

RUN RED

Turkey Trot 2024



**American
Red Cross**

Corporate Sponsor Packet

Event History

For more than two decades, residents in the Tri-Cities have enjoyed walking, running and trotting in support of the American Red Cross at the annual Turkey Trot. This family-friendly event is a beloved holiday tradition bringing 3,000 participants together on Thanksgiving morning.

Event Details

Run for the Red Turkey Trot 2024 will be held on Thanksgiving morning, Thursday, November 28th, at Columbia Park in Kennewick. Participants will have the option to enjoy a short 1-mile course or push themselves further on the 5K loop. From chip-timing for serious racers to courses that are stroller and wheelchair friendly, the Run for the Red Turkey Trot has something for everyone!

Your Impact

All proceeds from Turkey Trot support the Red Cross Home Fire Campaign. For every level of sponsorship, 100% of the gift is tax deductible. The EIN for the American Red Cross is 53-0196605.

Home Fire Campaign – Northwest Region

Home fires are the most frequent disaster in our country. Through the Home Fire Campaign, the Red Cross is helping mitigate the impacts of home fires as well as provide immediate assistance when they occur. During the last year, the Northwest Region:

- Installed nearly **4,000 free smoke alarms** and made over **1,500 homes safer**
- Responded to over **1,200 home fires** and helped over **4,500 individuals**
- Provided over **\$1.2M in direct financial assistance** to victims of home fires

	<i>Presenting Sponsors \$15,000</i>	<i>Gold Sponsors \$10,000</i>	<i>Silver Sponsors \$5,000</i>	<i>Community Sponsors \$1,500</i>
Recognition of sponsorship in event logo, on all event materials, promotional items, event communications and advertising	Presenting sponsors of 2024 Turkey Trot			
Recognition of sponsorship in all event materials and communications mentioning sponsored area/item	✓	Sponsor for high profile area (Victory Tent, Registration, etc.)		
Opportunity to engage with a mission delivery activity (i.e., smoke alarm installation) in spring or fall	✓	✓	✓	
Recognition on race bibs	Logo or Name	Name		
Banner/on-site presence at pre-race packet pick up	✓	✓		
Recognition in regional social media and promotion	✓	✓		
Event signage and on-site tent	Large logo on event signage; on-site tent or engagement option	Medium logo on event signage; on-site tent option	Small logo on event signage	Name on event signage
Volunteer Opportunities	Planning committee, packet pick-up and event day	Packet pick-up and event day	Event day	Event day
Race day recognition	Announcements and welcome speech on stage before warm up	Announcements	Announcements	
Featured in Tri-Cities Area Journal of Business ad	Large logo	Medium logo	Small logo	Name
Event T-shirt	Name on front and large logo on back	Medium logo on back	Small logo on back	Name
Recognition on registration website & event emails	Large logo	Medium logo	Small logo	Name
Media exposure/releases	Opportunity to support PSAs; act as media spokesperson; name in releases	Opportunity to act as media spokesperson; name in releases	Name in releases	Name in releases
Optional sponsor-provided materials for registration packet	Branded bag and items	Items, information flyer or postcard	Items, information flyer or postcard	Items, information flyer or postcard
Free race entries	25 + additional at discounted price	10 + additional at discounted price	6	2

Sponsorship Commitment Sponsorship commitment must be made by September 2nd to ensure all visibility benefits.

Yes! We would like to become a sponsor of the 2024 American Red Cross Run for the Red Turkey Trot.

We will support the Red Cross at the following level:

- \$15,000 Presenting Sponsor
- \$10,000 Gold Sponsor
- \$5,000 Silver Sponsor
- \$1,500 Community Sponsor

Organization Name (as you would like it to appear in event materials)

Main Contact

Email

Address

Phone

- Please send me an invoice to complete my payment.

Email or address where invoice should be sent (if different from contact listed)

Payment Questions?

Contact AlexAnne Long at alexanne.long@redcross.org or NWevents@redcross.org

Mail or email this form to:

American Red Cross
Attn: Turkey Trot
1900 25th Ave S
Seattle, WA 98114
NWevents@redcross.org