

SAVE THE DATE!

Sunday, Nov 21st, 1:30pm

Chase Bank, 10050 Riverside Dr.



@TolucaLakeHomeowners

Toluca Lake Homeowners Association
P.O. Box 2177
Toluca Lake, CA 91610

info@tlhoa.org



@tolucalake_hoa



SPONSORSHIP OPPORTUNITIES TOLUCA LAKE TURKEY TROT & FALL FESTIVAL 2021

Wobble wobble before you gobble gobble! We're so excited to announce the return of our 9th Annual 5k Turkey Trot and 1k Kids Fun Run followed by our Fall Festival! This fun-filled community event will include refreshments, food, games and prizes for our top three finishers. The run will start/end at Chase Bank (10050 Riverside Dr.). The course will travel through the beautiful streets of Toluca Lake with the East Valley Police Activity League Supporters (PALS) cadets lining the course.

This year, more than ever, we realize how important community is. Funds raised will benefit the East Valley Police Activity League Supporters (PALS). 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 2019, we raised nearly \$10,000 in funds for PALS.

Please take a moment to review our Sponsorship Opportunities and feel free to contact us with any questions you may have.

SPONSORSHIP LEVELS

- **LEVEL 1 - THE FEAST:** \$2,500
- **LEVEL 2 - TURKEY & STUFFING:** \$1,000
- **LEVEL 3 - MASHED POTATOES & GRAVY:** \$500
- **LEVEL 4 - PUMPKIN PIE:** In-Kind and/or Cash Donations

SPONSORSHIP DEADLINES

- August 31st Sponsorship Commitment
- September 7th Sponsor Logo Due



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**PRESENTING SPONSORSHIP PACKAGE
TOLUCA LAKE TURKEY TROT & FALL FESTIVAL 2021**

LEVEL 1 - THE FEAST: \$2,500

PRE-RACE

- Promotional Flyer (large logo) - see promotional flyer distribution details/timeline below
 - (9/21) Displayed on TLHOA website (home page & race entry landing page), Facebook & Instagram pages
 - (10/3, 10/10, 10/17, 10/24, 10/31) Distributed at Toluca Lake Farmer's Market
 - (10/21) Poster-size version of flyer distributed to local businesses for one-month display
 - September and October TLHOA Newsletter e-mail blast mentions
- Social Media Support
 - Four (4) sponsor-specific social media posts on Instagram & Facebook (10/26-27, 11/2-3, 11/9-10, 11/16-17)
- Ten (10) complimentary race entries (\$200 value)

RACE DAY

- Sponsorship Banner (large logo)
- Volunteer T-Shirt (large logo, back/top placement, estimated qty 50)
- Participant Sportpack (large logo, back/top placement, estimated qty 200)
- Display Booth (10x10 tent, table & two chairs provided)
 - Opportunity to display corporate banner, handout company info and/or products to participants & spectators
- Course Signage (choose between having your logo at mile marker 1.0, water station 1.5 or mile marker 2.0)
 - Location secured on a first come, first serve basis
 - Opportunity to brand your location (at your own expense)
- Mentions by emcee during race announcements
- (11/21) Social 'Race Day' post (multi-sponsor) on Facebook & Instagram

POST-RACE

- (11/22) Social Media 'Thank You' post on Facebook & Instagram
- Winter TLHOA Newsletter e-mail blast (multi-sponsor) mention (slated for Dec/Jan)

**TURKEY TROT PROMOTIONAL FLYER
DISTRIBUTION DETAILS/TIMELINE**

- (9/21) Displayed on TLHOA website (home page & race entry landing page), Facebook & Instagram pages
- (10/3, 10/10, 10/17, 10/24, 10/31) Distributed at Toluca Lake Farmer's Market
- (10/21) Poster-size version of flyer distributed to local businesses for one-month display
- September and October TLHOA Newsletters (e-mail blast)



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**ADDITIONAL SPONSORSHIP PACKAGES
TOLUCA LAKE TURKEY TROT & FALL FESTIVAL 2021**

