



## 2022 Burbank YMCA Turkey Trot Corporate Visibility Confirmation Form

Please partner with us in serving children in our community.

Corporate Visibility Level	\$ Amount	Select One
<b>Presenting Partner</b>	<b>\$20,000</b>	
<b>Title Partner</b>	<b>\$10,000</b>	
<b>Kid's Run Partner</b>	<b>\$5,000</b>	
<b>Finish Line Partner</b>	<b>\$2,500</b>	
<b>Water Station Partner</b>	<b>\$1,000</b>	
<b>Starting Line Partner</b>	<b>\$500</b>	

Yes! We are proud to support the Burbank YMCA's 2022 Turkey Trot. We authorize the organizers of the event to include our name/logo on collateral materials and social media promoting the event.

---

Company Name

---

Company contact name & title

---

Address (number, street, city, state, zip)

---

Phone

Email

---

Credit Card #

Exp. Date

CVV

---

Signature

Date

**PLEASE READ: Deadline for logo on runner's shirt is October 15<sup>th</sup>, 2022.**  
**Logos MUST BE SUBMITTED in AI or EPS format. We require BOTH a color logo and a white logo. (color for social media/print and white for runner's shirts.)**

**PLEASE MAKE CHECKS PAYABLE TO: BURBANK COMMUNITY YMCA**

Please mail or email this form and with payment information to:  
Attn: Turkey Trot, Burbank Community YMCA  
321 E. Magnolia Blvd, Burbank, CA 91502

If you have any questions, please contact Rob Rodriguez  
Email: [rrodriguez@burbankymca.org](mailto:rrodriguez@burbankymca.org)  
Phone: 818-845-8551 x244



# Join us for our 13<sup>th</sup> Annual Turkey Trot.

## Sponsorship Benefits

	Presenting Partner \$20,000	Title Partner \$10,000	Kids' Run Partner \$5,000	Finish Line Partner \$2,500	Water Station Partner \$1,000	Starting Line Partner \$500
Website Sponsor Recognition Page	X	X	X	X	X	X
Post Event Email Recognition	X	X	X	X	X	X
Logo on Digital Media	X	X	X	X	X	
Runner Registration	15	10	5	3	2	
Recognition with 6 additional Social Media Posts	X	X	X	X		
Logo on Runners' Shirts	Largest & First position	Second Position	X	X		
Thank You on YMCA TVs for 6 months	X	X	X			
Thank You Banners on the Race Route	X	X				
Logo on Runners' Race Bib	X					
Donor Commemorative Gift	X					
Recognition on Registration email Confirmation	X					
Thank You in the Burbank Leader	X					
Name/Logo on Banner Primary Position at Starting Line (3 <sup>rd</sup> St and Magnolia Blvd)	X					
Recognition on Treadmill Video Monitors	X	X			X	
Name/Logo on Banner - San Jose Street Banner		X				
Name/Logo on Banners in the YMCA Parking Lot						

### Social Media Statistics

#### Instagram & Facebook:

FOLLOWERS: As of June 2022 - 1,754  
 REACH: 46,114 Users Monthly  
 TOP LOCATIONS: Los Angeles - 20%

Burbank - 51%  
 Glendale - 7.4%  
 Santa Clarita - 1.1%

#### Engagement Rate - 135%

#### GENDER STATS:

	Men	Women	
Ages 18-24:	14%	3%	
Ages 25-34:	34%	32%	
Ages 35-44:	30%	36%	
Ages 45-54:	14%	15%	
Ages 65+:	2%	3%	

### \*Digital/Print Media includes:

- Digital Media/Collateral print pieces: 35,000 logo impressions
- TV monitors Y interior: 140,000 logo impressions

