

46TH ANNUAL

TURKEY DAY RUN & GOBBLE WOBBLE 5K

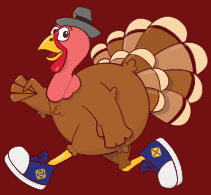
CHARLESTON, SOUTH CAROLINA



START

SPONSORSHIP





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MISSION



The Turkey Day Run & Gobble Wobble is a premiere charity event that has a direct and meaningful impact in the lives of families throughout the Charleston metropolitan area. A family tradition for 44 years, The Turkey Day Race brings together the community in a safe and family fun atmosphere. The event welcomes all people to participate as an athlete, volunteer, or spectator.



46TH ANNUAL

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INTRODUCTION

The Turkey Day Run & Gobble Wobble is a sanctioned 5K race in South Carolina. Organized by the Knights of Columbus, Rev. P.N. Lynch Council #704, the annual run/walk takes place on Thanksgiving morning in downtown Charleston. The event attracted over 8,000 participants and thousands of onlookers in 2022, making it the largest 5K in Charleston and the 9th largest timed 5K in the United States.

The proceeds of the race support more than two dozen Charleston Charities including Alzheimers Association, One Eighty Place, Pet Helpers, Special Olympics, Fields to Families, Habitat for Humanity, American Cancer Society, Water Missions International, Respite Care Charleston, Windwood Family Services, Home Works of America, HALOS, MUSC Children's Hospital, The Charleston Miracle League, His Way Ministry, East Cooper Meals on Wheels, Boy Scouts of America, Without Walls Ministry, and South Carolina Advocates for Epilepsy.

The Knights of Columbus is an international Catholic fraternal organization that was formed to render aid to the local community. The first council in the Carolinas, the Rev. P.N. Lynch Council #704 was chartered on October 26, 1902, and they finished construction on their Hall on Calhoun Street in 1910. What began with 55 members is now comprised of more than 400 members today.

The Turkey Day Run is a Thanksgiving tradition in the Lowcountry. Sponsoring this annual event is a perfect way for your business to reach thousands of potential customers while supporting a quality run that strengthens the Lowcountry Community. Our large participant size and diverse market audience creates numerous branding opportunities for your company.

CONTACT

Turkey Day Run & Gobble Wobble

P.O. Box 21534, Charleston, SC 29413 • www.turkeydayrun.com

Steve Thompson, Race Director
(843) 696-0705
racedirector@turkeydayrun.com

Rachel Haynie, Sponsorship Director
(843) 494-4584
sponsordirector@turkeydayrun.com



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THE TEAM

OFFICERS



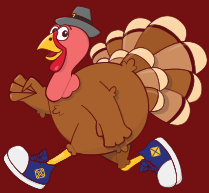
Grand Knight
Dep. Grand Knight
Chancellor
Warden
Treasurer
Advocate
Recorder
Inside Guard

Tom Fressilli
Tim Kenney
Steven Thompson
Hendrick Kampert
Dan Metzler
Pete Marchewka
Mark Lester
Richard Aristegui

TURKEY DAY RUN & GOBBLE WOBBLE CORE COMMITTEE

Race Director
Deputy Race Director
Race Trustee
Volunteer Coordinator
Sponsorship Director
Charity Liaison
Treasurer

Steve Thompson
Hendrik Kampert
Joe Mulé
Abigail Doud
Rachel Haynie
Pete Marchewka
Dan Metzler



46TH ANNUAL

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WHY BECOME A SPONSOR?

➔ REACH

thousands of patrons at Expo and on race day

➔ MARKET

your products at the Expo and on race day

➔ ENHANCE

product credibility through association with a growing charitable event

➔ PARTICIPATE

in the largest 5K run/walk in South Carolina

We attract a variety of Sponsors and volunteers to host a 2 day event in gorgeous downtown Charleston including:

- 1 Day Pre-Race Exposition
- Kids Fun Run - more than 500 participants
- Race Day After Party

HIGH ROI

With more than 10,000 attendees expected on race day, sponsorship reaches potential customers for just pennies per person.

