

— 31ST ANNUAL —

WALNUT CREEK

TURKEY

TROT

2023

— PRESENTED BY —

F O R M A | G Y M

SPONSORSHIP PACKET

ATTRACTING OVER 5,000 RUNNERS, JOGGERS & WALKERS

200+ VOLUNTEERS
3,000 FRIENDS & FAMILY SUPPORTERS & SPECTATORS

**RACE SPONSORSHIP
IS TAX DEDUCTABLE!**

The Walnut Creek Forma Gym Turkey Trot is a great way to get involved in a healthy community event that encourages living a healthy lifestyle, while also strengthening community ties. This event is a perfect opportunity to raise awareness about your business and create positive public relations within the community. This event was voted the "Best Turkey Trot in the Pacific West" by Competitor Magazine, and the event over 5,000 runners/walkers, 200+ volunteers, and thousands of school supporters and spectators.

Thank you for your consideration in sponsoring the 31st Annual Forma Gym Turkey Trot, which includes the 5K, 10K, Kids' Fun Runs, and other fun family activities. The Forma Gym Turkey Trot is Walnut Creek's premier running event, and a great Thanksgiving Day tradition for the entire family. Registration fees from our participants and generous donations from our community partners go directly to local education foundations and those in our community in need. The Walnut Creek Forma

Gym Turkey Trot originally started as a fun way to encourage our health club members and their families "to move their feet before they eat" on Thanksgiving morning, but has evolved from that concept into a tremendously successful charity event. The scenic course, which winds through beautiful Downtown Walnut Creek, offers the participants an opportunity to enjoy a first-class running event in one of the finest cities in Northern California.

By partnering with this event, you will be helping children in our community, and also inspiring better health of the community at large by encouraging them to take part in an active event which falls one day before the busiest shopping day of the year, "Black Friday."



TOGETHER WE HAVE RAISED OVER \$850,000

For our benefitting foundations, enriching the educational experiences for nearly 10,000 students at 12 public schools in Walnut Creek.

2023 SPONSORSHIP LEVELS

PLATINUM SPONSOR - \$20,000

- Start / Finish line featured / prominent brand placement
- Prominent, free-standing, brand placement at Forma Gym (lobby poster) & internal marketing TVs (700+ member check-ins per day)
- 3'x10' prominent brand placement "Thank you Sponsor" banner at Forma Gym (remains up through 12/31/23)
- Three (3) mile marker branded banners
- Branding at race Water Stations
- Logo and website link prominently displayed on sponsor page of race website – top placement
- Promotion materials included in race packet
- Prominent / featured brand placement at race packet pick-up
- Social Media mentions / posts
- Brand placement race shirt – top placement
- Your company information sent out in newsletters to 10,000+ past & present registered runners
- Prominent / featured brand placement in our 3x month member newsletter (6k+ recipients), with hyperlinks
- Can customize sponsorship to work with needs of brand (i.e. banners, look & feel)
- 10 Race Entries
- Featured booth space at Festival Area (finish line area)
- Thank you email sent out post-race to race database (both current and previous participants)

GOLD SPONSOR - \$10,000

- Start / Finish line brand placement
- Separate Brand placement at Forma Gym internal marketing TVs (700+ member check-ins per day)
- Brand placement in our 3x month member newsletter (6k+ recipients), with hyperlinks
- Two (2) mile marker branded banners
- Logo and website link displayed on sponsor page of race website
- Promotion materials included in race packet
- Brand placement at race packet pick-up
- Social Media mentions / posts
- Brand placement race shirt
- Your company information sent out in newsletters to 10,000+ past & present registered runners
- Booth space at Festival Area (finish line area)
- 6 Race Entries

BRONZE SPONSOR - \$4,000

- Your brand on Finish Line
- Logo and website link displayed on race website sponsor page
- Promotion material included in race packet
- Social Media mentions
- Your brand on Start/Finish line shoot and Festival area banner
- Booth space at festival area
- 2 Race Entries

FESTIVAL SPONSOR - \$1,000

- Booth space at festival area
- Logo and website link displayed on sponsor page of race website
- Your brand on Start/Finish line shoot, Festival area banner



LOGO + SPONSOR FEE
DEADLINE

OCTOBER 31ST

Logo & Sponsor Fees Deadline is October 31st, 2023 to be printed on the event tshirt and included in our promotional material, for which you qualify to receive a booth space.

2023 SPONSORSHIP AGREEMENT

COMPANY/INDIVIDUAL NAME: _____

LEVEL OF SPONSORSHIP (circle): \$20,000 \$10,000 \$4,000 \$1,000

Please make tax deductible check payable to "Forma Kids Foundation" and return to:

FORMA GYM at 1908 Olympic Boulevard, Walnut Creek, CA 94596.

Signature: _____ (Authorized Company Rep or Individual)

Date: _____ / _____ / _____

Please make a copy of this signed Sponsorship Agreement for your records before returning.

