

# SPONSORSHIP GUIDE



Fort Lauderdale  
**TURKEY**  
**TROT 2023**  
12th Annual

Hosted by MedPro Healthcare Staffing and Leadership Broward Foundation, Inc.



# LETTER FROM HOSTS



This Thanksgiving Day, November 23, 2023, we lace up our sneakers for the 12th annual Fort Lauderdale Turkey Trot, hosted by MedPro Healthcare Staffing and Leadership Broward Foundation, Inc. Proceeds raised from the annual holiday event will benefit Big Brothers Big Sisters of Broward County and Leadership Broward Foundation, Inc. With the challenges of the past few years, we can all appreciate the opportunity to unite as a community and support these programs, which have impacted Broward County for years.

“Big Brothers Big Sisters of Broward County is an amazing organization assisting children right here in our local community. Their mentorship program helps students avoid risky behaviors while supporting their efforts to graduate high school, pursue higher education and training, and set career and personal goals,” said Stacey Edwards, VP of Talent & Marketing for MedPro Healthcare Staffing. “Leadership Broward’s mission is, “to develop and inspire individuals to serve our community and we take this very seriously. We execute our mission through the delivery of our four signature programs. Our Adult Leadership Program is entering its 42nd year, our Youth Leadership Broward program is entering its 37th year, our Women Leading Broward program is entering its 11th year and our Follow the Leader in You Program, for 8th graders from Title 1 Broward County Schools is entering its 4th year of free leadership training,” Andrew Zullo, CEO Leadership Broward Foundation, Inc.

The Fort Lauderdale Turkey Trot is a Thanksgiving tradition inviting participants of all levels and age groups to take an invigorating 5k run, jog, or walk along A1A. Our community succeeds and prospers when we all pitch in and participate.





# About the Fort Lauderdale Turkey Trot

## When

Thanksgiving Day,  
November 23, 2023

Registration opens  
at 6:00AM

Race begins  
at 7:30AM

## Who

Local or visiting runners  
and walkers of all ages.  
Burn some calories for a  
good cause before  
indulging in your  
Thanksgiving Feast.

## What

A 5k run/walk along Ft.  
Lauderdale Beach on  
A1A. Male and female  
winners will be awarded  
based on age and  
finishing time.

## Where

Las Olas Oceanside Park:

3000 E Las Olas Blvd,  
Fort Lauderdale, FL 33316

5K Race Route is along A1A  
beginning at Las Olas to  
Sunrise Blvd and back.

Course certified by USATF.





**YOUR SPONSORSHIP  
SUPPORTS THE  
LOCAL COMMUNITY**



## Our Beneficiaries



Leadership Broward Foundation, Inc. is Broward County's premier leadership development training organization with a 42-year history of preparing and connecting leaders to strengthen Broward's future. Leadership Broward Foundation programs help emerging and recognized leaders expand their skills and enhance their knowledge of local and state issues, as well as leverage their individual passion to make changes in our community.



For almost 50 years, Big Brothers Big Sisters of Broward County, a 501(c)(3) non-profit organization, has been helping children facing adversity realize their potential and work toward their future. BBBS is part of the nation's largest donor and volunteer-supported mentoring network, matching adults ("Bigs") and children ("Littles"), ages 6 through 18. These one-to-one mentorships provide guidance and support to foster "Littles" educational success, build confidence and better relationships, and set and achieve goals.