PRINTED MATERIALS

Sponsors of Turkey Day Run & Gobble Wobble receive credit on printed and advertising materials, corresponding to the level of sponsorship. Advertising materials include registration form, posters, t-shirts, website, signage and Save the Date cards.

MEDIA & TELEVISION

The Turkey Day Run & Gobble Wobble receives extensive media coverage on television, social media, radio, and newspapers.

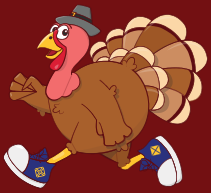
ONLINE PRESENCE

Sponsors have their company logos displayed on the Turkey Day Run website for a full year, beginning in October. Sponsors are individually recognized on the Turkey Day Run's social platforms like Facebook, Twitter, and Instagram. Digital Race Bag Ad included in all sponsorship levels.

ONSITE PROMOTION

The Turkey Day Run offers sponsors two opportunities to exhibit and display their product at the 1 Day Exposition on November 24th and on Race Day November 25th.

- Possible On Site Promotional Ideas
Sales | Signs & Banners | Merchandise Giveaways | Product Sampling



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TURKEY DAY RUN & GOBBLE WOBBLE 5K

DEMOGRAPHICS & STATS

Expected Attendance

12,000 runners, walkers, friends & family

Participant Demographics

56% Female 44% Male

Average Age

20-39

Attendee Demographics by State

South Carolina 69%

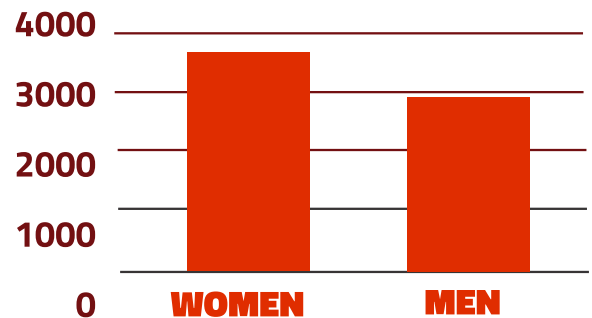
North Carolina 6%

Georgia 3.5%

Florida 2.5%

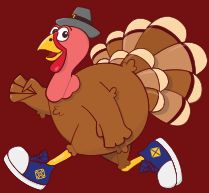
All other States 19%

ADULTS 5K



Fast Facts

- Turkey Day Run originally founded in 1914, became a 5K in 1978 .
- The largest 5K in South Carolina.
- 9th largest timed 5K in the U.S.



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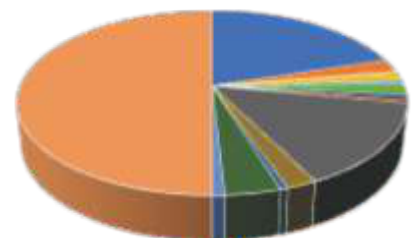
METRICS

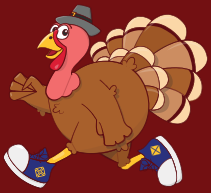
CHARLESTON METRO AREA PARTICIPANTS

| | |
|-----------------------------------|-------|
| Charleston | 1,761 |
| Daniel Island | 194 |
| Folly Beach | 31 |
| Goose Creek | 119 |
| Isle of Palms | 61 |
| Johns Island | 171 |
| Ladson | 67 |
| Moncks Corner | 51 |
| Mt. Pleasant | 1,281 |
| North Charleston | 186 |
| Sullivans Island | 45 |
| Summerville | 342 |
| Surrounding Charleston Metro Area | 75 |
| Total | 4,384 |

COUNT OF CONTACT ADDRESS: CITY

| | |
|--------------------|--------------------|
| ■ Charleston | ■ Daniel Island |
| ■ Folly Beach | ■ Goose Creek |
| ■ Isle of Palms | ■ Johns Island |
| ■ Ladson | ■ Moncks Corner |
| ■ Mt. Pleasant | ■ North Charleston |
| ■ Sullivans Island | ■ Summerville |





