

TLHOA PRESENTS



11TH ANNUAL TURKEY TROT
5K RUN/WALK | 1K KIDS FUN RUN | FALL FESTIVAL
4444 RIVERSIDE DRIVE



@TOLUCALAKE
HOA

TLHOA
P.O. BOX 2177
TOLUCA LAKE, CA 91610

@TOLUCALAKE
HOMEOWNERS



WELCOME BACK



REFRESHMENTS | FOOD | GAMES | RAFFLES
MEDALS TO ALL RACE PARTICIPANTS
PRIZES TO TOP 3 FINISHERS

COME OUT AND MEET YOUR NEIGHBORS, MAKE NEW FRIENDS AND BRING THE FAMILY! LET'S GET TOGETHER FOR A HEALTHY, HOLIDAY KICK-OFF IN SUPPORT OF OUR LOCAL CHARITABLE PARTNERS: PALS AND LAFD STATION 86!

PALS IS A YOUTH CRIME PREVENTION PROGRAM THAT RELIES ON EDUCATION, ATHLETIC AND OTHER RECREATIONAL ACTIVITIES TO CEMENT A BOND BETWEEN POLICE OFFICERS AND YOUTH IN OUR COMMUNITY. IN 2022, WE RAISED \$15,000 IN FUNDS FOR PALS!



@TOLUCALAKE
HOA

@TOLUCALAKE
HOMEOWNERS





FOOD COMA

\$5,000

MAIN ENTREES

\$2,500

SPONSORSHIP MENU

SIDE DISHES

\$1,000

APPETIZERS

\$500

DESSERTS

GIFTS IN-KIND | CASH DONATIONS

PLEDGE TODAY | FINANCIAL COMMITMENT DEADLINE 9.15

LOGO DUE 9.19



FOOD COMA
\$5,000

PRESENTING SPONSORS

PRE-RACE

- ONSITE BRANDING** : HOT DOGS & BURGERS WITH LAFD STATION 86 SUN 11/12
- PROMOTIONAL FLYER** : XL LOGO | DISPLAY ON SOCIAL MEDIA 9/19-11/19
FARMERS MKT DISTRIBUTION (5 PRE RACE SUNDAYS)
- MARKETING** : 4 SOCIAL MEDIA POSTS | 2 TLHOA EMAIL BLASTS
- COMP ENTRY** : 10 COMPLIMENTARY RACE ENTRIES (\$200 VALUE)

RACE DAY

- ONSITE BRANDING** : LARGE LOGO ON SPONSOR BANNER | EMCEE MENTIONS |
10X10 TENT/TABLE/2 CHAIRS PROVIDED FOR ENGAGEMENT
- COURSE SIGNAGE** : LOGO @ MILE MARKER 1.0, WATER STATION 1.5 OR 2.0
- MARKETING** : RACE DAY SOCIAL POST (MULTI-SPONSOR)

POST-RACE

- ONSITE BRANDING** : EXCLUSIVE VIP EVENT RECOGNITION BY LA CITY COUNCIL
PRESIDENT PAUL KREKORIAN AND COMMUNITY LEADERS
- MARKETING** : VIP EVENT VIDEO WRAP-UP & 'THANK YOU' GRAPHIC ON
SOCIAL (MULTI-SPONSOR) | TLHOA EMAIL BLAST (DEC/JAN
MULTI-SPONSOR)

PLEDGE TODAY | FINANCIAL COMMITMENT DEADLINE 9.15
LOGO DUE 9.19



MAIN ENTREES

\$2,500

TIER 1 SPONSORS

PRE-RACE

- PROMOTIONAL FLYER** : LARGE LOGO | DISPLAY ON SOCIAL MEDIA 9/19-11/19
FARMERS MKT DISTRIBUTION (5 PRE RACE SUNDAYS)
- MARKETING
COMP ENTRY** : 4 SOCIAL MEDIA POSTS | 2 TLHOA EMAIL BLASTS
: 8 COMPLIMENTARY RACE ENTRIES (\$160 VALUE)

RACE DAY

- ONSITE BRANDING** : LARGE LOGO ON SPONSOR BANNER | EMCEE MENTIONS |
10X10 TENT/TABLE/2 CHAIRS PROVIDED FOR ENGAGEMENT
- COURSE SIGNAGE
MARKETING** : LOGO @ MILE MARKER 1.0, WATER STATION 1.5 OR 2.0
: RACE DAY SOCIAL POST (MULTI-SPONSOR)

