



2009 Sponsorship Opportunities

YMCA BUFFALO NIAGARA MISSION STATEMENT

YMCA Buffalo Niagara is an inclusive association of people committed to a common effort to help individuals and families reach their fullest potential in terms of spirit, mind, and body.

THE YMCA TURKEY TROT

Thanksgiving Morning - 9:00 am - Noon

From its humble beginnings in 1896 with a field of just six runners, the YMCA's annual Thanksgiving Day Run - the Turkey Trot - will mark its 114th consecutive start on Thursday, November 26th.

Crowned the oldest continually run footrace in North America (even older than the Boston Marathon), our YMCA Turkey Trot is one of Western New York's most treasured events, bringing together 10,000 runners and walkers from here and abroad to take part in a holiday celebration like no other!



This race's reputation and size grow year after year not just because its high level of quality and entertainment but even more so for the many traditions it has helped create for so many people. The multi-generations of families, people home for the holiday, the field of both competitive and amateur runners, the array of costumes - and some years even the weather - are what make the Turkey Trot a truly memorable and enjoyable event for all ages!

We invite you to share in the excitement and camaraderie that makes the Turkey Trot such a unique and integral part of Western New York. As a sponsor, your company will be connected with Buffalo's premier winter running event and come in contact with over 14,000 plus participants, spectators and volunteers in the months leading up to the race and well into the following year.



The next several pages highlight the various levels of Turkey Trot sponsorship available. Please contact the YMCA Financial Development Department at 565-6000, ext. 107 with any questions or to secure your sponsorship for this year's race.

Thank you for your consideration!

Participant Demographics:

- 91.5% of our runners reside in and around Western New York
- 8.5% of our runners come from 31 states across the U.S. and Ontario
- Males comprise 71% of our runners, and females 29%
- Runners of all ages take part:
 - Under 25 years - 19%
 - 25-34 years - 27%
 - 35-44 years - 32%
 - 45-59 years - 19%
 - 60-69 years - 2%
 - 70-90 years - 1%



Start Line:

Delaware Avenue and Shoreham

Finish Line:

Buffalo Niagara Convention Center

Total Distance:

Certified 8 kilometers (4.97 miles)

The Impact:

A combination of an amazing team of sponsors, participants, and volunteers, the Turkey Trot serves a much greater purpose - supporting kids and families in our community by making YMCA programs and services available to those who would otherwise be unable to afford them.



Each year proceeds raised through this race help to provide financial assistance to children and families who otherwise would be unable to afford programs services at the Delaware Family YMCA. Funds also help to underwrite child care programs and activities that are not self-sustaining.

Presenting Sponsor: \$20,000 and up

(must include a minimum cash donation of \$20,000; in-kind gifts may supplement the cash amount)

PRE-RACE:

- Company promoted as the presenting organization of the Turkey Trot (“Sponsor presents the Delaware YMCA Turkey Trot”) will be printed on all materials associated with the event
- Company name, logo and link to company web site posted on all pages of YMCA Turkey Trot web site (19,000 plus hits from Dec. 2008-present)
- Company name/logo and 200 word description/information statement included on sponsor page of Turkey Trot web site
- Company name/logo on all printed materials including:
 - All runner/volunteer t-shirts (11,500+ shirts distributed)
 - All runner registration brochures (17,000 plus mailed directly to past runners, distributed through 8 YMCA branches, local Wegmans Stores, Runners Roost & local Dick’s Sporting Goods Stores)
 - Press Releases / promotional signage, etc.
- Company name included in all PSA spots (Radio spots run late October through race day on Star 102.5 and WBEN-AM 930)
- Product information/samples in runner packets (est. 10,500+ packets distributed)

RACE DAY:

- Company name mentioned during PA announcements before and after race (est. 14,000 plus runners, volunteers and spectators in attendance)
- Company name/logo included on start and finish line banner
- Company name/logo on finish line tape
- Participation in post race ceremony (award presentation)
- Company name and logo included in post race award ceremony AV presentation (est. 14,000 runners, volunteers and spectators in attendance)

POST-RACE:

- Access to 2009 Turkey Trot mailing list
- Company name/logo printed in YMCA 2009 Annual Report (posted on YMCA web site and mailed to approx. 1,200 YMCA friends, donors, etc. in May/June)





Primary Sponsor: \$10,000 and up

(must include a minimum cash donation of \$10,000; in-kind gifts may supplement the cash amount)

PRE-RACE:

