



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**
- ▶ **Family-friendly activities**
- ▶ **Finisher festival & live entertainment**
- ▶ **Kids "Little Turkey" 1-miler race**
- ▶ **A nationwide virtual race**
- ▶ **Stick a Fork in Hunger art installation**
- ▶ **Surprise swag, giveaways & vendors**
- ▶ **Fighting hunger on Thanksgiving!**

THE TROT SOME

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

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.



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:

Complimentary team member race registrations

Customized sponsor team webpage

Exhibitor booth opportunity for day-of engagement

Logo on event website & custom long-sleeve shirt

Recognition on event collateral and marketing materials

Podium recognition from the stage

Acknowledgement in email & mailed newsletters

Social media recognition

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
Mission Systems



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:

trotsponsors@some.org

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

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

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

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





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

Levels include Mashed Potatoes benefits & targeted visibility

Check In Sponsor

On race day, thousands check-in at our main tent on Freedom Plaza! Ensure unparalleled exposure, a prime giveaway location, signage & more as all participants check in on race morning.

\$30,000



Stick a Fork in Hunger Sponsor

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.

\$35,000



Bag Drop Sponsor

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!

\$25,000



Levels include Pumpkin Pie benefits noted above & targeted visibility

Snack Sponsor

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

\$10,000



Water Stop Sponsor

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!

\$10,000



Mile Marker Sponsor

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.

\$7,500



3 available

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!

8+ Runners?

We offer group discounts! Email us to save 20% off registration fees.

Custom Team Page

Every team gets a custom page to add info, share your 'why' + recruit others to join!

Employee Discounts

Cover some or all of the registration fee for your team members.

Online or offline registration

We can gather everyone's info or give you a simple form to collect one payment.

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.)

\$2,500



If you would like to explore custom opportunities please email:

trotsponsors@some.org

America's Trot for Hunger Commitment Form



Please complete this form and return via email to trotsponsors@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:

- | | |
|--|--|
| <input type="checkbox"/> Lead Turkey (\$35,000) | <input type="checkbox"/> Check In Sponsor (\$30,000) |
| <input type="checkbox"/> Gravy (\$25,000) | <input type="checkbox"/> Stick a Fork in Hunger Sponsor (\$35,000) |
| <input type="checkbox"/> Mashed Potatoes (\$20,000) | <input type="checkbox"/> Bag Drop Sponsor (\$25,000) |
| <input type="checkbox"/> Mac 'n' Cheese (\$15,000) | <input type="checkbox"/> Snack Sponsor (\$10,000) |
| <input type="checkbox"/> Cranberry Sauce (\$10,000) | <input type="checkbox"/> Water Stop Sponsor (\$10,000) |
| <input type="checkbox"/> Pumpkin Pie (\$5,000) | <input type="checkbox"/> Mile Marker Sponsor (\$7,500) |
| <input type="checkbox"/> Finish Festival Booth (\$2,500) | <input type="checkbox"/> We would like to cover _____ entries for our team
at a discounted rate (minimum of 8) of \$45/person |
| <input type="checkbox"/> We will contribute \$ _____
to support SOME's work | |

METHOD OF PAYMENT

- | | | | |
|--|--------------------------------|---|-----------------------------------|
| <input type="checkbox"/> Please invoice me | <input type="checkbox"/> Check | <input type="checkbox"/> Credit or Debit Card | <input type="checkbox"/> 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