

Hopelink's 20<sup>th</sup> Annual

# *Turkey Trot* VIRTUAL 5K

**November 16 - 22**

Virtual Race  
Against Poverty!



**hopelink**

**2020 SPONSOR BENEFITS**

# Join the Race Against Poverty

## What is Turkey Trot?

Since 1971, Hopelink has helped low-income individuals and households in north and east King County find stability and become equipped to exit poverty. Hopelink continues to help more than 65,000 people each year, with service centers in Bellevue, Kirkland, Redmond, Shoreline and Sno-Valley (Carnation) that provide food, housing, transportation, energy assistance, adult education, financial assistance, family development and employment services.

The work that Hopelink does in our community is essential. With the arrival of the Corona Virus in our community we need your help, now more than ever, to ensure we are able to continue meeting the needs of individuals and families affected by the pandemic.

Hopelink's virtual Turkey Trot 5K Family Fun Run & Walk helps provide emergency services and holiday assistance to low-income families during the winter months. Families experiencing poverty struggle year-round, but in winter they face added financial pressure from such things as higher home heating costs and providing their children with warm clothing and visits to the doctor if they get sick.

This year, due to the pandemic, we're moving to a week-long virtual event. Participants will sign up and run on their own over the course of a week. Our runners will submit their race times and photos and we will announce the winners on Nov. 22nd.

## How your support makes a difference

Corporate sponsorships allow Hopelink to help those in need and continue the fight against poverty in our communities.

## Sponsorship opportunities

Multiple levels of sponsorship are available, meeting your business's diverse marketing needs. Sponsorship commitment needed by October 30, 2020.



### Questions?

Call or email Pam Cabrera  
425.897.3718 or  
[PCabrera@hopelink.org](mailto:PCabrera@hopelink.org)



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# Your Benefits

## SPONSOR BENEFITS

### Presenting

\$5,000

### Supporting

\$1,000

Industry exclusivity



Recognized by CEO in kick-off video



Logo to appear on runsignup.com webpage



Comped runner registrations

10

5

Comped race t-shirts & face masks

10

5

Featured on Hopelink's social media



Listed in Hopelink's Oct. & Nov. eNews

Text name only

Text name only

Logo on race shirts



Listed in Hopelink's Spring Reaching Out issue



Listed in PSBJ's Corporate Citizenship Guide

Text name only

Text name only

Recognition on the Turkey Trot event webpage

Logo

Text name only



Sponsorship commitment needed by October 30, 2020

# Sponsor Benefits Explained

<b>P</b>	<b>Industry exclusivity</b>	As a presenting sponsor you will be guaranteed to be the only sponsor from your industry listed. You won't have to share space with your industry competitors.
<b>P</b>	<b>Recognized by CEO in kick-off video</b>	Hopelink's CEO, Lauren Thomas, will personally recognize the support your sponsorship provides during our event kick-off video.
<b>PS</b>	<b>Logo to appear on runsignup.com webpage</b>	Turkey Trot will be listed on runsignup.com and your logo will be displayed as one of the event sponsors.
<b>PS</b>	<b>Comped runner registrations</b>	You will receive comped registrations for your team to participate in the event free of charge. Value of \$35 per participant.
<b>PS</b>	<b>Comped race t-shirts &amp; face masks</b>	For each comped runner registration you'll also receive an event shirt and face mask as event memorabilia.
<b>PS</b>	<b>Featured on Hopelink's social media</b>	You'll be recognized in sponsor recognition posts for Turkey Trot through a Hopelink social media campaign.
<b>PS</b>	<b>Listed in Hopelink's Oct. &amp; Nov. eNews</b>	Hopelink's monthly eNews will include recognition of your brand as a Turkey Trot sponsor.
<b>PS</b>	<b>Recognition on race shirts</b>	The event shirts, given out to all participants, will include your logo or name on the back.
<b>PS</b>	<b>Listed in Hopelink's Spring Reaching Out issue</b>	You will be listed as one of the corporate partners from this year in the Spring issue of Hopelink's Reaching Out magazine.
<b>PS</b>	<b>Listed in PSBJ's Corporate Citizenship Guide</b>	Your company will be listed in Puget Sound Business Journal's Corporate Citizenship Guide as a corporate sponsor for Hopelink.
<b>PS</b>	<b>Recognition on the Turkey Trot event webpage</b>	Your company logo or name will be listed on the Hopelink Turkey Trot landing page.

**P** = Presenting sponsor level

**S** = Supporting sponsor level

# Become a Turkey Trot Sponsor!

## Sponsorship Agreement

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Payment Information

Please invoice me

Please find my check enclosed (payable to Hopelink)

Please charge my (circle one): VISA MasterCard American Express Discover

Credit Card Number: \_\_\_\_\_ CCV: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

## Sponsorship Level

Please check your desired sponsorship level:

Presenting Sponsor - \$5,000

Supporting Sponsor - \$1,000

## Thank You!

Please return this form to **Pam Cabrera**,  
Hopelink Development Officer, Corporate Giving

8990 154th Avenue NE Redmond, 98052

You can reach Pam at **425.897.3718** or **PCabrera@hopelink.org**

For full sponsor benefits,  
please pledge by

**October 30, 2020**

Please contact Pam Cabrera for information  
about benefits available after October 30.