

# SAVE THE DATE!

**Sunday, Nov. 20th, 10am**  
**4444 Riverside Dr.**



@TolucaLakeHomeowners

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

info@tlhoa.org



@tolucalake\_hoa

# REGISTER TODAY

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## BECOME A SPONSOR

We're so excited to announce the return of our 10th 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 event will be held at 4444 Riverside Dr. The race will travel through the beautiful streets of Toluca Lake with East Valley Police Activity League Supporters (PALS) cadets lining the course.

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 2021, we raised nearly \$15,000 in funds for PALS.

### SPONSORSHIP OPPORTUNITIES

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

### DEADLINES

- Sponsorship Commitment 9/2
- Sponsor Logo Due 9/9



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# PRESENTING SPONSORSHIP

LEVEL 1 | THE FEAST | \$2,500

## PRE-RACE

### **Promotional Flyer**

Large logo placement

Displayed on HOA website, facebook and instagram (9/20 - 11/20)

Local businesses to display poster-size version (10/20 - 11/20)

On-site distribution at Toluca Lake Farmer's Market (five pre-race Sunday's)

### **Marketing**

Four (4) sponsor-specific social media posts on facebook and instagram

Two (2) sponsor-specific monthly newsletter and/or e-mail blast mentions

### **Complementary Entry**

Ten (10) complimentary race participant entries (\$200 value)

## RACE DAY

### **On-Site Branding**

Your logo on sponsorship banner

Emcee brand mentions during race announcements

### **Display Booth**

10x10 tent, table, two chairs provided | Engage w/ race participants & spectators

### **Race Course Signage**

Your logo displayed at mile marker 1.0, water station 1.5, or mile marker 2.0

Location secured on first come, first serve basis

Opportunity to brand location at your own expense

### **Marketing**

'Race Day' post on facebook and instagram (11/20, multi-sponsor)

## POST-RACE

### **Marketing**

'Thank You' graphic on HOA website, facebook and instagram (11/21, multi-sponsor mention)

TLHOA Newsletter e-mail blast (slated for Dec/Jan, multi-sponsor mention)



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# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## LEVEL 2 | TURKEY & STUFFING | \$1,000

### PRE-RACE

**Promotional Flyer** | Medium logo placement

**Complementary Entry** | Five (5) complimentary race participant entries (\$100 value)

### RACE DAY

**Display Booth** | 10x10 tent, table, two chairs provided | Engage w/ participants & spectators

**Marketing** | 'Race Day' post on facebook and instagram (11/20, multi-sponsor)

### POST-RACE

#### **Marketing**

'Thank You' graphic on HOA website, facebook and instagram (11/21, multi-sponsor mention)

TLHOA Newsletter e-mail blast (slated for Dec/Jan, multi-sponsor mention)

## LEVEL 3 | MASHED POTATOES & GRAVY | \$500

### PRE-RACE

**Promotional Flyer** | Small logo placement

**Complementary Entry** | Two (2) complimentary race participant entries (\$40 value)

### POST-RACE

#### **Marketing**

'Thank You' graphic on HOA website, facebook and instagram (11/21, multi-sponsor mention)

TLHOA Newsletter e-mail blast (slated for Dec/Jan, multi-sponsor mention)

## LEVEL 4 | PUMPKIN PIE | In-Kind/Cash Donations

### POST-RACE

#### **Marketing**

'Thank You' graphic on HOA website, facebook and instagram (11/21, multi-sponsor mention)

TLHOA Newsletter e-mail blast (slated for Dec/Jan, multi-sponsor mention)



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Council-member **Paul Krekorian**, CD2,  
 Assembly-member **Adrin Nazarian**, and the **TLHOA** invite  
 you to **WOBBLE-WOBBLE** before you **GOBBLE-GOBBLE!**



**TOLUCA LAKE HOMEOWNERS ASSOCIATION**  
**TURKEY TROT**  
 Sunday, Nov. 20th • 5k Run/Walk • 1k Kids Fun Run

**PROCEEDS BENEFIT  
 EAST VALLEY**



**WHEN**

Sunday, November 20th

**WHERE**

4444 Riverside Drive  
 (Riverside & Clybourn)

**HOW**

Register On-line  
[www.tlhoa.org/gobble-gobble](http://www.tlhoa.org/gobble-gobble)

**Adults 18+:** \$20

**Kids 17 & under:** FREE

**EARLY BIRD SPECIAL**

Register by 10/16 - \$5 discount

**EVENTS SCHEDULE**

- 9:00am Registration
- 10:00am  
Welcome & Warm-Up
- 10:15am  
5k Run/Walk
- 11:00am  
1k Kids Fun Run
- 11:30am  
Medal Ceremony

**FALL FESTIVAL**

immediately following

YOUR  
 LOGO  
 HERE

LEVEL 1  
 \$2,500

YOUR  
 LOGO  
 HERE

YOUR  
 LOGO  
 HERE

LEVEL 2

\$1,000

YOUR  
 LOGO  
 HERE

YOUR  
 LOGO  
 HERE

LEVEL 3

\$500

YOUR  
 LOGO  
 HERE



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## MAIL-IN SPONSORSHIP AGREEMENT

We're proud to join the TLHOA, Council-member Paul Krekorian, CD2, and Assembly-member Adrin Nazarian on Sunday, November 20th.

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

### COMPANY INFORMATION

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

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

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

Authorized Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Email: \_\_\_\_\_

### PAYMENT INFORMATION

- Check made payable to the **Toluca Lake Homeowners Association**
- Credit Card Authorization** | Amex | Discover | Mastercard | Visa | **(circle one)**  
Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV #: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_

TO SUBMIT THIS FORM & PAYMENT ON-LINE VISIT  
WWW.TLHOA.ORG/TURKEY-TROT-2022-SPONSORSHIP