Thank you for your generous contribution to the 31st Annual Forma Gym Turkey Trot. Your donation helps make our event a success and supports our local schools and those in need in our community.

Your company name and logo will be prominently displayed on our Turkey Trot Sponsors' Banner at the event, on event brochures, and mentioned multiple times on the day of the event to the thousands of participants and spectators. A link to your company's website will be included in our e-newsletter, sent to our 6,000+ membership base, and on the official event results page.

Based on the level that you have selected, you may qualify for additional benefits. Please refer to the 2023 Sponsorship Levels in this packet for the benefits to which you are entitled. We appreciate your contribution and community partnership for this important cause!

Sincerely,

Forma Gym Turkey Trot Race Management Team

Forma Kids Foundation 501(c)3 ID#: 90-0992912

If you would like to speak to our team about sponsorship options,
or you have questions, please contact sponsorship@formagym.com.

500  DONATED
BUILDING COMMUNITY + FEEDING THOSE IN NEED

Every year, the Forma Kids Foundation donates 500 Thanksgiving meals to East Bay families in need.

WHO

1000's of Runners/Walkers and Spectators will experience this 31st Annual Thanksgiving Day tradition with family and friends.

WHAT

Charity 5k & 10k Run/Walk, Kids ½ Mile, ¼ Mile & 100-Yard Dash

WHEN

*Thanksgiving Morning,
November 23rd, 2023, 8-11am*

WHERE

The 5k & 10k start on Broadway Avenue, adjacent to Civic Park, finishing back at Civic Park next to the ice skating rink.

WHY

To share our passion for health and wellness in our community, and to instill in our youth the value of physical activity, healthy nutrition habits and giving back. Through this, we help to fulfill our mission...

**WE
CHANGE
LIVES
TOGETHER**

• AGE DEMOGRAPHICS •

TOTAL PARTICIPANTS

5,000

44

AVERAGE
ADULT AGE

52%

FEMALE

48%

MALE

74%

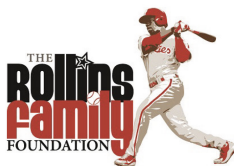
ADULTS

26%

UNDER 18

• BENEFICIARIES •

Past beneficiaries of the Turkey Trot have been Walnut Creek Education Foundation, P.E.A.K. Education Foundation, the Food Bank of Contra Costa & Solano, the Rollins Family Foundation, and the Forma Kids Foundation. Together, these education foundations help enrich the educational experiences for nearly 10,000 students at 12 public schools in Walnut Creek.



The **FORMA KIDS FOUNDATION** is the non-profit arm of Forma Gym formed in 2013. Our mission is to improve the health and wellness of children in our community and our world, and to instill in them the values of physical activity, healthy nutrition habits and giving back. In doing this, we fulfill our mission to change lives.



VOTED BEST

TURKEY TROT BY COMPETITOR MAGAZINE



ABOUT FORMA GYM

Our mission at **FORMA GYM** is simple: "we change lives." We strive to be the best part of your day, and we know what a challenge getting into shape can be. We also know what a difference it can make in your life once you learn to love it. At **FORMA GYM**, everyone is welcome. We believe fitness services should be made available to everyone wanting to improve their lives in a non-judgmental environment.

At **FORMA**, fitness is engaging and appropriate for any fitness level from beginner to athlete as well as youth. The **FORMA GYM** Team is composed of the best fitness and lifestyle professionals imaginable. Through the life of **FORMA**, we have moved to a larger location, absorbed two other health clubs into our approach and culture, and delivered results over and over again.

We are a home away from home, dedicated to innovation, impeccable upkeep, cleanliness, and progressive fitness. We have created a place to express and fulfill our members' active lifestyles, with four studios and the latest in fitness products and programming. We have over 35,000 square feet with functional training spaces (including outdoors) that have the latest in cardio and strength equipment, a Mind Body Studio, a Pilates Reformer Studio, a Group Fitness Studio with every group fitness class you could ever want, an outdoor turf area, HD Projection Immersion Indoor Cycling Theater, an outdoor heated pool, onsite childcare, Forma Wellness Studios, which include massage and skincare services, cryotherapy, and a Paralysis Recovery Center - RISE.

After a \$1,000,000 renovation, making it the most modern and complete facility in the marketplace, we preserved and progressed forward the culture of an accepting environment for all to help people make positive changes in their lives...every day!

ABOUT WALNUT CREEK

- Walnut Creek is located 16 miles east of the city of Oakland nestled in the beautiful East Bay region of the San Francisco Bay Area.
- Population: 70,000+; 46.2% male, 53.8% female.
- Walnut Creek owns more open space per capita than any other community in the state of California.
- Downtown Walnut Creek offers a beautiful venue for walkers and runners.
- Walnut Creek is only 30 minutes from San Francisco for those wishing to make the most out of their visit!



— 31ST ANNUAL —

WALNUT CREEK
TURKEY
TROT
2023

— PRESENTED BY —

F O R M A | G Y M

