




Advent Health
Avista

LOUISVILLE TURKEY TROT 5K

BENEFITING COMMUNITY FOOD SHARE

Thursday, November 28, 2024 • Downtown Louisville, CO

RACE START: 9:00 AM

The Louisville Turkey Trot is one of our community's most beloved and anticipated family events of the year. Sponsorship is an exciting and powerful way to advertise your company to the local running community, a prime demographic, just before the holidays. All sponsorship funds benefit Community Food Share.

Over the last ten years, the Louisville Turkey Trot has hosted more than 50,000 participants and has helped provide countless meals for our community. Just last year, we hosted over 6,000 runners and had 2.25 million unique users per month reached via online advertising campaigns.

At Community Food Share, we know that ending hunger in our communities requires collaboration. That's why we not only provide food directly to families, seniors, students, and others, we're also a hub — delivering millions of pounds of food a year to local partners to reach people in their communities. Because when we work together, we give more people access to fresh, nutritious food.

Together, we can outpace local hunger!

TOP TURKEY SPONSOR - \$20,000

- Recognition as the title sponsor on print and digital event materials (contingent on print deadlines)
- Recognition as the title sponsor on all email communications
- Recognition as the title sponsor on select ads
- Recognition as the title sponsor on select social media posts
- Logo recognition on the event website and donation page
- One dedicated social media feature
- One prominent, reserved booth space at the post-event expo
- Opportunity to include a 30 second video in the welcome or thank you email to registered runners
- Exclusive banner at the start line
- Opportunity to speak to runners at the start line
- Race entries for up to 50 people.
- Opportunity to include a digital offer on the event website
- Access to a promotional code to share with customers
- Two foursomes in Community Food Share's Tee Up! Against Hunger Golf Tournament.
- One small logo on one Community Food Share truck for one full year (shared exposure)
- Recognition in the Community Food Share digital and print newsletters

TAIL FEATHERS SPONSOR - \$5,000

- Recognition as a sponsor on print and digital event materials (contingent on print deadlines)
- Recognition as a sponsor on email communications
- Recognition as a sponsor on select ads
- Recognition as a sponsor on select social media posts
- Logo recognition on the event website
- Inclusion in a shared social media sponsor feature
- Two prominent, reserved booth spaces at the post-event expo (sponsor can provide branded tent, and signage)
- Exclusive banner at race finish
- Race entries for up to 25 people
- Opportunity to include a digital offer on the event website
- Access to a promotional code to share with customers

WISHBONE SPONSOR - \$2,500

- Recognition as a sponsor on select print and digital materials (contingent on print deadlines)
- Recognition as a sponsor on select ads
- Recognition as a sponsor on select social media posts
- Logo recognition on the event website
- Inclusion in a shared social media sponsor feature
- Shared logo recognition on event sponsor banner
- Race entries for up to 12 people.
- One reserved booth space at the post-event expo OR a spot at a shared giveaway table
- Opportunity to include a digital offer on the event website
- Access to a promotional code to share with customers

KIDS DINNER TABLE SPONSOR - \$1,000

- Recognition as a sponsor on select print and digital materials (contingent on print deadlines)
- Logo recognition on the event website
- Inclusion in a shared social media sponsor feature
- Shared logo recognition on event sponsor banner
- Race entries for up to 4 people.
- One reserved booth space at the post-event expo OR a spot at a shared giveaway table
- Opportunity to include a digital offer on the event website
- Access to a promotional code to share with customers

STUFFING SPONSOR - \$350

- Logo recognition on the event website
- Inclusion in a shared social media sponsor feature
- Opportunity to include a digital offer on the event website OR a spot at a shared giveaway table



Community Food Share Digital Audience

Facebook

Gender: 78% Women, 22% Men

Top Age Ranges: 25-44 - 23% Women, 6% Men; 45-54 - 21% Women, 5% Men

Top Cities: 12% Longmont, 11% Boulder, 6% Denver, 4% Broomfield, 4% Lafayette

Average Reach per Month: 8,000

Instagram

Gender: 76% Women, 24% Men

Top Age Ranges: 35-54 - 26% Women, 7% Men; 25-44 - 21% Women, 7% Men;

Top Cities: 16% Boulder, 9% Denver, 8% Longmont; Broomfield 5%, Lafayette 4%

Average Reach per Month: 1,100

Community Food Share Donors Geographically

Boulder - 22%, Louisville - 11%, Lafayette - 9%, Longmont - 8%, Broomfield - 8%, Denver - 7%, Colorado & nationwide - 35%

Local and Boulder County Demographics

Population:

Louisville - Male 51%, Female 49%

Lafayette - Male 51%, Female 49%

Superior - Male 48%, Female 52%

Boulder County - Male 51%, Female 49%

Median Age:

Louisville - Men - 36, Women - 38, Overall - 37

Lafayette - Men - 38, Women - 40, Overall - 39

Superior - Men - 36, Women - 38, Overall - 37

Boulder County - Men - 40, Women - 43, Overall - 42

Households with Children:

Louisville - 66%

Lafayette - 30%

Superior - 47%

Boulder County - 28%

Owner Occupied Home:

Louisville - 62%

Lafayette - 70%

Superior - 62%

Boulder County - 70%

Median Household Income:

Louisville - \$135,840

Lafayette - \$105,819

Superior - \$131,757

Boulder County - \$99,770

Bachelor's Degree or Higher:

Louisville - 66%

Lafayette - 63%

Superior - 76%

Boulder County - 60%