 Sponsors



LIVE OAK BANK

BOSEMAN'S
1,000 STYLES OF ATHLETIC SHOES



91.3
HQR
92.7

StarNews
SN media



SIGNS
BY TOMORROW
SIGNS & GRAPHICS NATIONWIDE

Fasse  bldgs.
9 1 0 6 7 9 4 2 7 7

KIDDIE  **ACADEMY**
EDUCATIONAL CHILD CARE

SUNCOAST
Bright Ideas. Brighter Solutions.



POMEGRANATE
BOOKS
&
ZOLA
COFFEE &
TEA SHOP


valpak

Culligan
better water. pure and simple.®


HERRINGTON HOMES

EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS.

RENT-A-JOHN

WHC
Williford Houston & Co., CPAs, PLLC
Business people who happen to be CPAs!

 **TRINITY LANDING**

See Remaining Pages for Detailed Information

Sponsorship Level Comparison

[illegible]

Title Sponsor - \$10,000 (Not Available)

Maximum Event Exposure

- Company official helps start event
- Logo in prominent position on event banners
 - One displayed at Wrightsville Beach Park Entrance for 2 weeks prior and day of
 - One displayed at race start lines
- Logo prominently displayed on t-shirts
- Logo prominently displayed on race bibs
- Logo prominently displayed on thank you banner
- Space for company banner on bike racks at the start/finish line
- Tent space available at the race*

*sponsor to provide

Premier Brand Recognition

- Paid media coverage (print, radio, & TV)
- Customized email direct to all registrants after the race
- Listed as title sponsor and logo on all event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- Logo listed on Turkey Trot House Build Sign as a Corporate Partner
- 12 complimentary race tickets
- 12 complimentary shirts



5k Race Course Sponsors - \$7,500

1 Available

Superior Event Exposure

- Logo prominently displayed on specific race START Banner
- Logo prominently displayed on t-shirts
- Logo prominently displayed on race bibs
- Logo prominently displayed on thank you banner
- Space for company banner on bike racks at the start/finish line*
- Tent/booth space available at the race*

*sponsor to provide

Excellent Brand Recognition

- Paid media coverage (print, radio, & TV)
- Listed as course sponsor and logo on all event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- Logo listed on Turkey Trot House Build Sign as a Corporate Partner
- 10 complimentary race tickets
- 10 complimentary shirts



Runner's Bib Sponsor - \$5,000

Superior Event Exposure

- Logo and two perforated coupons on every race bib
- Logo prominently displayed on t-shirts
- Logo prominently displayed on race bibs
- Logo prominently displayed on thank you banner
- Bike-rack space for company banner at the start/finish line*
- Tent/booth space at the race*

*sponsor to provide

Brand Recognition

- Listed as bib sponsor and logo on all event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- Logo listed on Turkey Trot House Build Sign as a Corporate Partner
- 8 complimentary race tickets
- 8 complimentary shirts



5k Fleet Lead Sponsor - \$5,000

1 Available

Superior Event Exposure

- Have vehicle (car, motorcycle, golf-cart, etc.) with company logo parked at Start Line and lead 5k race participants
- Logo prominently displayed on t-shirts
- Logo prominently displayed on thank you banner
- Bike-rack space for company banner at the start/finish line*
- Tent/booth space available at the race*

*sponsor to provide

Excellent Brand Recognition

- Paid media coverage (print, radio, & TV)
- Listed as course sponsor and logo on all event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- Logo listed on Turkey Trot House Build Sign as a Corporate Partner
- 8 complimentary race tickets
- 8 complimentary shirts



Mile Marker Sponsor - \$3000 (Not Available)

Superior Event Exposure

- Company logo on the three customized mile markers on the course
- Logo displayed on t-shirts
- Logo displayed on thank you banner
- Bike-rack space for company banner at the start/finish line*
- Tent/booth space at the race*

*sponsor to provide

Brand Recognition

- Listed as mile marker sponsor on event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- Logo listed on Turkey Trot House Build Sign as a Corporate Partner
- 6 complimentary race tickets
- 6 complimentary shirts



Step & Repeat Photo op Sponsor - \$2,000

Event Exposure

- Greet runners at the Step & Repeat photo op at the race
- Interact with runners as they have their photos taken prior to race
- Logo displayed on t-shirts
- Logo displayed on thank you banner
- Bike-rack space for company banner at the start/finish line*
- Tent/booth space at the race*

*sponsor to provide tent/booth and will be set up by the step & repeat photo spot

Brand Recognition

- Listed as community sponsor on event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- Logo listed on Turkey Trot House Build Sign as a Corporate Partner
- 4 complimentary race tickets
- 4 complimentary shirts



Community Sponsor - \$1,000

Event Exposure

- Logo displayed on t-shirts
- Logo displayed on thank you banner
- Bike-rack space for company banner at the start/finish line*
- Tent/booth space at the race*

*sponsor to provide

Brand Recognition

- Listed as community sponsor on event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- Logo listed on Turkey Trot House Build Sign as a Corporate Partner
- 4 complimentary race tickets
- 4 complimentary shirts



Exhibitor Sponsors

- \$500

Event Exposure

- Name printed on t-shirts
- Name printed on thank you banner
- Booth/tent space on race day*

*sponsor to provide

Brand Recognition

- Listed as sponsor on event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- 2 complimentary race tickets
- 2 complimentary shirts

Friends and Family Sponsors - \$250

Event Exposure

- Name printed on the t-shirt
- Name printed on thank you banner

Brand Recognition

- Listed as sponsor on event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

Company Perks

- 2 complimentary race tickets
- 2 complimentary shirts



Media and In-Kind Sponsorship Opportunities

\$1,000 Benefits

- Logo displayed on t-shirts
- Bike-rack space for company banner at the start/finish line*
- Booth/tent space at the race*
- Listed as sponsor on event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

*sponsor to provide

Company Perks

- 4 complimentary race tickets
- 4 complimentary shirts

\$500 Benefits

- Name printed on the t-shirt
- Booth space at the race*
- Listed as sponsor on event materials, social media, and websites (broad reach through the audiences of Cape Fear Habitat, Go Time, and Without Limits)

*sponsor to provide

Company Perks

- 2 complimentary race tickets
- 2 complimentary shirts



Donated Items

In addition to monetary sponsorships, donated items for prizes and runner support are greatly appreciated. We are seeking, but not limited to, the following items:

- Bottles of water – need 2,500 bottles minimum
- Water containers for water stop during race
- Snacks
- Coffee
- Gift certificates/cards
- Items for raffles (gift certificates, art, running apparel, getaways, etc...)

In-kind donors will be gratefully recognized for their contribution to the event.

