

47TH ANNUAL

TURKEY DAY RUN & GOBBLE WOBBLE 5K

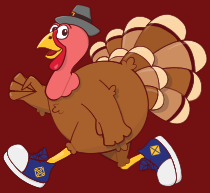
CHARLESTON, SOUTH CAROLINA



START

SPONSORSHIP





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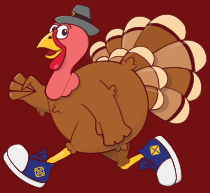
TURKEY DAY RUN & GOBBLE WOBBLE 5K



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 47 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.



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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 2023, making it the largest 5K in Charleston and the 9th largest timed 5K in the United States.

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

Patrick Tivnan, 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
 Financial Secretary
 Warden
 Treasurer
 Advocate
 Recorder
 Inside Guard
 Spiritual Adviser
 1 Year Trustee
 2 Year Trustee

Tom Fressilli
 SK Brian Borry, PGK
 Steven Thompson
 Paul Setti, DD, PGK
 Richard Aristegui
 Dan Metzler
 Pete Marchewka
 Mark Lester
 Hendrick Kampert
 Paul Rosenblum
 Christian LeBlanc
 Joe Mulé

TURKEY DAY RUN & GOBBLE WOBBLE CORE COMMITTEE

Race Director
 Race Trustee
 Volunteer Coordinator
 Sponsorship Director
 Charity Liaison
 Treasurer

Patrick Tivnan
 Joe Mulé
 Abigail Doud
 Rachel Haynie
 Pete Marchewka
 Dan Metzler



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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 though association with a growing charitable event



PARTICIPATE

in the largest 5K run/walk in South Carolina

HIGH ROI

With more than 20,000 attendees expected on Expo and 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 posters, t-shirts, postcards, signage and Save the Date cards.

ONLINE PRESENCE

Sponsors have their company logos displayed on the Turkey Day Run website for a full year, and on the registration platform. 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.

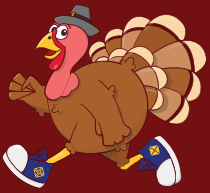
ONSITE PROMOTION

The Turkey Day Run offers sponsors two opportunities to exhibit and display their product at the 1 Day Exposition on November 27th and on Race Day November 28th.

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

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



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DEMOGRAPHICS & STATS

EXPECTED ATTENDANCE

20,000 runners, walkers, friends and family

PARTICIPANT DEMOGRAPHICS

56% Female 44% Male

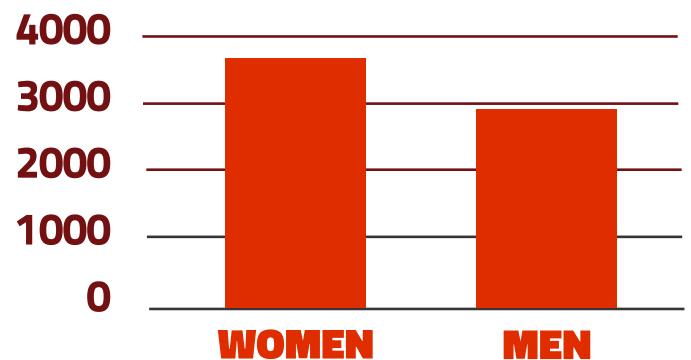
AVERAGE AGE

20-39

ATTENDEE DEMOGRAPHICS BY STATE

South Carolina	69%
North Carolina	6%
Georgia	3.5%
Florida	2.5%
All other States	19%

ADULTS 5K

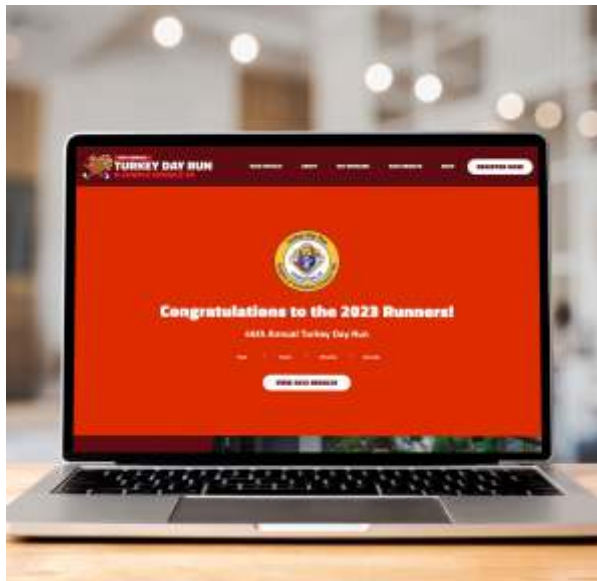


FAST FACTS

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



SPONSOR EXPOSURE & STATISTICS



Email Newsletter

+20k subscribers
75-80% open rate

Facebook

3.4k followers
138.k people reached

Instagram

659 followers
20.9k people reached

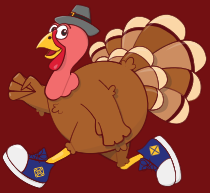
Website

28,876 unique website visitors

Expo + Race Day Signage

Over 8.7k race participants
+12k attendees on Race Day
Est. 10k attendees at Vendor Expo

As an esteemed sponsor of the Turkey Day Run, we invite you to collaborate with us in enhancing brand awareness and engaging a broader audience. Feel free to contact us with any inquiries; we are eager to tailor a coverage schedule for your team.



