



**10<sup>th</sup> Annual Atalaya Elementary School Turkey Trot 5K and 1K  
Thanksgiving Day, November 23, 2017  
Corporate Sponsorship Program**

This year is the tenth anniversary of the annual Atalaya Elementary School Turkey Trot, and we would be honored and pleased to have your support! Our Thanksgiving Day 5K race and 1K kids' run have become a couple of *Santa Fe's biggest running races*. The trot is an annual tradition for hundreds of people in Santa Fe and for the many visitors who come to Santa Fe for the holidays – last year's race had over 450 participants. This year is sure be our biggest event yet, with a celebration and new venue headquartered at the historic Santa Fe Plaza!

Our school needs partners to make this fun, family-friendly community event a success. Sponsorship dollars not only help to defray the costs of putting on the race, but more importantly, **they help to provide the goods and services for Atalaya's students that are not covered by the school district such as library books, enrichment classes, teacher stipends, and classroom supplies**. Atalaya's mission is to help its students create a foundation that they can confidently build upon to succeed in the world. Our annual Turkey Trot helps to achieve that goal!

**Sponsoring the race is great for Atalaya's kids and for your business.** It shows that you support our community's children and value Santa Fe's public education system. Depending on the level of sponsorship, **race sponsors are recognized on the official race website, on over 500 race t-shirts, in print and radio advertisements, and on over one hundred color posters and promotional flyers distributed throughout the city and surrounding areas.** Sponsorship contributions are tax-deductible, as the Atalaya PTA is a 501(c)3 charitable organization.

*Considering that placing a small, one-day ad in a local newspaper can cost hundreds of dollars, you get more bang for your buck with a race sponsorship!* Everyone at Atalaya thanks you for considering a sponsorship. Please contact us if you would like to sponsor the race – working together, we can help to improve the lives and education of Santa Fe's future generation!

Best regards,

Atalaya Elementary School PTA

## 2017 Atalaya Elementary Roadrunner Turkey Trot Sponsorship Levels

### **Gold Sponsorship: Turkey, Trimmings and Pumpkin Pie Level - Contribution of \$1,000 +**

Exposure to thousands in Santa Fe and surrounding areas prior to race from:

- Special recognition on radio spots and interviews
- Large Logo\* on color posters in many hotels, businesses and non-profits
- Large Logo\* on promotional flyers, advertisements and registration forms

Plus exposure to 500+ runners and their families from:

- Large Logo\* on t-shirts given to race participants
- Company name in post-race thank you packets sent to all sponsors and Atalaya families

### **Silver: Turkey and Trimmings Level - Contribution of \$500 - \$999**

Exposure to thousands in Santa Fe and surrounding areas prior to race from:

- Medium Logo\* on color posters in many hotels, businesses and non-profits
- Medium Logo\* on promotional flyers, advertisements and registration forms

Plus exposure to 500+ runners and their families from:

- Medium Logo\* on t-shirts given to race participants
- Company name in post-race thank you packets sent to all sponsors and Atalaya families

### **Bronze: Pumpkin Pie Level - Contribution of \$300 - \$499**

Exposure to thousands in Santa Fe and surrounding areas prior to race from:

- Small Logo\* on color posters in many hotels, businesses and non-profits
- Small Logo\* on promotional flyers, advertisements and registration forms

Plus exposure to 500+ runners and their families from:

- Small Logo\* on t-shirts given to race participants
- Company name in post-race thank you packets sent to all sponsors and Atalaya families

### **Friend of Atalaya - Contribution of up to \$299**

Exposure to 500+ runners and their families from:

- Company name on race day poster
- Company name in post-race thank you packets sent to all sponsors and Atalaya families

***ALL sponsors can also put promotional products and flyers on our race day tables.***

**We welcome all donations, monetary, goods or services, regardless of amount. All proceeds will go directly to Atalaya PTA, a 501(c)3 non-profit organization.**

\* Logo sizes are approximately 3" x 2" for Gold, 2.5" x 2.5" for Silver and 2" x 1" for Bronze.

**Atalaya Elementary School Roadrunner Turkey Trot**  
**2017 Sponsorship Pledge**

YES! I will help with a sponsorship in the amount of \$ \_\_\_\_\_

- Gold (**\$1000 +**)
- Silver (**\$500 - \$999**)
- Bronze (**\$300 - \$499**)
- Friend of Atalaya (**up to \$299**)
- I can contribute \$ \_\_\_\_\_ to help fund Atalaya Elementary PTA without sponsorship.
- I can give an in-kind donation of \_\_\_\_\_ in the value of \$\_\_\_\_\_.

Company Name:

Contact Name:

Company Address:

Telephone:

\_\_\_\_\_ Check enclosed in the amount of \$ \_\_\_\_\_

-OR-

\_\_\_\_\_ Please pick up my donation on \_\_\_\_\_.

Please mail checks or arrange pickup by November 1, 2017. Mail to:

ATALAYA ELEMENTARY PTA  
Attn: Turkey Trot  
721 Camino Cabra, Santa Fe, NM 87505

\_\_\_\_\_ Please keep my donation anonymous.

Logo info: For Gold, Silver and Bronze sponsors, please provide logo in .eps or .png file format and email to [lisa.gavioli.roach@gmail.com](mailto:lisa.gavioli.roach@gmail.com).