46TH ANNUAL

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SPONSORSHIP PACKAGES

PRESENTING - \$35,000

- 50 complimentary Race Registrations
- Company logo on official Race t-shirt as Presenting Sponsor
- Company logo on all Race Day Volunteer t-shirts
- Company banner displayed at Expo Tent, Start and Finish Lines
- Additional banners displayed along race route
- Company name included on all Press Releases and Public Service Announcement
- Company logo on all publications
- Option to participate in Race Day Gun Start, and the Race Day Awards Ceremony
- Before and after event photo opportunities
- Complimentary booth at Pre-Race Expo and Race Day After Party
- Logo spotlight in Turkey Day Run Calendar for one month
- Prominent Placement on Race Website
- Logo and Link features on Month E-Blast

GOLD - \$10,000

- 25 complimentary race registrations
- Included in pre-race and awards ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on Social Media platforms
- Logo added to billboard for 30 days prior to Race day in three (3) prominent locations in Charleston
- Prominent placement of company logo on race website
- Pre-race and post-race photo opportunities
- Company provided banner displayed at Pre-Race Expo and Start/Finish Line
- Prominent placement of sponsor name/logo on back of the official race t-shirt
- 10x10 booth at TDR Pre-Race Expo in Vendor Village
- Company representative to start one wave for beginning of race
- Prominent placement in both radio & TV advertising
- Opportunity to create Digital Race Bag Ad to promote company's goods and services

START/FINISH LINE - \$5,000

Only 2 available

- 16 complimentary race registrations
- Included in pre-race and awards ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on Social Media platforms
- Prominent placement of company logo on race website
- Pre-race and post-race photo opportunities
- Company provided banner displayed at Pre-Race Expo and/or Start/Finish Line
- Sports or name/logo on back of the official race t-shirt
- 10x10 booth at TDR Pre-Race Expo in Vendor Village
- Company representative to start one wave for beginning of race
- Opportunity to create Digital Race Bag Ad to promote company's goods and services



46TH ANNUAL

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SPONSORSHIP PACKAGES

VENDOR VILLAGE - \$4,000

- 14 complimentary race registrations
- Included in pre-race and awards ceremony reads
- Company advertised on sponsorship "Thank You" Billboard at Expo
- Mentions on Social Media platforms
- Prominent placement of company logo on race website
- Sponsorship banner for entrance of Vendor Village
- Pre-race and post-race photo opportunities
- Sponsor name/logo printed on back of official race t-shirt
- 10x10 booth at TDR Pre-Race Expo in Vendor Village
- Company representatives to start race for each age group
- Opportunity to create Digital Race Bag Ad to promote company's goods and services

CHILDREN'S FUN RUN - \$3,000

- 12 complimentary race registrations
- Included in pre-race and awards ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on social media platforms
- Prominent placement of company logo on race website
- Pre-race and post-race photo opportunities
- Company provided banner displayed at Children's Fun Run
- Sponsor name/logo on back of the official race t-shirt
- 10x10 booth at TDR Pre-Race Expo in Vendor Village
- Company logo printed on 500 Children's Fun Run race numbers
- Company representatives to start race for each age group
- Ad opportunity to create digital Race Bag Ad to promote company's goods and services.

STAGE/MUSIC - \$2,500

NEW! Only 2 available

- 10 complimentary race registrations
- Included in pre-race and awards ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on Social Media platforms
- Prominent placement of company logo on race website
- Pre-race and post-race photo opportunities
- Company provided banner displayed on stage for Race Day Awards Ceremony
- Sponsor name/logo on back of the official race t-shirt
- 10x10 booth at TDR Pre-Race Expo in Vendor Village
- Opportunity to create Digital Race Bag Ad to promote company's goods and services



46TH ANNUAL

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SPONSORSHIP PACKAGES

SILVER - \$2,000

- 8 complimentary race registrations
- Included in pre-race and awards ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Weekly mentions on Social Media platforms
- Prominent placement of company logo on race website
- Pre-race and post-race photo opportunities
- Company provided banner displayed at Pre-Race Expo
- Sponsor name /logo on back of the official race t-shirt
- 10x10 booth at TDR Pre-Race Expo in Vendor Village
- Opportunity to create Digital Race Bag Ad to promote company's goods and services

BILLBOARD - \$1,500

NEW!