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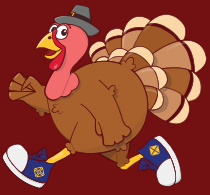
SPONSORSHIP PACKAGES

PRESENTING - \$25,000

- 30 Race Registrations
- Company logo on official Race t-shirt as Presenting Sponsor
- Company name added under Turkey Day Run logo as Presenting Sponsor
- One (1) single room the night prior to race (occupancy for two (2) at a Race Sponsor's hotel
- Company announced as Presenting Sponsor throughout Expo and Race Day announcements
- Company included in all radio and TV advertising as Presenting Sponsor
- Company logo on all postcards mailed to over 10,000 past participants
- Company advertised on roadside billboard for 30 days prior to race day in a prominent location in Metro Charleston
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Company logo on all 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
- Two (2) complimentary booths at Pre-Race Expo and Race Day After Party
- Prominent placement on Race website and Registration website
- Logo and link featured on e-blast sent to over 20,000 emails
- Company logo on over 9,000 race bib numbers

GOLD - \$10,000

- 15 Race registrations
- Included in Pre-Race and Awards Ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on Social Media platforms
- Company advertised on a prominent roadside billboard for 30 days prior to Race Day
- Prominent placement of company logo on Race website and Registration website
- Pre-Race and Post-Race photo opportunities
- Company provided banner displayed at Pre-Race Expo and Start/Finish Line
- 10x10 booth at Pre-Race Expo in Vendor Village
- Prominent placement of sponsor name/logo on back of the official Race t-shirt
- Company representative to start one wave for beginning of Race
- Prominent placement in both radio and TV advertising
- Opportunity to create Digital Race Bag Ad to promote company's goods and services
- Company logo on all postcards mailed to over 10,000 past participants
- One (1) single room the night prior to Race (occupancy for two (2) at a Race Sponsor's hotel
- Company logo on over 9,000 race bib numbers



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SPONSORSHIP PACKAGES

START/FINISH LINE - \$5,000

- 10 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 and Registration website
- Pre-Race and Post-Race photo opportunities
- Company provided banner displayed at Pre-Race Expo and Start/Finish Line
- Sponsor name/logo on back of the official Race t-shirt
- 10x10 booth at 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
- Complimentary placement in Charleston's St. Patrick's Day Parade
- Included in raffle for one (1) single room the night prior to race (occupancy for two (2) at a Race Sponsor's hotel)

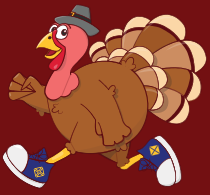
CHILDREN'S FUN RUN - \$3,000

- 5 Race registrations
- Included in Pre-Race and awards ceremony reads
- Company advertised on Sponsored "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 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
- Included in raffle for one (1) single room the night prior to race (occupancy for two (2) at a Race Sponsor's hotel)

STAGE/MUSIC - \$2,500

Only 2 available

- 4 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 Pre-Race Expo in Vendor Village
- Opportunity to create Digital Race Bag Ad to promote company's goods and services
- Included in raffle for one (1) single room the night prior to race (occupancy for two (2) at a Race Sponsor's hotel)



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SPONSORSHIP PACKAGES

SILVER - \$2,000

- 3 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
- Sponsor name/logo on back of the official Race t-shirt
- 10x10 booth at Pre-Race Expo in Vendor Village
- Opportunity to create Digital Race Bag Ad to promote company's good and services

BILLBOARD - \$1,500

- 2 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
- Mentions on social media platforms
- 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 good and services

BRONZE - \$750

- 2 Race registrations
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on social media platforms
- Company logo on Race website

WATER STOP - \$1,500

Only 4 available.

- 2 Race registrations
- Included in Pre-Race and Awards Ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on social media platforms
- Company logo on Race website
- Company provided banner displayed on Race course
- Sponsor name/logo on back of the official Race t-shirt
- 10x10 booth at Pre-Race Expo in Vendor Village
- Opportunity to create Digital Race Bag Ad to promote company's good and services

EXPO - \$1,000

- 2 Race registrations
- 10x10 booth at Pre-Race Expo in Vendor Village'
- Included in Pre-Race and Awards Ceremony reads
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on social media platforms
- Company logo on Race website
- Opportunity to create Digital Race Bag Ad to promote company's good and services

PATRON - \$500

- 2 Race registrations
- Company advertised on Sponsorship "Thank You" Billboard at Expo
- Mentions on social media platforms
- Company logo on Race website



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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 2024 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 _____ 2024.

FORCE MAJEURE: In the event that the Knights of Columbus are unable to hold the 2024 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 2025 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, booths must be staffed 9am - 6pm.)

An Expo Booth includes a covered 10x10 space, an 8ft table and 2 chairs

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: _____