



2021 LIVE Guthrie Sayre Turkey Trot Sponsorship Opportunities

October 2021

Dear Friend of Guthrie Sayre Turkey Trot,

The 15th Annual Guthrie Sayre Turkey Trot 5K and Kids Fun Run, the largest 5K running event in Bradford County, Pa, is back and LIVE IN PERSON in 2021! On Thanksgiving morning more than 800 runners and walkers brave the chill and participate in this event which raises over \$18,000 for charity.

We hope to be able to count on your support for this event which, through the Guthrie Race Series, allows your company to reach thousands of runners, walkers, fitness enthusiasts and regional community members.

Proceeds from the 15th Annual Guthrie Sayre Turkey Trot will benefit Guthrie’s Cancer Care Fund. The Cancer Care Fund provides financial relief to Guthrie cancer patients at all Guthrie Cancer Center facilities. Financial burdens can take a significant toll on our patients who should be focusing on healing and finishing their fight against cancer and Guthrie’s Cancer Care Fund is there to assist supporting expenses related to housing, transportation, and utilities.



Guthrie Sayre Turkey Trot 2018 Starting Line

If you would like to take the opportunity to support Guthrie Sayre Turkey Trot, please complete and return the enclosed sponsorship form by October 25, 2021.


For more information about sponsorship, please call Resource Development at 570-887-4420 or email to Resource_Development@guthrie.org. Thank you for helping to make this community event possible.

Sincerely,

Nichole Cocco

Nichole Cocco

Special Event & Annual Giving Officer

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|---|--|
|  | <p>5th Annual Guthrie Race Series!</p> <p>Participants who register for and complete a race distance in both the 37th Annual Guthrie Gallop and the 15th Annual Sayre Turkey Trot will receive an exclusive Guthrie Race Series gift.</p> |
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2021 Guthrie Sayre Turkey Trot Sponsorship Opportunities

Due by October 25, 2021

| | Presenting \$10,000 | Title \$5,000 | Platinum \$2,500 | Gold \$1,000 |
|--|------------------------|------------------|---------------------|-----------------|
| Name/ company logo on all printed and electronic information | X | | | |
| Name/ company logo in all race advertising | X | X | | |
| Name / company logo on Sayre Turkey Trot Facebook Banner | X | X | X | |
| Dedicated Facebook, Workplace, and LinkedIn "Thank You" postings with company logo | X | X | X | X |
| Name / company logo on race t-shirts *sponsorships received after 10.25.2021 may not be eligible for this benefit. | 8 | 8 | 4 | 2 |
| Promotion in Turkey Trot e-blast (Cir. 20,000+) | X | X | X | X |
| Complimentary virtual race entries | 8 | 8 | 4 | 2 |
| Recognition in one philanthropy e-newsletter (Cir.5000+) | X | X | X | X |
| Name / company logo and link at Guthrie Sayre Turkey Trot webpage www.guthrie.org/sayreturkeytrot | X | X | X | X |
| Listing in Annual Guthrie Donor Report (Cir. 1000+) | X | X | X | X |

Guthrie Facebook: 16,000+ followers
 Guthrie LinkedIn: 9,000+ followers
 Guthrie Workplace: 6,000+ employee members

Custom Sponsorship Opportunities

Kids Fun Run Sponsor \$1000.00

- Company banner and/or table display at start/finish
- Name/logo on race T-shirt
- Company provided promotional materials in runners' race packets (Due Nov. 15, 2021)

Water Station Sponsor \$500.00

- Name/logo & link at www.sayreturkeytrot.com
- Prominent signage at water station
- Name/logo on T-shirt
- Company provided promotional materials in runners' race packets (Due Nov. 15, 2021)
- Name/logo & link at www.sayreturkeytrot.com

Questions? For more information about sponsorship, please call Resource Development at 570-887-4420 or email to Resource_Development@guthrie.org.

Mail To Guthrie Resource Development, One Guthrie Square, Sayre, PA 18840



2021 Guthrie Sayre Turkey Trot Sponsorship

Due by October 25, 2021

Sponsor Name _____
Name/business name as you would like it to appear in all promotional materials.

Contact Person _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Email** _____

Sponsorship Level

- Title \$5,000
- Award \$2,500
- Gold \$1,000
- Water Station \$500
- Kids Fun Run \$1,000
- In lieu of sponsorship, please accept a donation of \$ _____

Payment

Credit Card Visa Mastercard Discover American Express

Card Number _____ **Exp. Date** _____

Name on Card _____ **Signature** _____

To pay online, visit www.sayreturkeytrot.com

Check

Enclosed is a check made payable to **Guthrie**.

In-Kind Donation

Description _____

Value \$ _____ **Signature** _____

Logo Submission

Please email your logo to Resource_Development@guthrie.org on **or before October 25, 2021**.

Format: JPEG; please provide both a full-color and a one-color version of your logo

Questions?

For more information about sponsorship, please call Resource Development at 570-887-4420 or email to Resource_Development@guthrie.org.

Mail To

Guthrie Resource Development, One Guthrie Square, Sayre, PA 18840