- 4 complimentary race registrations
- Company logo on 14'x48' vinyl billboard location in prominent location in Charleston for 30 days prior to race
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- November mention on Social Media
- Company logo on race website
- Sponsor name/logo on back of the official race t-shirt
- Opportunity to create Digital Race Bag Ad to promote company's goods and services

BRONZE - \$750

- 4 complimentary race registrations
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- November mention on Social Media platforms
- Company logo on race website
- Opportunity to create Digital Race Bag Ad to promote company's goods and services

WATER STOP - \$1,500

Only 4 available.

- 6 complimentary race registrations
- Included in pre-race and award ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Monthly mentions on social media platforms
- Company logo on race website
- Company provided banner displayed near Water Stop on Race Course
- Sponsor name/logo on back of the official race t-shirt
- 10x10 booth at TDR Pre-Race Expo in Vendor Village
- Opportunity to create Digital Race Bag Ad to promote company's goods and services

EXPO - \$1,000

- 4 complimentary race registrations
- 10x10 booth at TDR Pre-Race Expo in Vendor Village
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- November mention on Social Media platforms
- Company logo on race website
- Opportunity to create Digital Race Bag Ad to promote company's goods and services

PATRON - \$500

- 2 complimentary race registrations
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- November mention on Social Media platforms
- Company logo on race website
- Opportunity to create Digital Race Bag Ad to promote company's goods and services



46TH ANNUAL

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SPONSORSHIP CONTRACT

This contract is between the Knights of Coumbus P.N. Lynch Council 704 (KOC) and _____ (Sponsor) for sponsorship and publicity concerning the 2023 Turkey Day Run & Gobble Wobble to be held on Thanksgiving Day in Charleston, S.C.

The Turkey Day Run agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> PRESENTING SPONSOR | <input type="checkbox"/> VENDOR VILLAGE | <input type="checkbox"/> SILVER | <input type="checkbox"/> EXPO |
| <input type="checkbox"/> GOLD | <input type="checkbox"/> CHILDREN'S FUN RUN | <input type="checkbox"/> WATER STOP | <input type="checkbox"/> BRONZE |
| <input type="checkbox"/> START/FINISH LINE | <input type="checkbox"/> STAGE/MUSIC | <input type="checkbox"/> BILLBOARD | <input type="checkbox"/> PATRON |

Other terms mutually agreed upon (if none, so state): _____

The name of the Sponsor will be listed as: _____

Sponsor shall pay to the Turkey Day Run the sum of \$ _____.

Which sum is due and payable within 15 days of this contract or by _____ 2023.

FORCE MAJEURE: In the event that the Knights of Columbus are unable to hold the 2023 Race due to a Force Majeure event(s), this contract along with all terms, conditions and consideration paid to date, shall be transferred to the 2024 Race Date.

DEADLINES: Oct. 1st Logo in High Resolution
Nov. 2nd Company supplied banner, design of Digital Race Bag and Prize items

PRIZE DONATIONS: If you would like to donate merchandise for the participant prizes or giveaways at the Packet Pickup Party, please list the item(s) and value below: _____

BOOTH AT EXPO: If my Sponsorship includes it, I would like to have a 10x10 booth at the Packet Pickup Party on Nov. 27th. ☐ YES ☐ NO
(Please note, tents must be staffed from 8am - 7pm at the Packet Pickup Party.)

An Expo Booth includes a 10x10 tent, an 8ft table and 2 chairs.
I will supply my own 10x10 tent. ☐ YES ☐ NO

KOC and Sponsor agree that other terms and conditions may be part of this contract only by mutual written consent and signature of the parties.

For the Turkey Day Run: _____ For the Sponsor: _____

By: _____ By: _____

Signature: _____ Signature: _____

Address: **P.O. Box 21534**
Charleston, SC 29413 Address: _____

Telephone: _____ Telephone: _____

E-mail: _____ E-mail: _____