



BakerRipley



TURKEY TROT

11.25.21



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The BakerRipley Houston Turkey Trot will return to its historical live event this year!

With great excitement and much anticipation, we invite you to join us on Thanksgiving Day for our in-person BakerRipley Houston Turkey Trot! We are thrilled to return to a live event, and we look forward to seeing all of your smiling faces.

Thank you for being resilient supporters! Last year, you stuck with us through the good, the bad and the ugly. So many of you engaged in an unfamiliar, virtual platform without hesitation. You exemplified the true sense of "community", dedicated to supporting BakerRipley's COVID-19 response efforts. Because of you, we were able to provide the helping hand our most vulnerable neighbors needed.

THANK YOU! We could not have served our community without you.



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We exist to keep the Houston region a place of opportunity for all.

Our deep understanding of the current landscape has enabled BakerRipley to effectively respond to regional challenges. Since the onset of the pandemic, BakerRipley has provided critical resources to more than 100,000 neighbors - supplying true access to opportunities that help advance their current situation.

Founded in 1907 in Houston's Second Ward (today's East End), BakerRipley is a nationally recognized non-profit in Texas, delivering holistic community-based programs and services that bring resources, education, and connection to more than half a million individuals in over 60 locations each year. BakerRipley is committed to supporting upward mobility and enabling neighbors to move beyond surviving into thriving wages no matter where they are along the spectrum. Our infrastructure and expertise enables us to support Houston's vulnerable communities with a long term goal of resilience for our neighbors.

Your Support has Truly Increased BakerRipley's COVID-19 Response Efforts:

With your help,
BakerRipley has
executed more than

25,000

food distributions

With your help,
BakerRipley has
distributed over

150,000

meals to children

With your help,
BakerRipley has
delivered over

300,000

meals to the elder
population

With your help,
BakerRipley has
assisted more than

20,000

households with
rental payments

With your help,
BakerRipley has
helped over

2,500

entrepreneurs and
small businesses

With your help,
BakerRipley has
helped over

3,000

neighbors with legal
assistance

With your help,
BakerRipley has
distributed over

5,000

academic resource kits
to parents & students

And the list goes on. Together with our sponsors, donors, partners, volunteers, and other supporters - because this work never happens alone - we created a lasting impact! And together with our supporters, we continuously create true pathways to possibilities!

Staying true to our mission and purpose, BakerRipley has a new and bold vision: To crush inequities by increasing the access to resources in disadvantaged communities. Every person should be able to earn, learn, and belong no matter who they are, where they come from, or what zip code they live in. BakerRipley addresses the limitations that prevent our neighbors from navigating those pathways to opportunities.

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Sponsorship Benefits



Presenting Sponsor

\$125,000

As the Presenting Sponsor, your company will have exclusive sponsor rights of the entire event, featured on all materials (i.e. BakerRipley's Houston Turkey Trot Presented by [Company's Name])

Print Inclusion

Event Shirts	Logo
Volunteer Shirts	Logo
2 separate mailers of 10,000+ pieces	Logo
Participant Packets	Logo
Race Bibs	Logo

Online Presence

Linked logo on registration platform (RunSignup*) sponsor page	X
Linked logo on HoustonTurkeyTrot.org sponsor page	X
Recognition on Houston Turkey Trot social media platforms	10 mentions
Logo in Houston Turkey Trot E-mails	X
Recognition on BakerRipley social media platforms	10 mentions
Linked logo on HoustonTurkeyTrot.org home page	X
Feature story in Houston Turkey Trot E-Newsletter	X

Race Day Exposure

Company collateral placed in packets for runners to pick up	X
Inclusion in sponsor recognition signs	Logo
20'x20' booth in post-race party	X
10'x10' booth in post-race party	
Logo on banner roll	
Verbal recognition at the start line	X
Official race starting gun on race day	X
	X

Company Engagement

Complimentary race registrations	75
VIP parking	25
Company banners along the race route	10

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Sponsorship Benefits



Course Champion

\$50,000

Exclusive naming rights of a particular course, i.e. "The [company name] 5K Course" with signage along the entire course.
(2 Available)

Race Champion

\$25,000

Exclusive naming rights of sponsored race, i.e. "The [company name] Kid's Race" with signage at the start and end of the race.
(1 Available)

Print Inclusion

Event Shirts	Logo	Logo
Volunteer Shirts	Logo	Logo
2 separate mailers of 10,000+ pieces	Logo	Logo
Participant Packets	Logo	Logo
Race Bibs	Logo	Logo

Online Presence

Linked logo on registration platform (RunSignup*) sponsor page	X	X
Linked logo on HoustonTurkeyTrot.org sponsor page	X	X
Recognition on Houston Turkey Trot social media platforms	6 mentions	3 mentions
Logo in Houston Turkey Trot E-mails	X	X
Recognition on BakerRipley social media platforms	5 mentions	2 mentions
Linked logo on HoustonTurkeyTrot.org home page	X	X
Feature story in Houston Turkey Trot E-Newsletter	X	

