

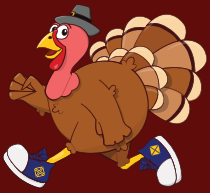
49TH ANNUAL

TURKEY DAY RUN & GOBBLE WOBBLE 5K

CHARLESTON, SOUTH CAROLINA



**SPONSORSHIP &
VENDOR OPPORTUNITIES**



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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. In 2025, the race had over 9,200 registered participants making it the 3rd largest Thanksgiving Day 5K in the US and the largest 5k in South Carolina.

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.

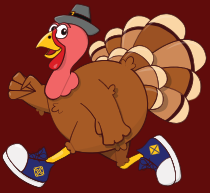
MISSION

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 48 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.

CONTACT

Turkey Day Run & Gobble Wobble
P.O. Box 21534, Charleston, SC 29413 - www.turkeydayrun.com

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



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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

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 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.

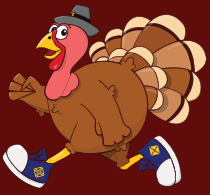
ONLINE PRESENCE

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 25th and on Race Day November 26th.

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



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DEMOGRAPHICS & SPONSOR EXPOSURE

EXPECTED ATTENDANCE

20,000 runners, walkers,
friends and family

PARTICIPANT DEMOGRAPHICS

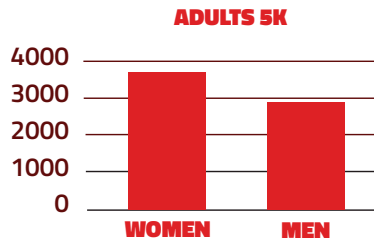
56% Female 44% Male

AVERAGE AGE

20-39

ATTENDEE DEMOGRAPHICS

S. Carolina	69%
N. Carolina	6%
Georgia	3.5%
Florida	2.5%
Other States	19%



Email Newsletter

+30k subscribers
75-80% open rate

Facebook

3.5k followers
250k people reached

Instagram

+800k followers
140k people reached

Website

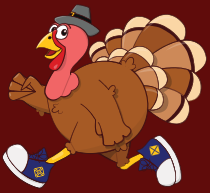
62,407 unique website views

Expo + Race Day Signage

Over 9.2k race participants
+15k attendees on Race Day
10k attendees at Vendor Expo

FAST FACTS

- Turkey Day Run originally founded in 1914, became a 5K in 1978
- The largest 5K in South Carolina
- 3rd largest timed 5K in the U.S.



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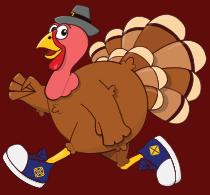
SPONSORSHIP PACKAGES

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 & 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
- Customized race shirts for all participating employees
- Registration discount for all company employees and family members
- Company logo on road side billboards in prominent locations throughout Charleston for 30 - 45 days prior to Race

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
- Company logo on road side billboards in prominent locations throughout Charleston for 30 - 45 days prior to Race



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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)
- Company logo on road side billboards in prominent locations throughout Charleston for 30 - 45 days prior to Race

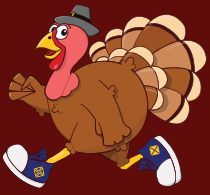
CHILDREN'S FUN RUN - \$3,000

- 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)
- Company logo on road side billboards in prominent locations throughout Charleston for 30 - 45 days prior to Race

FINISH FESTIVAL - \$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
- Sponsor name/logo on back of the official Race t-shirt
- Company provided banner displayed on stage for Race Day Awards Ceremony
- 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)
- Company logo on road side billboards in prominent locations throughout Charleston for 30 - 45 days prior to Race



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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

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

PATRON - \$500

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

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

BRONZE - \$750

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

***All sponsor levels are offered on a multi year contract for a yearly discount.**



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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 2026 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"/> BRONZE |
| <input type="checkbox"/> GOLD | <input type="checkbox"/> CHILDREN'S FUN RUN | <input type="checkbox"/> WATER STOP | <input type="checkbox"/> PATRON |
| <input type="checkbox"/> START/FINISH LINE | <input type="checkbox"/> FINISH FESTIVAL | <input type="checkbox"/> EXPO | |

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 _____ 2026.

FORCE MAJEURE: In the event that the Knights of Columbus are unable to hold the 2026 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 2027 Race Date.

DEADLINES: Oct. 1st Logo in High Resolution
Nov. 3rd 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. 25th. 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: _____