2022 SPONSORSHIP OPPORTUNITIES

trotforhunger.org
trotsponsors@some.org

THANKSGIVING MORNING • 11/24/22
The largest and only DC-based Trot shining a spotlight on hunger issues in our nation’s capital and communities nationwide.

Proudly benefitting:

Fighting Poverty and Homelessness
ABOUT AMERICA'S TROT FOR HUNGER

Now in its 21st year, the Trot transforms Freedom Plaza & Pennsylvania Avenue on Thanksgiving into a day of gratitude & action.

- **25,000+** health-focused and charitably-minded participants, donors and supporters
- **2 MILLION+** media impressions across digital, social media and print platforms
- **$15 MILLION+** raised since our first Trot in 2002
- **42 STATES & 6 COUNTRIES** represented by participants in 2021
- **10,000+** virtual participants and supporters expected in 2022 across the country

Race highlights include:

- Timed 5K fully accessible course
- A nationwide virtual race
- Family-friendly activities
- Stick a Fork in Hunger art installation
- Finisher festival & live entertainment
- Surprise swag, giveaways & vendors
- Kids "Little Turkey" 1-miler race
- Fighting hunger on Thanksgiving!
As our largest community fundraising event, SOME relies on the generous support of our partners, participants, supporters and donors to fuel our efforts. SOME has been fighting poverty and homelessness in the DC area for over 50 years.

### 2021 IMPACT at a glance

- 193,567 hot meals served
- 1,449 individuals in our affordable housing
- 35,045 hours of online learning for SOME’s Center for Employment Training students
- 22,890 visits to our health clinics
- 7,624 hot showers for our guests
- 5,330 sets of clothing distributed

### Together, SOME is serving thousands every. single. day.

SOME is a trusted agent for change in the DC region and our partners know their support goes directly to fighting hunger & poverty.

**Direct support:** More than 91.5% of donations go directly to our services

**Impact in our community:** As a DC based organization, you are supporting people right here in the Greater DC region

**Transparency:** SOME is a Charity Navigator Four-Star charity for the past 15 years and has received the Candid Platinum Seal of Transparency

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**Partner with the Trot**

Hunger exists in every zip code, but that doesn't have to be the case. Sponsors of America’s Trot for Hunger make a significant difference in the lives of those who are experiencing homelessness and hunger in our community, while providing unique and unparalleled exposure to over 15,000+ engaged, philanthropic, and supportive members of the Greater Washington DC region.
Thank you for reviewing available sponsorship opportunities! We are excited to have your participation. If you have any questions or would like to explore custom opportunities, please email us at: trotspersons@some.org

A world class event here in Washington, DC

We've been Trotting since 2002 - giving our community a chance to give back and make a difference in the fight against poverty & homelessness. Highlight your commitment to this cause while receiving unique benefits for your organization & employees, with engagement by sponsoring pre-, during- and post-race!

All Trot for Hunger partners will receive:

<table>
<thead>
<tr>
<th>Complimentary team member race registrations</th>
<th>Customized sponsor team webpage</th>
<th>Exhibitor booth opportunity for day-of engagement</th>
<th>Logo on event website &amp; custom long-sleeve shirt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on event collateral and marketing materials</td>
<td>Podium recognition from the stage</td>
<td>Acknowledgement in email &amp; mailed newsletters</td>
<td>Social media recognition</td>
</tr>
</tbody>
</table>

A full listing of benefits are on the following pages!

The Trot has a network of committed supporters.
Thank you to those that have already confirmed their 2022 sponsorship!

General Dynamics
CHASEN BOSCOLO
Amazon
GDIT
ROADRUNNERSPORTS
Target
ALXDOGWALK

In-Person & Virtual across America

The Trot reaches hundreds of thousands across the globe. This year we are proud to announce that we continue to offer a top-notch virtual race experience. All virtual race sponsors will receive recognition and benefits during the virtual event.
America’s Trot for Hunger

Lead Turkey Sponsor

Pre-Trot Benefits:
- Customizable sponsor landing page and callout on our Trot for Hunger Website
- Hyperlinked logo on Trot for Hunger website
- Logo in email communications to current and past participants
- Logo on Trot for Hunger shirt
- Custom sponsor Team webpage
- Customized partnership plan for social media acknowledgments
- Opportunity for “spotlight” story in an e-newsletter
- Included in event-related press
- Logo at packet pick-up sites
- Opportunity to use Trot for Hunger and SOME logos

Trot Day Benefits:
- Up to 75 complimentary race entry registrations
- Placement on start and finish line banner
- 4 verbal podium recognitions during finisher festival program
- Recognition on sponsor board and stage signage
- Opportunity for branded promotional item giveaways during event and in race packet
- 2-minute speaking opportunity during stage program
- Multiple signs of recognition along course route
- Opportunity for staff to volunteer at a sponsor tent
- Option to host an extra-large promotional booth and provide giveaways at event

