

2021 EXPECTED ATTENDANCE: **3,000+ PEOPLE** (Runners, Spectators, and Volunteers)

Logo on the race shirt Diamond/VIP sponsors! **DEADLINE: 10/4/21**



Starting Location: Proesel Park — 7055 N. Kostner Ave.



# LINCOLNWOOD 5K/10K RACE

# TURKEY TROT 2021

## SPONSORSHIP OPPORTUNITY

**SINCE 1976**, the Village of Lincolnwood has held the annual Turkey Trot—a chip timed CARA Certified 5K/10K race. This event has grown to 2,000+ registered participants and countless spectators, supporters and volunteers. This long-standing, yearly event serves to highlight the Lincolnwood community. A 5K Fitness Walk and Kid’s Drumstick Dash round out this historic running event in its 45<sup>TH</sup> year.

### VIP SPONSOR Fee: \$2,000+

- Logo at top of 2021 official race shirt back. (All registered participants receive race shirt.)
- Pop-up VIP-only sponsor tent.
- Inclusion in the official Racer information email.
- Ten (10) FREE 2021 Turkey Trot race entries.
- Includes all Silver Package benefits.

### DIAMOND SPONSOR Fee: \$1,000+

- Logo on 2021 official race shirt back. (All registered participants receive race shirt.)
- Ten (10) FREE 2021 Turkey Trot race entries.
- Includes all Silver Package benefits.

### IN-KIND DONATIONS NEEDED:

Please let us know how you would like to partner with us. We are always in need of: food and water (2,000 count), food at volunteer area (130 count), kid’s goodie bag (120 count).

### GOLD SPONSOR Fee: \$600+

- Five (5) FREE 2021 Turkey Trot race entries.
- Includes all Silver Package benefits.

### SILVER SPONSOR Fee: \$400+

- Pre-event sponsor promotion and publicity through Lincolnwood Parks and Recreation Department marketing: website, social media postings, emails, posters, press releases, and print advertisement when applicable.
- Logo on Turkey Trot 2021 website event page.
- Logo, coupon or advertisement in Virtual Goodie Bag.
- “Sponsored by” signage at Turkey Trot 2021 event.
- Reserved 6 ft. table in Sponsors’ Tent for product/service promotions and giveaways.
- Thank you announcement at event.
- After-event thank you posts to all Lincolnwood Parks and Recreation Department social media platforms.
- Printed thank you in Summer 2022 Program Guide. (Mailed to 6,000+ households and patrons.)

RESERVATION  
FORM  
NEXT PAGE

# SPONSORSHIP RESERVATION FORM

LINCOLNWOOD 5K/10K RACE

# TURKEY

# TROT 2021 T

45TH ANNUAL TURKEY TROT – SUNDAY, NOVEMBER 21, 2021



## Sponsor Level

VIP: \$2,000+     Diamond: \$1,000+     Gold: \$600+     Silver: \$400+

**Silver Level and above:** Would you like a reserved space in the Sponsor Tent?  Yes  No

**Diamond and VIP Level:** Please email high resolution logo (pdf, jpg, eps) to recreation@lwd.org

SPONSORSHIP AMOUNT: \$ \_\_\_\_\_

## In-Kind Donation Please provide details about donation(s), and approximate value.

IN-KIND DONATION APPROXIMATE VALUE: \$ \_\_\_\_\_

To coordinate donation delivery or pick-up call 847-677-9740

### IMPORTANT TURKEY TROT 2021 SPONSOR DEADLINES

- **MON., OCTOBER 4, 2021** — Email high resolution logo (pdf, jpg, eps) for race shirt to recreation@lwd.org (VIP & Diamond Levels).
- **MON., NOVEMBER 8, 2021** — Email logo, coupon or advertisement (pdf, jpg, eps) for Virtual Goodie Bag to recreation@lwd.org (All Levels).
- **WED., NOVEMBER 17, 2021** — Delivery/pick up of food items. To coordinate delivery or pick up call (847) 677-9740.

## Sponsor Information

**Company/Organization:** \_\_\_\_\_

*This is how your company's name will appear in event materials.*

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Signature of company representative:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Payment

- Mail the completed form to address below or email to recreation@lwd.org.
- Make check payable to "Village of Lincolnwood" and mail to address below. *NOTE: payment by check only.*

Village of Lincolnwood  
Parks and Recreation Department  
ATTN: Sponsorship  
6900 Lincoln Ave.  
Lincolnwood, IL 60712

