



SML Turkey Trot

Sponsorship Letter

November 28rd, 2024 presented by the LAT Wellness Studio

On behalf of the LAT Wellness Studio,

We cordially invite you to participate as a sponsor of the region's SML Turkey Trot 5k walk or run + kid's 1 mile event. This event will help increase health and wellness resources and opportunities provided by LAT Wellness Studio. A portion of proceeds will benefit the Smith Mountain Lake State Park.

This year, the event will be held Thursday, November 28th at the Smith Mountain Lake State Park located in Huddleston, VA. The kid's 1 mile race will kick off at 9:00 a.m. and the 5k will kick off at 9:05 a.m. This race welcomes adults and children. Awards will be given for top runner qualifiers with awards presented at 9:45 am for runners.

Website:

- www.runsignup.com/SMLturkeytrot

Your sponsorship helps by:

- Encouraging people to get out in the community and be active
- Promoting your brand (details below)
- Raising money for the Smith Mountain Lake State Park

There are various levels of sponsorship available:

Platinum Level Sponsor--\$2500 (only one available)

- Listed as the top sponsor on race platform with logo and link
- Listed as the top sponsor on all advertisement platforms
 - Facebook, LinkedIn, RunSignUp, Printed materials, etc.
- Prominent display of logo on all race t-shirts
- Promotional materials in race packet

- Company name displayed at finish line banner plus main banner to advertise for the race
- Shoutouts by the DJ during the race

Gold Level Sponsor---\$1300 (2 available)

- Listed as sponsor on race platform with link
- Listed as sponsor on all advertisement platforms
 - Facebook, LinkedIn, RunSignUp, Printed materials
- Company logo on race t-shirt
- Company name displayed at finish line banner
- Promotional materials in race packet
- Shoutouts by the DJ during the race

Silver Level Sponsor--\$900 (3 available)

- Listed as sponsor on race platform with link
- Listed as sponsor on social media platforms
 - Facebook, LinkedIn, RunSignUp
- Company logo on back of race t-shirt
- Company logo printed on water station signs
- Promotional materials in race packet
- Shoutouts by the DJ during the race

Bronze Level Sponsor--\$550 (12 available)

- Listed as sponsor on race platform
- Listed as sponsor on social media platforms
 - Facebook, LinkedIn, RunSignUp
- Company logo on back of race t-shirt
- Promotional materials in race packet
- Shoutouts by the DJ during the race

Finish Line Sponsor -- \$300

- Company name prominently displayed on banner at finish line
- Shoutouts by the DJ during the race

Mile Marker Sponsor--\$200 each (or \$550 for all three 5k mile markers)

- Company name will appear on one mile marker sign, which will be prominently displayed at one of the mile marks for one race. Or choose the option of having your company name and logo to be placed on all mile markers the race.

Water station Sponsor-- \$150

- Company name will appear on a prominently located sign at one water station.

Thank you for your consideration in sponsoring this race to raise money for the Smith Mountain Lake State Park and to help increase resources for healthy community activities in the Smith Mountain Lake Region.

Our mission is to create a synergistic approach between the mind, body and spirit through the implementation of integrative practices while supporting our local community through philanthropic efforts. **We believe your company is a critical asset to improving these key components at the Smith Mountain Lake region.**

Please contact Laurie Andrews to set up your sponsorship via phone or email: 252-702-1749 or laurieanntraining@gmail.com. We hope to hear from you soon!

Respectfully,
Laurie Andrews, EP-C
Race Coordinator
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Laurieanntraining@gmail.com

