

July 2018



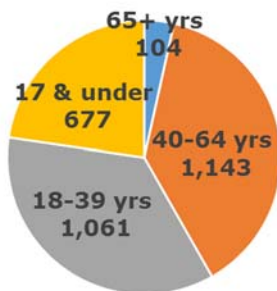
**BURBANK YMCA
TURKEY TROT**
5K • 10K • KIDS RUN
November 22, 2018

Dear Community Supporter,

The Burbank Community YMCA will present its signature event, the annual **5K/10K Turkey Trot**, where more than 3,500 Burbank YMCA members, local residents and dedicated runners from the Los Angeles area descend upon the streets of downtown Burbank on Thanksgiving morning to enjoy an event filled with fitness, family, friends and fun!

The race **SOLD OUT** last year, growing in popularity with a 30% increase in participation. Proceeds from the Turkey Trot directly fund the YMCA's financial assistance program fulfilling our promise to turn no one away from membership for inability to pay.

This event brings out a multi-stakeholder, broad spectrum of community members who want to patronize businesses and organizations that support community efforts. Leverage your reach with high visibility media and publicity right before the busiest shopping day of the year. We are happy to provide Y branded assets for your website, email newsletters and social media postings. Check out last year's participation to see how you can further your business exposure.



I hope you will partner with us on what is now Burbank's largest event of the year.

Run with us, for a better Burbank.

Mary Cutone
President & CEO

BURBANK COMMUNITY YMCA

Providing people of all ages lifelong opportunities to become stronger in spirit, mind and body

321 E. Magnolia Blvd. • Burbank, CA 91502-1132 • ph 818.845.8551 • fx 818.845.0785 • www.burbankymca.org

2018 Burbank YMCA Turkey Trot Corporate Visibility Opportunities



Presenting Partner Package (1) at \$25,000

Company/organization named as *Official Presenting Partner* in all top media outlets with *over one million+ impressions* on PRIME outdoor media space for high-visibility branding (corner of Magnolia and Third Street), exclusive logo placement on runner's bib (3,600), and PRIME logo position on digital media (30,000 impressions) and collateral pieces including posters, postcards, and runner's shirt (over 5,000 race day participants).

Title Sponsor Package (2) at \$15,000

Company/organization named as *Title Partner* in all top media outlets with *over one million+ impressions*, EXCELLENT outdoor media space for high-visibility branding (corner of Magnolia and Third Street), and EXCELLENT logo position on digital media (30,000 impressions), TV monitors Y Interiors (140,000 logo impressions) and collateral pieces including posters, postcards, and runner's shirt (over 5,000 race day participants).

Supporting Package (4) at \$5,000

Company/organization named as *Supporting Partner* in all top media outlets, logo placement on parking lot banner (23,000 monthly visits to the Y), digital media (30,000 impressions), TV monitors Y Interiors (140,000 logo impressions), and collateral promotional pieces including posters, postcards, and logo on runner's shirt (over 5,000 race day participants).

Kids' Run Partner Package (1) - \$2,000

Company/organization named as *Kids' Run Partner* in top media outlets, exclusive logo placement on the Kids' runner shirts, parking lot banner (23,000 monthly visits to the Y), TV monitors Y Interiors (140,000 logo impressions) and digital media (30,000 impressions).

Selfie Station Package (1) - \$2,000

Company/organization named as *Selfie Station Partner* in top media outlets, exclusive logo placement at the selfie station (over 5,000 race participants), logo placement on parking lot banner (23,000 monthly visits to the Y), TV monitors Y Interiors (140,000 logo impressions), digital media (30,000 impressions), and runner's shirt (over 5,000 race day participants).

Race Sponsors (10) at \$1,500

Company/organization named as *Race Partner* in top media outlets, prime exhibit space at vendor village, logo placement on digital media (30,000 impressions), TV monitors Y Interiors (140,000 logo impressions) and runner's shirt (over 5,000 race day participants).

Water Station Package (2) - \$500

Company/organization named as *Water Station Partner* in select media outlets, logo placement on water station poster (over 3,600 race day participants), and TV monitors Y Interiors (140,000 logo impressions).



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2018 Burbank YMCA Turkey Trot Race Corporate Visibility Confirmation Form

We would like to be a contributing partner at the following level (please check one):

Corporate Visibility Level	\$ Amount	Select one
Presenting Partner	\$25,000	
Title Sponsor	\$15,000	
Supporting Sponsor	\$5,000	
Kids' Run Sponsor	\$2,000	TAKEN
Selfie Station	\$2,000	TAKEN
Race Sponsor	\$1,500	
Water Station	\$500	

Company Name

Company contact name & title

Address (number, city, state, zip)

Phone

Fax

Type of in-kind donation & dollar amount

Yes! We are proud to support the Burbank YMCA's 2018 Turkey Trot. We authorize the organizers of the event to include our name/logo on collateral materials and social media promoting the event.

Signature

Date

PLEASE MAKE CHECKS PAYABLE TO BURBANK COMMUNITY YMCA

Please mail or email this form and with payment information to:

Attn: Burbank YMCA Turkey Trot

Burbank Community YMCA, 321 E. Magnolia Blvd., Burbank, CA 91502

Email: mbowman@burbankymca.org or Phone: 818-845-8551 x244