



CHAMBER OF COMMERCE
**HIGHLANDS
RANCH**

2017 Turkey Day 5k

Thanksgiving Day ~ November 23 ~ Race Starts 9 am ~ Shea Stadium

Sponsorship Opportunities

A Running Tradition 14 Years Strong!



The Turkey Day 5k is a South Metro Denver tradition. Held annually on Thanksgiving morning, this event signals the start of the holiday season for Colorado's active lifestyle enthusiast. Starting and ending near Shea Stadium in Highlands Ranch, experienced runners and families alike join the more than 3,000 participants.

Founded in 2004, the Turkey Day 5k is designed to encourage an active lifestyle and provide people of varying physical capabilities the opportunity to participate in a large-scale running event. Key elements of the 5k include:

- ◆ **Family Friendly 5k Run/Walk**– Thanksgiving and family go hand in hand. Our fun course serves not only the elite runner but the average family as well. Runners, walkers, baby strollers and canine best friends are all welcome.
- ◆ **Support the Colorado National Guard Foundation** – For the past 13 years, the Chamber of Commerce of Highlands Ranch has helped support the Colorado National Guard Foundation through this 5k. The Colorado National Guard Foundation, Inc. has been serving Soldiers, Airmen and their Families since 1991. They exist to assist Colorado Guard members who experience financial hardships and other immediate family emergencies.
- ◆ **Post Exhibitor Village and Beer Garden** – Located beyond the Finish Line, participants and spectators alike will be able to enjoy exhibits, free swag, pancake breakfast, music, and free beer in the always popular beer garden.

Sponsorship of the Turkey Day 5k will provide a tremendous marketing and communications platform before an anticipated 3,500 participants and 2,000 spectators. The runners reflect a demographic profile of the active lifestyle participants primarily in the 25 – 54 age range with 53% being female and 47% male. The majority of registrants live in our community with 80% of registration coming from Highlands Ranch, Littleton and Centennial combined. The median household income for Highlands Ranch is \$108,000 according to the American Community Survey.

Please email the Chamber of Commerce of Highlands Ranch at td5k@highlandsranchchamber.org, or call 303-791-3500 if you have any questions.



Sponsorship details are below. Secure your sponsorship [HERE](#)



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2017 Turkey Day 5k

Sponsorship Opportunities

Warming Tent Sponsor \$1500

- ◆ Banner(s) (provided by sponsor) hung inside/outside warming tent in beer garden
- ◆ 5 Standard Race Entries
- ◆ Logo on all runner shirts
- ◆ Logo and live link to your website on all digital marketing materials related to the TD5k (multiple emails to more than 5,000 unique email addresses, website, etc.)
- ◆ 10 x 10 booth space at event next to warming tent (includes tent, table, 2 chairs, electricity if needed)
- ◆ Recognition from emcee throughout the event on race day
- ◆ 2 social media mentions with link to company website (two boosted posts)

Award Stage Sponsor \$1000

- ◆ Banner (provided by sponsor) hung on award stage
- ◆ 5 Standard Race Entries
- ◆ Logo on all runner shirts
- ◆ Logo and live link to your website on all digital marketing materials related to the TD5k (multiple emails to more than 5,000 unique email addresses, website, etc.)
- ◆ 10 x 10 booth space at event next to stage (includes tent, table, 2 chairs, electricity if needed)
- ◆ Recognition from emcee throughout the event on race day
- ◆ 2 social media mentions with link to company website (one boosted post)

Platinum Sponsor \$750

- ◆ 5 Standard Race Entries (additional at a 10% discount)
- ◆ Logo on all runner shirts
- ◆ Logo and live link to your website on all digital marketing materials related to the TD5k (multiple emails to more than 5,000 unique email addresses, website, etc.)
- ◆ 10 x 10 booth space at event (includes tent, table, 2 chairs and electricity if needed)
- ◆ Recognition from emcee throughout the event on race day
- ◆ 2 social media mentions with link to company website

Course Hydration Station Sponsor \$450

- ◆ 10 x 10 booth space at event (includes tent, table, 2 chairs)
- ◆ 1 social media mention
- ◆ Company name on website
- ◆ Recognition from emcee throughout the event on race day
- ◆ Opportunity to brand the water station on the course (manned by you or volunteers provided by us)

Corporate Sponsor \$500

- ◆ 5 Standard Race Entries (additional at a 10% discount)
- ◆ 1 social media mention
- ◆ Company name on website and marketing materials
- ◆ Recognition from emcee throughout the event on race day

Gold Sponsor \$350

- ◆ 10 x 10 booth space at event (includes tent, table, 2 chairs)
- ◆ Electricity provided for additional \$35
- ◆ 1 social media mention
- ◆ Company name on website
- ◆ Recognition from emcee throughout the event on race day

Banner Sponsor \$100—\$150

Your business can sponsor the following elements of the race. We will hang a banner provided by you at the location of the sponsorship, and provide recognition from the emcee at the event.

- ◆ Banner on start line scaffolding (\$150)
- ◆ Banner on finish line scaffolding (\$150)
- ◆ Water table at finish line
- ◆ Snack table at finish line
- ◆ Fencing near check-in/registration
- ◆ Lots of options...just let us know what you'd like!

Banners for start or finish line need to be 7' x 3' with corner grommets.

Water and snack tables can be branded table cloth for 8 ft rectangular table or a banner to fit front of table

Secure your sponsorship [HERE](#)