

Applied Materials "Silicon Valley Turkey Trot" Sponsorship Opportunities

Branded Sponsorships include events, contests, and categories that are specific to a particular element within the "Silicon Valley Turkey Trot." Many sponsor levels include benefits in addition to those indicated on the Sponsorship Levels and Benefits Chart on the opposite side.

Race Day Festival Area Sponsor - Premium Diamond - Variable

The Race Day Festival Area is a large area that hosts pre and post race activities for the 25,000+ participants. Activities include post race cool down stage exercises, post race water and refreshments distribution, family and friends meet-up area and the race's shirt distribution area. This area also features vendors, community organizations and Palmer College of Chiropractic's clinic booth where participants can receive free spine assessments.

Official Race Timing Sponsor - Diamond \$30,000

The Official Race Timing Sponsorship offers one of the most unique branding opportunities. This sponsorship features branding around both sides of the event timing clocks at the start and finish lines. This sponsorship also includes the special branding on the event countdown clock on the homepage and all sub-pages on the website.

Finisher Medal Sponsor - Diamond \$30,000

Imagine your company name and logo appearing on the commemorative finisher medal that all 25,000 participants receive. In addition to appearing on the medal that people will hold onto long after the event you will also receive prominent placement on all collateral produced for the race (shirts, brochures, posters, post-cards, and finish banners).

Remote Runner Challenge - Gold \$15,000

The Remote Runner Challenge is for those unable to attend the Turkey Trot in person. Remote Runners can exercise on Thanksgiving Day to complete their own "Trot." They are mailed an official race shirt and bib before the event. Remote Runners are encouraged to upload photos and videos on a dedicated album on the Turkey Trot's Facebook page that features the sponsor.

Elite 5K Men's Race - Gold \$15,000

The Men's and Women's Elite 5K consistently rank as one of the top 5K's in the world. The Elite Course is a 4-loop, criterium-style elite 5K course. The flat-and-fast, USA Track & Field certified course maximizes spectator interest, media accessibility, and allows an excellent opportunity for the general public to observe the runners.

10K Wheelchair - Gold \$15,000

The 10K Wheelchair features a unique event that presents awards to the top three male and female athletes in wheelchairs. The 10K Wheelchair is the first race that begins at the Starting Line before all other events and makes the Turkey Trot truly inclusive to all participants regardless of their physical challenges.

Mile Marker - Mile 3 - Gold \$15,000 Mile 4, 5 - Silver \$10,000

Hydration Stations - Mile 3 - Gold \$15,000

Mile Marker and Hydration Station sponsors have special sponsorship elements along the race course. Sponsors receive tall branded signage on both sides of the course as well inclusion on the course map which is featured in one of our full page Mercury News ads.

Photo Booth - Silver \$10,000

The Photo Booth features a sponsor branded backdrop on a raised stage. Participants are encouraged to take photo's on stage and post on social media. The station will be positioned in the main Festival Area with an option for additional stations elsewhere. This sponsorship is highly interactive and visible on race day.

Custom Sponsorships

\$ - Variable

Please reach out to our Race Team if you would like to discuss creating a custom sponsorship that fits your needs.

Applied Materials "Silicon Valley Turkey Trot" - Sponsorship Levels and Benefits Chart

The "Silicon Valley Turkey Trot" offers organizations a wide range of sponsorship levels as well as branded event categories that can fit the culture or marketing aim of a particular company. The chart below is an outline of the benefits for sponsors. The opposite page goes into more detail on the branded categories and open opportunities.

For sponsorship inquiries contact: Chris Weiler - chrisw@svlgfoundation.org (408) 453-4750

Sponsorship Benefits	Impressions	Title Sponsor	Diamond \$30,000	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Impressions Total			~4M+	~4M	~300K	~200K	~100K
Name Integrated Into Title of the Race/Logo/Website		X					
Name/Logo on Postcard	20,000	X					
Finish Chute Banners	40,000	X	X				
Logo in Community Newspaper Ad (1)	200,000	X	X	X			
Logo in Full Page SJ Mercury News Ads (6)	3,666,000	X	X	X			
Logo on Posters	1,000	X	X	X	X		
Logo on Race Shirt	25,000	X	X	X	X		
Name Branded in Registration Process	25,000	X	X	X	X		
On Stage presence	5,000	X	X	X	X		
Logo on Truss (Sponsor Tiles)	40,000	X	X	X	X		
Dedicated Webpage	2,500 - 5,000	X	X	X	X		
Logo in Bellou Publishing Ad (1)	32,500/day	X	X	X	X	X	
Logo on Brochures	5,000	X	X	X	X	X	
Seat on Executive Steering Committee		X	X	X	X	X	
Specific Signage Related to Item	5,000 - 40,000	X	X	X	X	X	
Social Media Post (4 Facebook/ Twitter)	24,000	X	X	X			
Social Media Post (3 Facebook/ Twitter)	18,000				X		
Social Media Post (2 Facebook/ Twitter)	12,000					X	
Social Media Post (1 Facebook/ Twitter)	8,000						X
Logo & Link on Sponsor page	5,000	X	X	X	X	X	X
Offer in Virtual Race Bag	25,000	X	X	X	X	X	X
Promotional Opportunity at the Expo	30,000	X	X	X	X	X	X
Promotional Opportunity in the Festival Area	40,000	X	X	X	X	X	X
On Stage Mention	5,000	X	X	X	X	X	X

**Impressions are based on projected estimates of attendance, collateral print numbers/distribution and documented circulations . They are provided to give prospective sponsors comparative metrics between sponsorship levels and are not guaranteed. Rev.7.25.17*