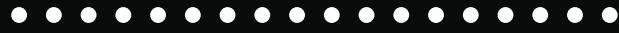


Applied Materials Silicon Valley Turkey Trot

America's Largest Thanksgiving Day Race



Partnership Opportunities



APPLIED MATERIALS
SILICON VALLEY

Turkey
Trot



SVLG
FOUNDATION

svturkeytrot.com

About Us

Founded by the Silicon Valley Leadership Group Foundation, the Applied Materials Silicon Valley Turkey Trot is the largest Thanksgiving Day race in America and, in 2022, was the largest race in California! Join us for a celebration of generosity and fitness with a diverse group of runners and walkers committed to supporting our community. The Turkey Trot benefits four charities: Second Harvest of Silicon Valley, The Health Trust, Healthier Kids Foundation, and Second Harvest Santa Cruz County.



Sam Liccardo

Former San Jose Mayor

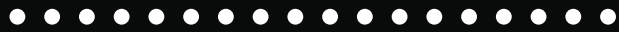
Ahmad Thomas

SVLGF Executive Director

Matt Mahan

Current San Jose Mayor

Memories That Last Forever



Click to watch video!



A Silicon Valley Tradition for 18 Years

.....



300,000 Runners



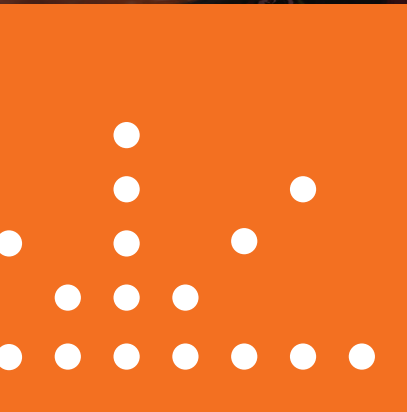
24,600 Volunteers



\$11.2 Million Donated



9,000,000 Meals



Come one, Come all!



2022 Participant Reach



18
Countries

34
States

550
Cities

258
Cities in CA





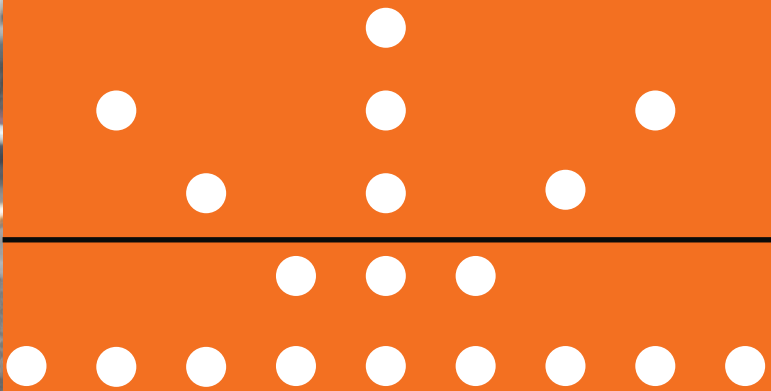
Digital Reach

Media Coverage

- CBS
- Mercury News
- NBC Bay Area
- KRON4
- News Direct
- Telemundo 48

Online Audience

- 141,000 Unique Page Views
- 90,000 Visits to Registration Platform
- 24,934 Facebook Reach



Corporate Connections

300
companies

10,000+
corporate
runners

25
Fittest Firm
race tents

40
sponsoring
companies

85+
CEOs and
executives

3-year in-person average



Employee Engagement

Building team camaraderie is more important than ever. By participating in the Fittest Firm Challenge, you can provide your employees with an opportunity to focus on health, connecting with one another, and giving back to the community!

Ask us how the Fittest Firm Challenge can help your company accomplish its employee engagement and corporate wellness goals this year.

Matt Murphy

Marvell, CEO | Fittest Firm Sponsor



Sponsorship Tiers and Benefits

Ask us about flexibility for multiyear commitments!

\$5K

Supporting Sponsor

- Website: logo displayed on sponsor page
- Registration platform: logo displayed on home page and in confirmation emails
- Social media: dedicated Facebook, Twitter, and Instagram post
- Virtual race bag: ad or special offer to 25,000 runners
- San Jose Mercury News: logo in all full-page ads
- Community newspapers: logo in all full-page ads
- Race day booth in festival area
- Table at expo packet pick-up

\$15K

Branded Sponsor

- Race shirts: race logo on back of 25,000 race shirts
- Logo on start & finish structures
- On-stage mention and presence at event
- *Also includes all supporting sponsor benefits*

**\$25K-
\$50K**

Pillar Sponsor

- On-stage speaking role
- Dedicated page on website
- Seat on executive planning committee
- Sponsor of race element
- Brand activation*
- *Also includes all supporting sponsor and branded sponsor benefits*

*Sponsorship amount determined by size and scope of activation



Sponsorship Tiers and Benefits (cont.)

Minimum three year commitment

\$100K

Presenting Sponsor

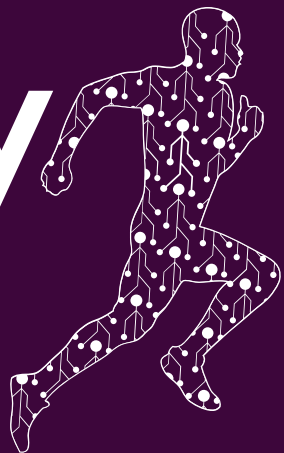
- Race logo: name included in race logo (used on all digital and print media)
- Race shirts: race logo on front and company logo on back of 25,000 race shirts
- Bib: race logo on front of 25,000 bibs
- Prominent logo placement on all other sponsor mentions
- B2C opportunity: dedicated race day display to connect with potential customers*
- B2B opportunity: host networking event*
- Interview or branding video: featured on website
- Press release
- TV & radio spots
- On-air race day interview (media dependent)
- On-stage speaking role
- VIP hospitality package for executives
- Exclusive signage opportunities

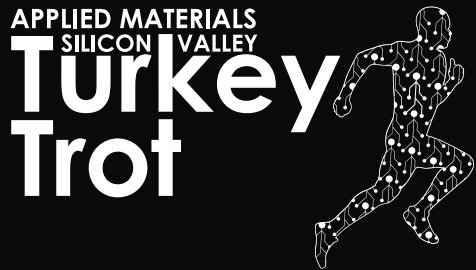
**Cost dependent*

APPLIED MATERIALS
SILICON VALLEY

**Turkey
Trot**

Presented by XXXXX





Our goal is to design a sponsorship experience that helps strengthen your brand in Silicon Valley and beyond.

We look forward to collaborating on this effort with you. Contact **Chris Weiler** at chrisw@svlgfoundation.org for more information.