LEVEL 2 - TURKEY & STUFFING: \$1,000

PRE-RACE

- Promotional Flyer (medium logo) - see promotional flyer distribution details/timeline below
- Five (5) complimentary race entries (\$100 value)

RACE DAY

- Volunteer T-Shirt (medium logo, back/mid-range placement, estimated qty 50)
- Participant Sportpack (medium logo, back mid-range placement, estimated qty 200)
- Display Booth (10x10 tent, table and two chairs provided)
 - Opportunity to display corporate banner, handout company info and/or products to participants & spectators
- (11/21) Social 'Race Day' post (multi-sponsor) on Facebook & Instagram

POST-RACE

- (11/22) Social Media 'Thank You' (multi-sponsor) post on Facebook & Instagram
 - Winter TLHOA Newsletter e-mail blast (multi-sponsor) mention (slated for Dec/Jan)
-

LEVEL 3 - MASHED POTATOES & GRAVY: \$500

PRE-RACE

- Promotional Flyer (small logo) - see promotional flyer distribution details/timeline below
- Two (2) complimentary race entries (\$40 value)

RACE DAY

- Volunteer T-Shirt (small logo, back/bottom-range placement, estimated qty 50)
- Participant Sportpack (small logo, back/bottom-range placement, estimated qty 200)

POST-RACE

- (11/22) Social Media 'Thank You' (multi-sponsor) post on Facebook & Instagram
 - Winter TLHOA Newsletter e-mail blast (multi-sponsor) mention (slated for Dec/Jan)
-

LEVEL 4 - PUMPKIN PIE: In-Kind and/or Cash Donations

- (11/22) Social Media 'Thank You' (multi-sponsor) post on Facebook & Instagram
- Winter TLHOA Newsletter e-mail blast (multi-sponsor) mention (slated for Dec/Jan)

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**MAIL-IN SPONSORSHIP AGREEMENT
TOLUCA LAKE TURKEY TROT & FALL FESTIVAL 2021**

We're proud to join The Toluca Lake Homeowners Association, Councilmember Nithya Raman, CD4, and Assemblymember Adrin Nazarian on November 21st.

- LEVEL 1 - THE FEAST: \$2,500
- LEVEL 2 - TURKEY & STUFFING: \$1,000
- LEVEL 3 - MASHED POTATOES & GRAVY: \$500
- LEVEL 4 - PUMPKIN PIE: In-Kind and/or Cash Donations

CONTACT INFORMATION

Company Name: _____
Contact Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____
Signature: _____

PAYMENT INFORMATION

Check payable to the Toluca Lake Homeowners Association (completed Sponsorship Agreement included)
 Credit Card (circle one) American Express / Discover / MasterCard / Visa
Card #: _____
Expiration: _____ Security Code/CVV #: _____
Signature: _____

IF YOU WOULD LIKE TO COMPLETE THIS FORM ON-LINE, PLEASE VISIT:

<https://www.tlhoa.org/turkey-trot-2021-sponsorship>

Councilmember Nithya Raman, CD4, Assemblymember Adrin Nazarian, and the Toluca Lake Homeowners Association invite you to **WOBBLE, WOBBLE** before you **GOBBLE, GOBBLE!**



WHERE: Chase Bank Parking Lot
10050 Riverside Dr. (start & finish)

WHEN: Sunday, November 21st
1:30 pm Registration
2:00 pm Welcome & Warm-Up
2:15 pm 5k Run/Walk
3:00 pm 1k Kids Fun Run
Fall Festival to Follow

FEE: Adults 18+ \$20 ^
Kids 17 & Under FREE
^ Adults register by 10/15 for \$5 discount

REGISTER: www.tlhoa.org/gobble-gobble

Proceeds benefit the East Valley PALS



The Feast

\$2,500

YOUR LOGO HERE

Turkey & Stuffing

\$1,000

2021 SPONSORS
We Thank You!

YOUR LOGO HERE

YOUR LOGO HERE

Mashed Potatoes & Gravy

\$500

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