



Sponsorship Opportunities



34th Annual

TURKEY CHASE

Thanksgiving Day 2016

Join in the Tradition that has been celebrated in Bethesda, MD for over three decades, with participants from Bethesda, surrounding communities, nearby states and even military bases overseas.

TURKEY CHASE is the largest annual fundraiser for both the YMCA and the BCC Rotary, two of Montgomery County's most notable organizations. Over \$4.7 million has been raised since the race's inception to improve the lives of thousands of at-risk children and families in our community.

USATF-certified
10K Race

2-mile Fun Run/Walk

50-meter Tot Trot,
where kids chase
the elusive mascot



SPONSORSHIP LEVELS AND BENEFITS



WHAT COULD BE BETTER THAN MAKING YOUR COMPANY PART OF A TRADITION that is celebrated by thousands of runners on one of the most anticipated holidays of the year? Think of a Thanksgiving filled with family, fond memories, indulgence, good health, and you! Not only will your company be showcased at the race, but you'll also receive long-term recognition on www.turkeychase.com, banners displayed at the Y from August through December, and in the Turkey Chase virtual race bag.



IT'S A GREAT WAY TO CONNECT with local families and reward employees, all while making a huge difference in the lives of Montgomery County's kids and families in need.

	Presenting Sponsor \$25,000	Diamond Sponsor \$10,000	Platinum Sponsors \$7,500	Gold Sponsors \$6,000	Silver Sponsors \$5,000	Bronze Sponsors \$2,500	Supporting Sponsors \$500
Company promoted as presenting organization of the 34th Annual Turkey Chase on all promotional materials	•						
Turkey sightings at company's business location (as agreed)	•						
Company name/logo posted on www.ymcadc.org Event Page	•						
Company logo/name and website link posted on the top banner of all pages of www.turkeychase.com	•						
Company name/logo printed on 10K Race Start Banner	•						
Company featured in 34th Annual Turkey Chase ads in Bethesda Magazine	•	•					
Company name/logo printed on Direct Mail postcard to 20,000 Montgomery County households	•						
Company name/logo posted in all Internet advertising for 34th Annual Turkey Chase	•	•					
Participation in pre- and post-race day ceremonies on stage	•	•					
Company name/logo printed on 2 Mile Fun Run/Walk Start Banner		•					
Company name/logo printed on 50 Meter Tot Trot Start signage			•				
Promoted as Principal Prize sponsor on race website and newsletter				•			
Complimentary entries in race	20	15	12	10	8	6	
Passes to VIP Hospitality Tent at race	5	5	2	2	2	2	
Company logo/name and website link posted in scrolling sponsors graphic on all pages of www.turkeychase.com	•	•	•	•	•	•	
Company logo on 34th Annual Turkey Chase T-shirts	front & back	back	back	back	back	back	
Company name/logo and ad/coupon placed in Virtual Race Bag	•	•	•	•	•	•	•
Company name mentioned during morning announcements before and after the race on Race Day	•	•	•	•	•	•	•



For information contact Tracy Miller at tracy.miller@ymcadc.org or call 301-530-3725.





Turkey Chase Co-Grand Marshals Catherine Leggett, Jeffrey Slavin and Kevin Beverly lead a pre-run stretching session.

SINCE 1982

thousands of individuals and families from around the world come to Bethesda on Thanksgiving morning for the Turkey Chase, a holiday tradition. County Executive **Ike Leggett** and his wife **Catherine Leggett**, along with **Jeffrey Slavin**, have served as Grand Marshals of the race for four years. One of the largest and most popular races in Maryland, Turkey Chase is as much a part of Thanksgiving Day as eating turkey and pumpkin pie.

With corporate sponsors, local businesses, and local philanthropists like **Jeffrey Slavin**, **Michelle Freeman**, **Carol Trawick**, **Craig Ruppert**, and **John Ourisman**, Turkey Chase has raised over \$4.7 million since the race's inception. The race's net proceeds benefit youth and families in Montgomery County through YMCA programs and local Rotary charities.



Ike Leggett, Montgomery County Executive



Catherine Leggett, Montgomery County First Lady



Jeffrey Slavin, Mayor, Town of Somerset, MD; Philanthropist



John Ourisman, 2015 Turkey Chase Packet Pick Up Sponsor

Sponsors are critical to the success of the event.

The event's high profile, long history, and the programs it supports make it a perfect fit for corporations seeking opportunities to support the local community.

We recognize that corporate philanthropy should serve two purposes:

1. Supporting issues and causes that are in alignment with the sponsor's corporate giving philosophy.
2. Providing opportunities to enhance the corporate sponsor's recognition and reputation in the community and that of its products and services. It is this second purpose where the Turkey Chase stands out among the rest.



- Thanksgiving Morning
- Montgomery County's largest race with more than 9,000 participants and hundreds of spectators
- In the 27 days leading up to the race, www.turkeychase.com receives over 1,000,000 hits
- USATF-certified 10K race, 2 Mile Fun Run/Walk, 50 Meter Tot Trot
- Exciting pre-race & post-race activities



TURKEY CHASE GOALS

Support the ideals of community service shared by Rotary and YMCA—two of the oldest, most respected service organizations in the world

Provide critical support to at-risk youth and families throughout lower Montgomery County

Promote Youth Development, Healthy Living and Social Responsibility

GIVING THAT CHANGES LIVES

YMCA Bethesda-Chevy Chase provides financial assistance so individuals and families in need can participate in child care, camps, senior wellness, and other vital programs. Our utmost goal is to make the Y and all we offer accessible and available to the entire community. With the help of our generous donors, community partners and members, the Y was able to provide more than \$2.6 million in scholarships and subsidies to more than 12,000 DC-area children, adults and families in 2015.



YMCA Youth & Family Services

For over 40 years, the YMCA's Youth & Family Services continues to be the leading provider of critical services for at-risk youth and families in lower Montgomery County, providing FREE services to thousands of county residents each year. Services include parenting programs, mentoring, counseling, crisis intervention and proactive prevention programs.

The Rotary

is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

The B-CC Rotary Club Foundation

awards grants to a wide array of local nonprofits and Rotary projects. The foundation is completely volunteer driven, so 100% of the money it raises goes to the charitable causes it supports.



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