POST-RACE

- ONSITE BRANDING** : EXCLUSIVE VIP EVENT RECOGNITION BY LA CITY COUNCIL
PRESIDENT PAUL KREKORIAN AND COMMUNITY LEADERS
- MARKETING** : VIP EVENT VIDEO WRAP-UP & 'THANK YOU' GRAPHIC ON
SOCIAL (MULTI-SPONSOR) | TLHOA EMAIL BLAST (DEC/JAN
MULTI-SPONSOR)

**PLEDGE TODAY | FINANCIAL COMMITMENT DEADLINE 9.15
LOGO DUE 9.19**



SIDE DISHES
\$1,000

TIER 2 SPONSORS

PRE-RACE

- PROMOTIONAL FLYER** : MEDIUM LOGO | DISPLAY ON SOCIAL MEDIA 9/19-11/19
FARMERS MKT DISTRIBUTION (5 PRE RACE SUNDAYS)
- COMP ENTRY** : 5 COMPLIMENTARY RACE ENTRIES (\$100 VALUE)

RACE DAY

- ONSITE BRANDING** : 10X10 TENT/TABLE/2 CHAIRS PROVIDED FOR ENGAGEMENT
- MARKETING** : RACE DAY SOCIAL POST (MULTI-SPONSOR)

POST-RACE

- MARKETING** : 'THANK YOU' GRAPHIC ON SOCIAL (MULTI-SPONSOR)
TLHOA EMAIL BLAST (DEC/JAN, MULTI-SPONSOR)

PLEDGE TODAY | FINANCIAL COMMITMENT DEADLINE 9.15
LOGO DUE 9.19



APPETIZERS

\$500

TIER 3 SPONSORS

PRE-RACE

- PROMOTIONAL FLYER** : SMALL LOGO | DISPLAY ON SOCIAL MEDIA 9/19-11/19
FARMERS MKT DISTRIBUTION (5 PRE RACE SUNDAYS)
- COMP ENTRY** : 2 COMPLIMENTARY RACE ENTRIES (\$40 VALUE)

POST-RACE

- MARKETING** : 'THANK YOU' GRAPHIC ON SOCIAL (MULTI-SPONSOR)
TLHOA EMAIL BLAST (DEC/JAN, MULTI-SPONSOR)

PLEDGE TODAY | FINANCIAL COMMITMENT DEADLINE 9.15
LOGO DUE 9.19



DESSERTS
GIFTS IN-KIND
CASH DONATIONS

TIER 4 SPONSORS

POST-RACE

MARKETING : 'THANK YOU' GRAPHIC ON SOCIAL (MULTI-SPONSOR)
TLHOA EMAIL BLAST (DEC/JAN, MULTI-SPONSOR)

PLEDGE TODAY | FINANCIAL COMMITMENT DEADLINE 9.15
LOGO DUE 9.19



LA CITY COUNCIL PRESIDENT PAUL KREKORIAN, CD2, AND THE TLHOA INVITE YOU TO THE 11TH ANNUAL TURKEY TROT & FALL FESTIVAL



PRESENTING SPONSOR

FOOD COMA \$5,000

PRESENTING SPONSOR

FOOD COMA \$5,000

5K RUN/WALK
1K KIDS FUN RUN | FALL FESTIVAL
4444 RIVERSIDE DRIVE

TIER 1
MAIN ENTREES
\$2,500

TIER 1
MAIN ENTREES
\$2,500

TIER 1
MAIN ENTREES
\$2,500

TIER 2
SIDES
\$1k

TIER 2
SIDES
\$1k

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TIER 3
APPS
\$500

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TIER 3
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\$500

MAIL-IN SPONSORSHIP AGREEMENT

WE'RE PROUD TO JOIN LA CITY COUNCIL PRESIDENT PAUL KREKORIAN, CD2, AND THE TLHOA ON SUNDAY, NOVEMBER 19 2023, AT THE 11TH ANNUAL TURKEY TROT AND FALL FESTIVAL!



PLEDGE

- \$5K PRESENTING "FOOD COMA" \$2,500 TIER 1 "MAIN ENTREE"
 \$1,000 TIER 2 "SIDE DISH" \$500 TIER 3 "APPETIZER"
 GIFT IN-KIND AND/OR CASH DONATION TIER 4 "DESSERT"

CONTACT

BUSINESS NAME: _____

ADDRESS: _____

AUTHORIZED CONTACT NAME:

(PRINTED): _____

(SIGNATURE): _____

PHONE: _____

EMAIL: _____

PAYMENT

- CHECK PAYABLE TO: **TOLUCA LAKE HOMEOWNERS ASSOCIATION**
 CREDIT CARD AUTHORIZATION: **AMEX | VISA | DISCOVER | MASTERCARD**

CC#: _____

EXP: _____

CVV: _____

CARDHOLDER NAME:

(PRINTED): _____

(SIGNATURE): _____