

# 10<sup>th</sup> Annual Arlington Turkey Trot November 28, 2019

***“The DFW Turkey Trot”***



ARLINGTON TURKEY TROT™

c/o The RUNNER In Arlington, 3535 W. Pioneer Parkway, Arlington, Texas 76013  
info@arlingtonturkeytrot.org www.arlingtonturkeytrot.org []

# The History of the Arlington Turkey Trot

On Thanksgiving morning in 1896 six Buffalo, New York runners met for the first recorded Thanksgiving Day run. Success was immediate and they quickly commandeered the name “Turkey Trot” from the popular dance craze. Thus, an American tradition was born. This race has been continuously run ever since, and in 2015 the 120<sup>th</sup> Annual Buffalo Turkey Trot will take place with an estimated 15,000+ participants.

Over the years other communities and organizations across the country started their own Thanksgiving Day Turkey Trot traditions. This includes a growing number of North Texas communities, both large and small, most notably the Dallas Turkey Trot - Capital One Bank Dallas YMCA Turkey Trot, est. 1968, and the Fort Worth Turkey Trot -Moritz FW YMCA Turkey Trot, est. 1982.

Finally in 2010, Arlington established its own Thanksgiving Day tradition with the Inaugural **Arlington Turkey Trot**. The inaugural run was blessed with 2,000 happy trotters, and the participation grew each year to approximately 4,500 Turkey Day runners and walkers in 2017. 2018 marks the 9<sup>th</sup> year for what is quickly becoming *the* best Turkey Trot in the Metroplex. With FREE parking, the backdrop of the Texas Rangers’ Globe Life Park, and a course that takes the runners by Six Flags, AT&T Stadium (the home of the Dallas Cowboys) and much more of the entertainment district, it is not hard to see why entire families are “flocking” to Arlington on Thanksgiving Day.

## Event Details

**Dates & Times:** Thursday, November 28, 2019, 6:30AM – 10:00AM

**Location:** Texas Rangers Globe Life Park in Arlington, TX

**Attendees:** We are projecting between 5,000-6,000 attendees resulting in thousands of people seeing your brand.

### Target

**Demographics:** Last year alone, the Arlington Turkey Trot attracted participants from all over the great state of Texas, as well as 26 other states across the country, including Washington, California, New York, and Colorado to name just a few. We even had a participant travel all the way from London! In 2014, an elite runner from Latvia traveled a great distance just to participate in the Arlington Turkey Trot! Your company brand will literally be seen by people from all over the United States of America. Approximately 57% of the participants in 2018 were female, and studies show women make most of the spending and purchasing decisions in American families.

### Parking &

**Transportation:** Convenient parking for the event will be in Lot J at Globe Life Park in Arlington as well as at the Arlington Convention Center.

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## **About the Beneficiary**

The committee for the 10th Annual Arlington Turkey Trot is thrilled to announce the 2019 turkey day tradition will once again benefit the Boys and Girls Clubs of Greater Tarrant County!

The Boys and Girls Clubs of Greater Tarrant County, has been serving the youth of Tarrant County for over 93 years. With approximately .88 cents of every dollar earned going directly back to the youth in the community, and helping 23,000 kids a year, the Arlington Turkey Trot committee knew they had found the organization with whom they wanted to partner.

The mission of the Boys and Girls Clubs of Greater Tarrant County is simple - “To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.” With multiple branches around Tarrant County, as well as locations set up within dozens of schools, the Boys and Girls Clubs reach is vast, and they offer services to every child, regardless of the family’s ability to pay. The programs offered by Boys and Girls Clubs focus on: Character and Leadership, Health and Wellness, and Academic Success. Daphne Barlow Stigliano, the Chief Executive Officer for Boys and Girls Clubs of Greater Tarrant County, thinks an event such as the Arlington Turkey Trot, which promotes healthy activity and community togetherness, is a perfect fit, and the Trot agrees.

“Healthy Lifestyles is a critical aspect of our programming,” she begins, “on a daily basis our dedicated staff work with Club members to ensure they are developing healthy habits. Youth who develop healthy habits in childhood are more likely to take these habits into adulthood. By learning these skills members are on track to live successfully as self-sufficient adults. The Arlington Turkey Trot provides families and members in the community an opportunity to celebrate the spirit of the season and support the youth who need us most.”

