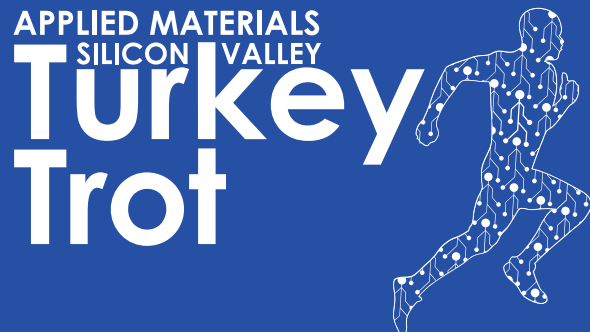


# Applied Materials Silicon Valley Turkey Trot

America's Largest Thanksgiving Day Race

.....

## Partnership Opportunities



[svturkeytrot.com](http://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! Join us for a celebration of community and fitness with a diverse group of runners and walkers coming together to support the most vulnerable individuals and families in our region. The Turkey Trot benefits four charities: **Second Harvest of Silicon Valley, The Health Trust, Healthier Kids Foundation, and Second Harvest Santa Cruz County.**





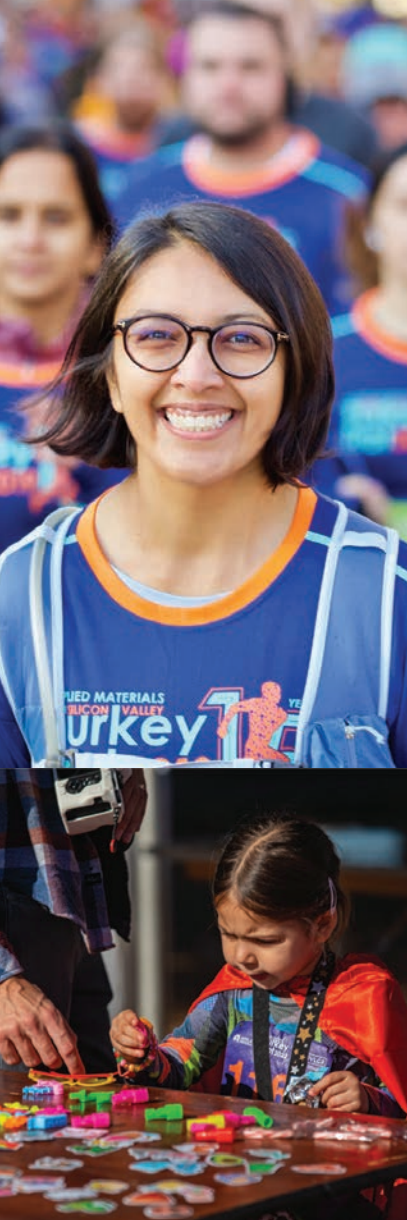
# Memories That Last Forever

.....



*Click to watch video!*





# A Silicon Valley Tradition for 20 Years

.....



**370,000 Runners**



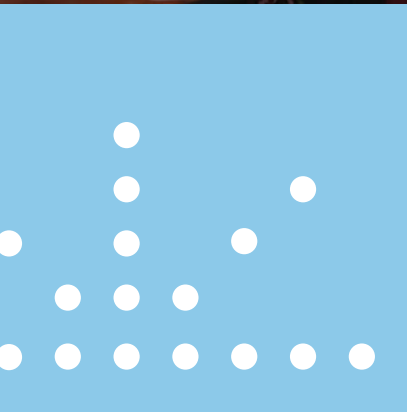
**26,000 Volunteers**



**\$12.5 Million Donated**



**11,000,000 Meals**





# Come one, Come all!

.....

2024 Participant Reach



17  
Countries

40  
States

550  
Cities

258  
Cities in CA





# Digital, TV, & Print Reach

## Online Audience

- 239K Web & Registration Site Visitors
- 600K Email Sends
- 600K Social Media Views
- 350K Digital Ad Views

## Media Coverage

- SJ Mercury News & Community Newspapers
- NBC Bay Area
- Telemundo 48





# 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*

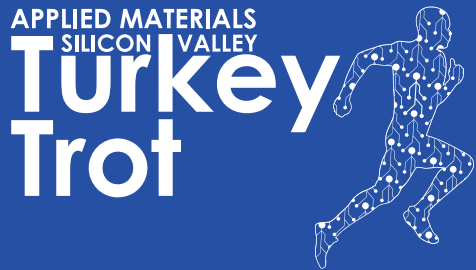
APPLIED MATERIALS  
SILICON VALLEY

**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](mailto:chrisw@svlgfoundation.org) for more information.**