Race Day Exposure

Company collateral placed in packets for runners to pick up	X	X
Inclusion in sponsor recognition signs	Logo	Logo
20'x20' booth in post-race party	X	X
10'x10' booth in post-race party		
Logo on banner roll		
Verbal recognition at the start line	X	X
Official race starting gun on race day	X	X

Company Engagement

Complimentary race registrations	50	30
VIP parking	15	10
Company banners along the race route	8	7

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Sponsorship Benefits



	Stride \$10,000	Trot \$5,000	Stroll \$2,500
Print Inclusion			
Event Shirts	Logo	Name	
Volunteer Shirts	Logo	Name	
2 separate mailers of 10,000+ pieces	Logo		
Participant Packets			
Race Bibs			
Online Presence			
Linked logo on registration platform (RunSignup*) sponsor page	X	X	(Name Only)
Linked logo on HoustonTurkeyTrot.org sponsor page	X	X	(Name Only)
Recognition on Houston Turkey Trot social media platforms	3 mentions	2 mentions	1 mention
Logo in Houston Turkey Trot E-mails	X		
Recognition on BakerRipley social media platforms	3 mentions	2 mentions	1 mention
Linked logo on HoustonTurkeyTrot.org home page	X		
Feature story in Houston Turkey Trot E-Newsletter			
Race Day Exposure			
Company collateral placed in packets for runners to pick up	X	X	X
Inclusion in sponsor recognition signs	Logo	Logo	Logo
20'x20' booth in post-race party			
10'x10' booth in post-race party			
Logo on banner roll	X	X	X
Verbal recognition at the start line	X	X	
Official race starting gun on race day	X		
Company Engagement			
Complimentary race registrations	15	10	6
VIP parking	7	5	3
Company banners along the race route	6	5	

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Other Sponsorship Underwriting Opportunities

Post-Race Party - \$25,000

The post-race party is the place to celebrate a successful start to Thanksgiving Day. Make a lasting impression on our participants' days by creating a party they won't forget.

- Branded banners at both entries to the post-race party area (high traffic viewing areas)
- 20'x20' tent in post-race party area to host activities or promotional items for participants
- Receive Race Champion Level benefits

Hospitality Tent - \$15,000

Our sponsors, chairs, honorees, donors, and dedicated long-time participants are treated to delicious refreshments, covered seating, kids' activities, music, VIP parking and premier viewing of the start line on race day.

- Company provided banners (4) placed along the barricade in the VIP area.
- Receive Stride Level benefits

Volunteers - \$10,000

Our volunteers make this event possible. Your sponsorship ensures a positive and memorable experience for all of our volunteers.

- Signage at Packet pickup location and race day volunteer check in areas
- Shout Out in BakerRipley's volunteer newsletter and Around the Neighborhood digital newsletter
- Logo placement on the back of the volunteer shirt and in all volunteer emails
- Receive Stride Level benefits

Program Tents - \$7,500

Pitch your company branded tent in a prime location along the course! Display information about your company to a new audience, or pass out promotional items to give runners a "change of pace"! Each stop will have a 6-foot table that may be used for a company banner or other signage.

- Plus Trot Level benefits

Bib Sponsor - \$7,500

Have your name and/or logo included on the runners' bibs for everyone to see. The exposure is unparalleled!

- Plus all Trot Level benefits

Hydration Station (Water Stops) - \$2,500

Water stops are located along the route of the 5K and 10K races to provide hydration and motivation to participants. Each stop will have a 6-foot table that may be used for a company banner or other signage. BakerRipley supplies each station with cups, water, and trash bags. This is a great way to engage your employees and get them out for a good cause.

- Company naming opportunity at designated water station
- Company banner and/or tent and any other desired branding (provided by sponsor) at water station
- Provide volunteers (if desired) to help set up and tear down their designated water station, as well as work the water station during the race

Mile Markers - \$1000

Opportunity to place prominent company branded signage at one of 7 mile markers for the 5K or 10K

- Includes branded signage at one mile marker location (provided by BakerRipley)
- Opportunity to choose specific mile marker (first come, first served)

In-Kind Donations

Does your company have a service or other opportunities to contribute? Contact us to make an in-kind donation!

Health and Wellness Opportunities

Looking for a way to engage your employees? Contact us for more information on our corporate discount.

All Sponsor Levels Include:

Your logo with hyperlinks on the BakerRipley Houston Turkey Trot's website, visited by more than 24,000 viewers annually. Your logo or name in corresponding print and web promotional materials (logos and/or name placed in order of priority according to sponsor level)



BakerRipley is a Houston-based nonprofit with a mission to bring resources, education, and connection to our region's most vulnerable communities and individuals.

We serve more than half a million people, from infants to seniors, across more than 60 locations in this region.

BECOME A SPONSOR TODAY!

For more information or to get involved, please contact us at sponsor@bakerripley.org

Fill out the following form and send it to us at sponsor@bakerripley.org or to **P.O. Box 231808, Houston, TX 77223**

Print deadline for maximum exposure is **October 31st.**

BakerRipley is a 501 (c)(3) tax-exempt public charity.

Trot for our neighbors.

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BakerRipley
Community Developers

BAKERRIPLEY.ORG
A United Way Agency