



TURKEY TROT LOS ANGELES

November 28, 2024

Created and produced by



GRATITUDE PARTNER



BENEFITTING PARTNER



Be Part of the LARGEST Running Day of the Year!

Thanksgiving Day nationally is the largest running day of the year, with over 900,000 people running in various Turkey Trots. Turkey Trot LA is centered around Downtown Los Angeles (DTLA) which is revitalized and experiencing unparalleled growth.

This active lifestyle event is an ideal vehicle to create emotional connections between your brand and a targeted consumer.



RACE DISTANCE:
5k/10k & Widdle Wobble



ACTIVITIES:
Kids Events /
Costume Contest



BENEFICIARY:
The Midnight Mission



DATE:
Thursday
November 28, 2024



FESTIVAL:
7:00 a.m. – 12:00 noon



PARTICIPANTS:
7,000



MALE
41%



FEMALE
59%



AVERAGE AGE
34



SPECTATORS:
2,000 +



TOTAL PEOPLE
8,000



Generic Events
825 Wilshire Blvd. #431
Santa Monica, CA 90401
www.generic events.com

For inquiries contact:
Michelle / 310.991.2787 / michelle@genericevents.com
Robert / RBrennan@midnightmission.org

benefitting



EVENT SNAPSHOT



LARGEST TURKEY TROT IN LOS ANGELES



ELITE RUNNERS / MEDIA



CUSTOMER INTERACTION - GRATEFUL WALL



ON COURSE ACTIVATIONS



SCENIC COURSE PAST DISNEY CONCERT HALL



BACKDROPS FOR EVENT INTERACTION



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EVENT SNAPSHOT



GAYLE ANDERSON - KTLA 5



ON SITE ACTIVATIONS



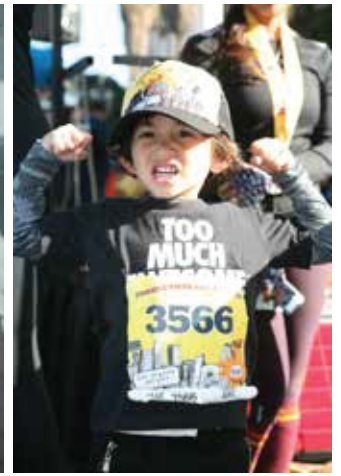
CONSUL GENERAL OF THE UAE AND MAYOR OF LA



SCENIC COURSE THROUGH DOWNTOWN LA



ON SITE ACTIVATIONS AT EVENT FESTIVAL



'WIDDLE WOBBLE' PARTICIPANTS



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EVENT SNAPSHOT



LOS ANGELES MAYOR ERIC GARCETTI



ON SITE ACTIVATIONS



ELITE RUNNERS



ON SITE ACTIVATIONS



LOS ANGELES CITY HALL



BERTHA - THE GIANT TURKEY



PARTICIPANT PREMIUMS



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SPONSORSHIP BENEFITS

We customize each sponsor agreement based on your needs.
Detailed deliverables to be defined during the agreement process.



PRESENTING SPONSOR

\$35,000

Exclusive

(1) SOLD - NOT AVAILABLE

SOLD - NOT AVAILABLE

- Naming and Brand Integration with Event Logo
- Digital Promotions: Social, Email and Website
- Race Day Exposure: Expo Activation, Banner Placement, Commemorative Giveaways, Emcee Announcements
- Race Entries: 35 Comp Entries, 25% OFF additional entries

T-SHIRT SPONSOR

\$25,000

Exclusive

(1) Available

- Digital Promotions: Social, Email and Website
- T-Shirts: Logo inclusion on the back of Race T-Shirts (5,000)
- Race Day Exposure: Up to 10X20 Expo Activation, Banner Placement, Commemorative Giveaways, Emcee Announcements
- Race Entries: 25 Comp Entries, 25% OFF additional entries

OFFICIAL AUTOMOBILE SPONSOR

\$20,000

Exclusive

(1) Available

- Digital Promotions: Social, Email and Website
- Race Day Exposure: Up to 20X30 Expo Activation, Banner Placement, Commemorative Giveaways, Emcee Announcements
- Race Entries: 20 Comp Entries, 25% OFF additional entries

GRATITUDE SPONSOR

\$10,000

Exclusive

(1) Available

- Giving Zone Branding: Your company will be the official Giving Zone sponsor. Logo placement on Giving Zone signs.
- Digital Promotions: Social, Email and Website
- Race Day Exposure: Expo Activation, Banner Placement, Commemorative Giveaways, Emcee Announcements
- Race Entries: 10 Comp Entries, 25% OFF additional entries

WIDDLE WOBBLE SPONSOR

\$7,500

(1) Available

- Digital Promotions: Social, Email and Website
- T-Shirts: Logo inclusion on Widdle Wobble T-Shirts
- Race Day Exposure: Up to 10X20 Expo Activation, Banner Placement, Commemorative Giveaways, Emcee Announcements
- Race Entries: 7 Comp Entries, 25% OFF additional entries

DOG JOG SPONSOR

\$7,500

(1) Available

- Digital Promotions: Social, Email and Website
- Dog Handkerchief: Your company logo located on handkerchief.
- Race Day Exposure: Up to 10X20 Expo Activation, Banner Placement, Commemorative Giveaways, Emcee Announcements
- Race Entries: 7 Comp Entries, 25% OFF additional entries

SUPPORTING SPONSOR

\$5,000

Limitless Availability

- Race Day Exposure: 10X10 Expo Activation, Banner Placement, Commemorative Giveaways, Emcee Announcements
- Race Entries: 5 Comp Entries, 25% OFF additional entries
- Supporting Sponsor Options:
 - Expo Stage Sponsor
 - Finish Line Water Sponsor
 - Finish Line Snack Sponsor
 - Course Water/Cheer Station Sponsor (2)
 - Virtual Sponsor

MILE MARKER SPONSOR

\$2,500

(6) Available

- Mile Marker: Company logo placed on mile marker
- Race Entries: 2 Comp Entries, 25% OFF additional entries

EXHIBITOR SPACE

\$800

(15) Available

- Expo Space: 10X10 space at Finish Line Expo for company activation



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#GRATEFULTOGETHER

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