



2019 Sponsorship Opportunities



Sponsorship Opportunities

Cape Fear Habitat for Humanity invites you to take advantage of the opportunity to support local, affordable housing initiatives, while increasing the visibility of your company's brand, through sponsorship of our 2019 Wrightsville Beach Turkey Trot!

This 15th annual community event will provide an opportunity for you to:

- Expand visibility and acquire new customers throughout the Cape Fear region.
- Promote your business through Cape Fear Habitat's event-related materials (e.g., banners, posters, printed materials, t-shirts, social media, and advertising).
- Support affordable housing and hurricane-relief efforts for individuals living in Duplin, New Hanover, and Pender counties.
- Participate in a longstanding, successful community event that attracts thousands of participants.
- Develop relationships with local business and community members.

Please see additional details of available sponsorships on the following pages!

Overview

About

Cape Fear Habitat for Humanity's 15th Annual Wrightsville Beach Turkey Trot is quickly approaching! On Thanksgiving morning, participants will be able to run or walk the 5K or 1 Mile, which is through the beautiful Wrightsville Beach Loop. There will be prizes, food, and fun for everyone while we show support for our community and Cape Fear Habitat for Humanity. Each year, the race attracts participants from across the United States (with a record 3,000 participants in 2018). Also, in accordance with an established tradition, many attendees come dressed in cleverly designed Thanksgiving costumes and compete for various prizes. The event is open to runners, walkers, children of all ages and spectators who come to join in the family fun and watch the race. Don't forget your family pet-- dogs are always welcome!

Packet Pick-Up

When: Wednesday, November 27, 2019

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

Time: 2:00 pm – 6:00 pm

Race Day

When: Thanksgiving Morning
Thursday, November 28, 2019

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

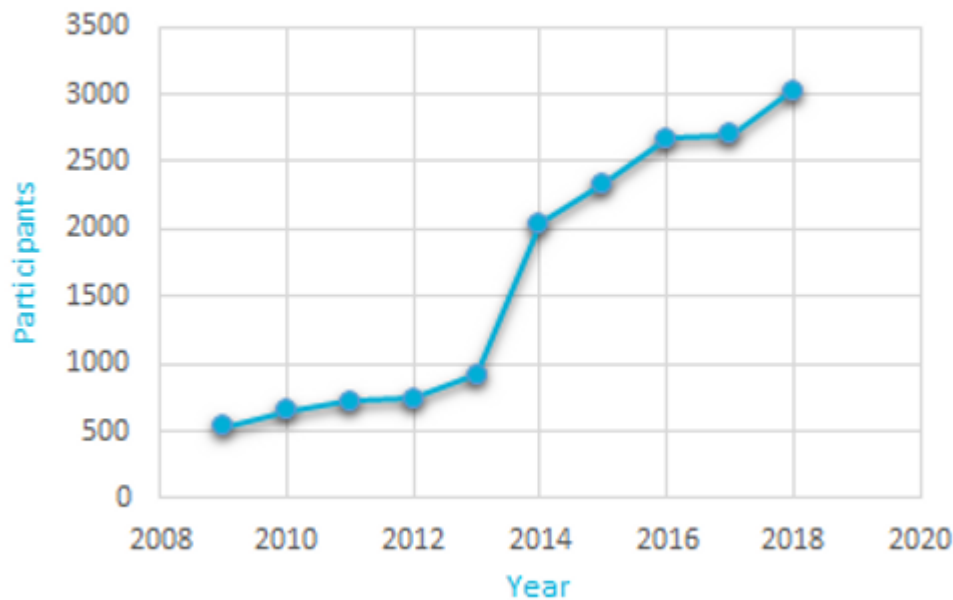
Time: 7:00 am – Registration
8:00 am – Costume Contest
8:15 am – Welcome
8:30 am – 5K Start
8:40 am – 1 Mile Walk Start
Prizes & Award Presentation
Immediately Following the Race

Entry Fee: 5k Timed Run:
\$35 through Labor Day
\$40 through Nov. 26
\$45 Day of Race
1-Mile Walk:
\$20 through Labor Day
\$25 through Nov. 26
\$30 Day of Race

Reach

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

Participant Growth



About Us



Vision

A world where everyone has decent place to live.

Our Mission

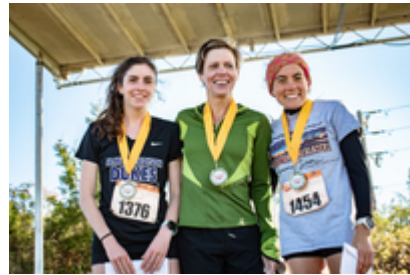
Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

Our History

Cape Fear Habitat for Humanity was established in 1987 and has served more than 200 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 home ownership program, individuals in need of affordable housing are able to build strength, stability, and self-reliance.



2018 Photos



2018 Sponsors



ZOLA
&
COFFEE &
TEA SHOP



better water. pure and simple.®



Sunrise Broadcasting LLC Fleet Feet Wilmington Redix

Law office of Jeffery Porter SDI Construction FNB Builder Finance
Wilmington Health Medac Jernigan Homes Logan Homes
RE/MAX Essential MegaCorp Logistics Holiday Inn Resort

LIVE OAK BANK

Title Sponsor - \$10,000

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Maximum Event Exposure

- Company official assists with the start of the event
- Logo will be prominent position on event banners
 - One displayed at Wrightsville Beach Park entrance for 2 weeks prior to event
 - One displayed at race start lines
- Logo boldly displayed on t-shirts
- Logo notably displayed on thank-you banner
- Space for company banner on bike racks at start and finish lines
- Logo on Step & Repeat
- Tent space available at the race
 - Sponsor must provide
- Vehicle (car, motorcycle, golf-cart, etc) with company logo or decorated by your staff parked at Start Line and lead 5k race participants



Premier Brand Recognition

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



Step & Repeat Sponsor - \$5,000

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Superior Event Exposure

- Logo displayed on Step & Repeat, alternating with Turkey Trot logo
- Logo boldly displayed on t-shirts
- Logo notably displayed on thank-you banner
- Space for company banner on bike racks at the start and finish lines
- Tent space available at the race
 - Sponsor must provide



Excellent Brand Recognition

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



Runner's Bib Sponsor - \$5,000

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Superior Event Exposure

- Logo and two perforated coupons on every race bib
- Logo prominently displayed on t-shirts
- Logo prominently displayed on thank you banner
- Space for company banner on bike racks at start and finish lines
- Tent space available at the race
 - Sponsor must provide



Excellent Brand Recognition

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



Mile Marker - \$3,000

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Superior Event Exposure

- Logo on three customized mile markers throughout the course
- Logo displayed on t-shirts
- Logo displayed on thank you banner
- Space for company banner on bike racks at the start and finish lines
- Tent space available at the race
 - Sponsor must provide



Brand Recognition

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



Community Sponsor - \$1,000

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Event Exposure

- Logo displayed on t-shirts
- Logo displayed on thank you banner
- Space for company banner on bike racks at the start and finish lines
- Tent space available at the race
 - Sponsor must provide

Brand Recognition

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



Event Exposure

- Name displayed on t-shirts
- Name displayed on thank you banner
- Space for company banner on bike racks at the start and finish lines
- Tent space available at the race
 - Sponsor must provide

Brand Recognition

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



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

- Bottles of water - 3,000 minimum
- Cups for water station during race
- Healthy snacks
- Coffee
- Gift certificates/gift-cards (must have at least two of each for men and women prize winners)
- Items for raffles (gift certificates, art, outdoor equipment, running apparel, getaways, etc...)

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