Post-Trot Benefits:
- Recognition in December e-newsletter (distributed to 20,000+ recipients)
- Logo placement on 2023 Trot for Hunger website under previous sponsors
- Return on investment analysis

$35,000
# America’s Trot for Hunger

## Gravy Sponsor

### Pre-Trot Benefits:
- Customizable sponsor landing page and callout on our Trot for Hunger Website
- Hyperlinked logo on Trot for Hunger website
- Logo in email communications to current and past participants
- Logo on Trot for Hunger shirt
- Custom sponsor Team webpage
- 6 social media acknowledgments
- Opportunity for “spotlight” story in an e-newsletter
- Included in event-related press
- Logo at packet pick-up sites
- Opportunity to use Trot for Hunger and SOME logos

### Trot Day Benefits:
- Up to 50 complimentary race entry registrations
- Placement on start and finish line banner
- 3 verbal podium recognitions during finisher festival program
- Recognition on sponsor board and stage signage
- Opportunity for branded promotional item giveaways during event and in race packet
- 1-minute speaking opportunity during stage program
- Multiple signs of recognition along course route
- Opportunity for staff to volunteer at a sponsor tent
- Option to host an extra-large promotional booth and provide giveaways at event

### Post-Trot Benefits:
- Recognition in December e-newsletter (distributed to 20,000+ recipients)
- Logo placement on 2023 Trot for Hunger website under previous sponsors
- Return on investment analysis

**$25,000**
# America’s Trot for Hunger

## Mashed Potatoes Sponsor

### Pre-Trot Benefits:
- Customizable sponsor callout on our Trot for Hunger Website
- Hyperlinked logo on Trot for Hunger website
- Logo in email communications to current and past participants
- Logo on Trot for Hunger shirt
- Custom sponsor Team webpage
- 5 social media acknowledgments
- Included in event-related press
- Logo at packet pick-up sites
- Opportunity to use Trot for Hunger and SOME logos

### Trot Day Benefits:
- Up to 40 complimentary race entry registrations
- Placement on start and finish line banner
- 2 verbal podium recognitions during finisher festival program
- Recognition on sponsor board and stage signage
- Opportunity for branded promotional item giveaways during event and in race packet
- Multiple signs of recognition along course route
- Opportunity for staff to volunteer at a sponsor tent
- Option to host an large promotional booth and provide giveaways at event

### Post-Trot Benefits:
- Recognition in thank-you email
- Logo placement on 2023 Trot for Hunger website under previous sponsors
- Return on investment analysis

$20,000
America’s Trot for Hunger
Mac 'n' Cheese Sponsor

Pre-Trot Benefits:
- Hyperlinked logo on Trot for Hunger website
- Logo in email communications to current and past participants
- Logo on Trot for Hunger shirt
- Custom sponsor Team webpage
- 4 social media acknowledgments
- Logo at packet pick-up sites
- Opportunity to use Trot for Hunger and SOME logos

Trot Day Benefits:
- Up to 30 complimentary race entry registrations
- Placement on start and finish line banner
- 1 verbal podium recognition during finisher festival program
- Recognition on sponsor board and stage signage
- Opportunity for branded promotional item giveaways in race packet
- Sign of recognition along course route
- Opportunity for staff to volunteer at a sponsor tent
- Option to host an large promotional booth and provide giveaways at event

Post-Trot Benefits:
- Recognition in thank-you email
- Logo placement on 2023 Trot for Hunger website under previous sponsors
- Return on investment analysis

$15,000
Pre-Trot Benefits:
- Hyperlinked logo on Trot for Hunger website
- Logo in email communications to current and past participants
- Logo on Trot for Hunger shirt
- Custom sponsor Team webpage
- 2 social media acknowledgments
- Listed at packet pick-up sites
- Opportunity to use Trot for Hunger and SOME logos

Trot Day Benefits:
- Up to 25 complimentary race entry registrations
- Placement on start and finish line banner
- Recognition on sponsor board and stage signage
- Opportunity for branded promotional item giveaways in race packet
- Sign of recognition along course route
- Opportunity for staff to volunteer at a sponsor tent
- Option to host a shared promotional booth and provide giveaways at event

Post-Trot Benefits:
- Recognition in thank-you email
- Logo placement on 2023 Trot for Hunger website under previous sponsors
- Return on investment analysis