Sponsorship Fee	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Total Available	1	1	3	4	8	Unlimited	Unlimited
Sponsorship Opportunities	Title	Presenting	Thanksgiving Village (1) T-Shirt (1) Start/Finish Line (1)	Runner Bib (1) Packet Pickup (1) Racer Bag (1) Health & Wellness (1)	Kids Zone (1) Route Marker (1) Marker (1) Water Station (1) Tom Turkey (5)	Harvest	Harvest
Company Name Included in Event Title	●						
Opportunity to speak at all Fort Lauderdale Turkey Trot Events	●						
Oppourtunity to call the start of the race	●						
Featured article about company executive in Leadership Broward newsletter (dist. 5,000+)	●						
Company info and executive quote included in all press releases (pending media coverage & print deadlines)	●						
Oppourtunity to speak on stage at the race	●	●					
Oppourtunity to display up to 4 company banners/signs along walk/run route	●	●					
Turkey Trot Appreciation Plaque	●	●					
Inclusion in all press releases (pending media coverage & print deadlines)	●	●	●				
Inclusion in PSAs/radio and YT spots (pending media coverage and deadlines)	●	●	●				
Verbal recognition from stage at the race	●	●	●	●			
Branding & Logo Recognition according to specific sponsorship selection	●	●	●	●	●		
Opportunity for a number of representatives to participate in the race	30	25	20	15	10	5	
Company name/logo on all event e-blasts brochures, t-shirts & signage (deadline 11/5)	Prominent Logo	Large Logo	Large Logo	Medium Logo	Small Logo	Shirt Only Name Only	
Company name/logo on Fort Lauderdale Turkey Trot Website	Prominent Logo	Large Logo	Large Logo	Medium Logo	Small Logo	Shirt Only Name Only	
Promote company involvement through social media	●	●	●	●	●	●	
Space located in Thanksgiving Village	20 x 20	20 x 20	20 x 20	10 x 10	10 x 10	Table Only	Table Only
Opportunity to distribute company-branded items at event	●	●	●	●	●	●	●
Opportunity to include product/collateral material in racer bags	●	●	●	●	●	●	●



# 2023 Fort Lauderdale Turkey Trot SPONSORSHIP COMMITMENT FORM

## SPONSOR INFORMATION

Sponsor Name: \_\_\_\_\_  
*(As you would like it to appear in print)*

Contact Person: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ - \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Website: \_\_\_\_\_

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

## SPONSORSHIP COMMITMENT LEVEL

All sponsorship forms are due no later than November 13, 2023

- |   |  |  |
|---|--|--|
| <input type="radio"/> Title (\$25,000)                | <input type="radio"/> Runner Bib (\$5,000)     | <input type="radio"/> Route Marker (\$2,500) |
| <input type="radio"/> Presenting (\$15,000)           | <input type="radio"/> Racer Bag (\$5,000)      | <input type="radio"/> Harvest (\$1,000)      |
| <input type="radio"/> Start/Finish Line (\$10,000)    | <input type="radio"/> Packet Pick Up (\$5,000) | <input type="radio"/> Table Only (\$500)     |
| <input type="radio"/> T-Shirt (\$10,000)              | <input type="radio"/> Kids Zone (\$2,500)      |  |
| <input type="radio"/> Thanksgiving Village (\$10,000) | <input type="radio"/> Water Station (\$2,500)  |  |
| <input type="radio"/> Health & Wellness (\$5,000)     | <input type="radio"/> Tom Turkey (\$2,500)     |  |
| <input type="radio"/> In-Kind Donation _____          |  | Value \$ _____                               |

## METHOD OF PAYMENT

Check enclosed (payable to "Ft. Lauderdale Turkey Trot")

Please invoice our company.

Charge the following credit card:

Type of card:  Visa  MC  AMEX  Discover

Card Number: \_\_\_\_\_ Sec. Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
*(three digits on signature strip or four digits above card number)*

Name on card: \_\_\_\_\_

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

Billing Address the Same as Above

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ - \_\_\_\_\_

## PLEASE RETURN THIS FORM AND PAYMENT TO:

Leadership Broward Foundation, Inc.  
Attn: Ft. Lauderdale Turkey Trot Sponsorship  
1330 SE 4th Ave. Suite I  
Fort Lauderdale, FL 33316  
turkeytrotFTL@gmail.com

All sponsorships are tax deductible to the extent allowed by law  
and will receive acknowledgments from Leadership Broward  
Foundation, Inc.