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# SPONSORSHIP OPPORTUNITIES

## “Big Tom Turkey” Title Sponsor - \$9,500

The Title Sponsor receives:

- Exclusive Event Naming Rights! Example: *The USMD 10<sup>th</sup> Annual Arlington Turkey Trot*
- Named in television spot ads by 2019 Media Sponsors – **CBS 11 & KTXA 21**. This will include a minimum of 60 **CBS 11** TV commercials, and a to-be-determined amount of commercials and Public Service Announcements on affiliated **KTXA 21**. Schedule is to begin in mid-late October as a “save the date” reminder and be followed by the main campaign in the two weeks leading to the November 28th race date. CBS 11 is also to provide race day event celebrity personnel and coverage for use in their news reports throughout Thanksgiving Day.
- Most prominent logo placement on all event signage.
- Most prominent logo placement on event long-sleeved tech shirt.
- Most prominent logo placement on event website, including link.
- Recognition in any and all advertising.
- Right to display additional signage at event site.
- Multiple race-day public acknowledgements by emcee.
- Twelve complimentary race entries.
- Twelve complimentary race event long-sleeved Tech shirts.
- Race goodie bag insert rights (i.e. product samples, ads, and/or coupons).
- First right-of-refusal for 2020 Title Sponsor rights.

## “Premier Sponsors” Tier Two Level - \$3,500

*(Limit of 4 Spaces Available)*

Tier Two Sponsors receive:

- Prominent logo placement on all event signage.
  - Flyers will be distributed to all running and athletic stores in the area, making it possible for thousands of consumers to learn of your company.
- Prominent logo placement on event long-sleeved tech shirts.
  - Shirts will be given to every participant and volunteer, meaning that more than 6,000 individuals will wear merchandise boasting your company logo for any number of days throughout the year and years to come.
- Prominent logo placement on the event website, [www.arlingtonturkeytrot.org](http://www.arlingtonturkeytrot.org), with a link back to your company website.
- Prominent placement in the event email blasts sent to more than 60,000 subscribers each week, with a link back to your company website.
- Right to display additional signage at event site.
- The opportunity to set up a booth at the event and interact face to face with the thousands of individuals in attendance.
- Regular status updates on the RunTIME and the Arlington Turkey Trot Facebook page thanking our sponsors with links to the company website.
- Six complimentary event shirts for you to proudly wear and boast of your community support.
- Six complimentary race entries for employees of your company.
- Goodie bag insert rights (product sample, ads, and/or coupons).

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## **“Contributing Sponsors” Tier Three Level - \$1,200**

Tier Three Sponsors receive:

- Logo placement on all event signage.
  - Flyers will be distributed to all running and athletic stores in the area, making it possible for thousands of consumers to learn of your company.
- Logo placement on event long-sleeved tech shirts.
  - Shirts will be given to every participant and volunteer, meaning that more than 6,000 individuals will wear merchandise boasting your company logo for any number of days throughout the year and years to come.
- Logo placement on the event website, [www.arlingtonturkeytrot.org](http://www.arlingtonturkeytrot.org), with a link back to your company website.
- Placement in the event email blasts sent to more than 60,000 subscribers each week, with a link back to your company website.
- Regular status updates on the RunTIME and Arlington Turkey Trot Facebook page thanking our sponsors with links to the company website.
- Four complimentary event shirts for you to proudly wear and boast of your community support.
- Four complimentary race entries for employees of your company.
- Goodie bag insert rights (product samples, ads, and/or coupons).

## **“Friends of the Arlington Turkey Trot” - \$300**

Friends of the Turkey Trot will receive:

- Logo placement on event long-sleeved Tech shirts.
  - Shirts will be given to every participant and volunteer, meaning that more than 6,000 individuals will wear merchandise boasting your company logo for any number of days throughout the year and years to come.
- Logo placement on the event website, [www.arlingtonturkeytrot.org](http://www.arlingtonturkeytrot.org), with a link back to your company website.
- Placement in the event email blasts sent to more than 60,000 subscribers each week, with a link back to your company website.
- Regular status updates on the RunTIME and Arlington Turkey Trot Facebook page thanking our sponsors with links to the company website.
- Two complimentary event shirts for you to proudly wear and boast of your community support.
- Two complimentary race entries for employees of your company.
- Goodie bag insert rights (product samples, ads, and/or coupons).

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**Sponsorship Pledge**

**YES!** We want to join the 10<sup>th</sup> Annual Arlington Turkey Trot as a sponsor at the following level:

- “Big TOM Turkey” Title Sponsor** (limit one) – **\$9,500**
- “Premier Sponsor”** (limit four) - **\$3,500**
- “Contributing Sponsor”** - **\$1,200**
- “Friends of the Arlington Turkey Trot** - **\$300**

**Contact Information:**

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Company: \_\_\_\_\_

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

Company Website: \_\_\_\_\_

Name exactly as it should be listed on event promotional materials:

\_\_\_\_\_

*To be listed on event Tech Shirts, donations must be received **no later** than November 1, 2019.*

Please make donations payable directly to the **Boys and Girls Clubs of Greater Tarrant County**.

Mail donations to: The Arlington Turkey Trot  
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Email or mail this form to [info@arlingtonturkeytrot.org](mailto:info@arlingtonturkeytrot.org).