$10,000
America’s Trot for Hunger

Pumpkin Pie Sponsor

**Pre-Trot Benefits:**
- Hyperlinked logo on Trot for Hunger website
- Listing in email communications to current and past participants
- Logo on Trot for Hunger shirt
- Custom sponsor Team webpage
- 2 social media acknowledgments
- Listed at packet pick-up sites
- Opportunity to use Trot for Hunger and SOME logos

**Trot Day Benefits:**
- Up to 15 complimentary race entry registrations
- Placement on start and finish line banner
- Recognition on sponsor board and stage signage
- Opportunity for branded promotional item giveaways in race packet
- Sign of recognition along course route
- Opportunity for staff to volunteer at a sponsor tent
- Option to host a shared promotional booth and provide giveaways at event

**Post-Trot Benefits:**
- Recognition in thank-you email
- Logo placement on 2023 Trot for Hunger website under previous sponsors

$5,000
# America’s Trot for Hunger

## Additional Opportunities

Looking for a unique opportunity to promote your organization? Join us as a highly visible location sponsor:

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Description</th>
<th>Levels</th>
<th>Benefits &amp; Visibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check In Sponsor</td>
<td>On race day, thousands check-in at our main tent on Freedom Plaza! Ensure unparalleled exposure, a prime giveaway location, signage &amp; more as all participants check in on race morning.</td>
<td>$30,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>Stick a Fork in Hunger Sponsor</td>
<td>Lead our newest art installation - help us Stick a Fork in hunger, literally, with this interactive SOME display highlighting the power of community! Custom logo installation and photos included.</td>
<td>$35,000</td>
<td>$35,000</td>
</tr>
<tr>
<td>Bag Drop Sponsor</td>
<td>Everyone brings too much to the starting line - include your branding on race bags and bib markers, and enjoy additional recognition on signage and maps!</td>
<td>$25,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>Snack Sponsor</td>
<td>Everyone needs fuel after their run - and they all stop here first! Add your branding and staff to help distribute snacks at this high visibility location throughout the event</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Water Stop Sponsor</td>
<td>We add a water stop halfway on the course and at the finish line. Keep our runners hydrated while showing your support for the cause at this critical stop. Opportunity for staff to volunteer at water stop!</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Mile Marker Sponsor</td>
<td>Keep participants motivated as they make their way through the course! Includes company signage at your mile marker and opportunity for staff to cheer on racers at marker.</td>
<td>$7,500</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

## Group Registration Options

Form an office team, bring family together, or set up a team for your alumni association, book club, congregation or running group — the possibilities to make a difference are endless!

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8+ Runners?</td>
<td>We offer group discounts! Email us to save 20% off registration fees.</td>
</tr>
<tr>
<td>Employee Discounts</td>
<td>Cover some or all of the registration fee for your team members.</td>
</tr>
<tr>
<td>Custom Team Page</td>
<td>Every team gets a custom page to add info, share your 'why' + recruit others to join!</td>
</tr>
<tr>
<td>Online or offline registration</td>
<td>We can gather everyone's info or give you a simple form to collect one payment.</td>
</tr>
</tbody>
</table>

## Finish Festival Booth

Have a meeting spot for the whole team and/or host an exhibitor booth for giveaways and engagement with our participants during the festival.

(This benefit is included for all sponsors as noted in levels above.)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>If you would like to explore custom opportunities please email: <a href="mailto:trotspnsors@some.org">trotspnsors@some.org</a></td>
</tr>
</tbody>
</table>
America’s Trot for Hunger
Commitment Form

Please complete this form and return via email to trotspersons@some.org

Business / Company Name

Contact Name
Contact Title

Business / Company Address

City
State
Zip Code

Contact Phone Number
Email

PLEASE INCLUDE US AT THE FOLLOWING LEVEL:

- Lead Turkey ($35,000)
- Gravy ($25,000)
- Mashed Potatoes ($20,000)
- Mac 'n' Cheese ($15,000)
- Cranberry Sauce ($10,000)
- Pumpkin Pie ($5,000)
- Finish Festival Booth ($2,500)
- We will contribute $ _________ to support SOME’s work

- Check In Sponsor ($30,000)
- Stick a Fork in Hunger Sponsor ($35,000)
- Bag Drop Sponsor ($25,000)
- Snack Sponsor ($10,000)
- Water Stop Sponsor ($10,000)
- Mile Marker Sponsor ($7,500)
- We would like to cover ______ entries for our team at a discounted rate (minimum of 8) of $45/person

METHOD OF PAYMENT

- Please invoice me
- Check
- Credit or Debit Card
- ACH/Wire

PLEASE EMAIL COMPLETED FORMS TO TROTSPONSORS@SOME.ORG
CHECKS (MADE OUT TO SOME) AND FORMS CAN ALSO BE MAILED TO:

Attn: Trot for Hunger
71 O’ST NW
Washington, DC 20001