- Company name, logo and link to company web site posted on sponsor page of YMCA Turkey Trot web site (19,000 plus hits from Dec. 2008-present)
- Company name/logo on all printed materials including:
 - All runner/volunteer t-shirts (11,500+ shirts distributed)
 - All runner registration brochures (17,000 plus mailed directly to past runners, distributed through 8 YMCA branches, local Wegmans Stores, Runners Roost & local Dick's Sporting Goods Stores)
 - Press Releases / promotional signage, etc.
- Company name included in all PSA spots (Radio spots run late October through race day on Star 102.5 and WBEN-AM 930)
- Product information/samples in runner packets (est. 10,500+ packets distributed)

RACE DAY:

- Company name mentioned during PA announcements before and after race (est. 14,000 plus runners, volunteers and spectators in attendance)
- Company name/logo included on start and finish line banner
- Company name and logo included in post race award ceremony AV presentation (est. 14,000 runners, volunteers and spectators in attendance)

POST-RACE:

- Access to 2009 Turkey Trot mailing list
- Company name/logo printed in YMCA 2009 Annual Report (posted on YMCA web site and mailed to approx. 1,200 YMCA friends, donors, etc. in May/June)



Gold Sponsor: \$5,000 - \$9,999

(can be made up of both cash and in-kind gifts)

PRE-RACE:

- Company name, logo and link to company web site posted on sponsor page of YMCA Turkey Trot web site (19,000 plus hits from Dec. 2009-present)
- Company name/logo on all printed materials including:
 - All runner/volunteer t-shirts (11,500+ shirts distributed)
 - All runner registration brochures (17,000 plus mailed directly to past runners, distributed through 8 YMCA branches, local Wegmans Stores, Runners Roost & local Dick's Sporting Goods Stores)
 - Press Releases / promotional signage, etc.
- Company name included in all PSA spots (Radio spots run late October through race day on Star 102.5 and WBEN-AM 930)
- Product information/samples in runner packets (est.10,500+ packets distributed)



RACE DAY:

- Company name mentioned during PA announcements before and after race (est. 14,000 plus runners, volunteers and spectators in attendance)
- Company name/logo included on finish line banner
- Company name and logo included in post race award ceremony AV presentation (est. 14,000 runners, volunteers and spectators in attendance)

POST-RACE:

- Access to 2009 Turkey Trot mailing list
- Company name/logo printed in YMCA 2009 Annual Report (posted on YMCA web site and mailed to approx. 1,200 YMCA friends, donors, etc. in May / June)



Turkey Trot Tidbits...

- *Best overall running time: David O'Keefe, 23:13 in 1989*
 - *Best female running time: Victoria Mitchell, 26:21 in 1998*
 - *Youngest overall winner: Anthony Diamond, age 15 in 1944*
 - *Youngest female winner: Jacy Christiansen, age 11 in 2004*
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Silver Sponsor: \$3,000 - \$4,999

(can be made up of both cash & in-kind gifts)



PRE-RACE:

- Company name and logo posted on sponsor page of YMCA Turkey Trot web site (19,000 plus hits from Dec. 2009-present)
- Company name/logo on all printed materials including:
 - All runner/volunteer t-shirts (11,500+ shirts distributed)
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 - Press Releases / promotional signage, etc.
- Product information/samples in runner packets (est.10,500+ packets distributed)



RACE DAY:

- Company name mentioned during PA announcements before and after race (est. 14,000 plus runners, volunteers and spectators in attendance)
- Company name and logo included in post race award ceremony AV presentation (est. 14,000 runners, volunteers and spectators in attendance)

POST-RACE:

- Company name/logo printed in YMCA 2009 Annual Report (posted on YMCA web site and mailed to approx. 1,200 YMCA friends, donors, etc. in May/June)

Bronze Sponsor: \$2,000 - \$2,999

(can be made up of both cash and in-kind gifts)



PRE-RACE:

- Company name/logo on all printed materials including:
 - All runner registration brochures (17,000 plus mailed directly to past runners, distributed through 8 YMCA branches, local Wegmans Stores, Runners Roost & local Dick's Sporting Goods Stores)
 - Press Releases / promotional signage, etc.
- Product information/samples in runner packets (est.10,500+ packets distributed)

RACE DAY:

- Company name and logo included in post race award ceremony AV presentation (est. 14,000 runners, volunteers and spectators in attendance)

To learn more about YMCA Turkey Trot sponsorship
please contact the YMCA Buffalo Niagara
Financial Development Department
at 565-6000, ext 107 or
via email at areif@ymcabuffaloniagara.org



YMCA

We build strong kids,
strong families, strong communities.