

Partner with America's Largest Thanksgiving Day Race

2026 SPONSORSHIP OPPORTUNITIES

SILICON VALLEY
LEADERSHIP GROUP FOUNDATION



America's Largest Thanksgiving Day Race.

THANKSGIVING STARTS HERE.

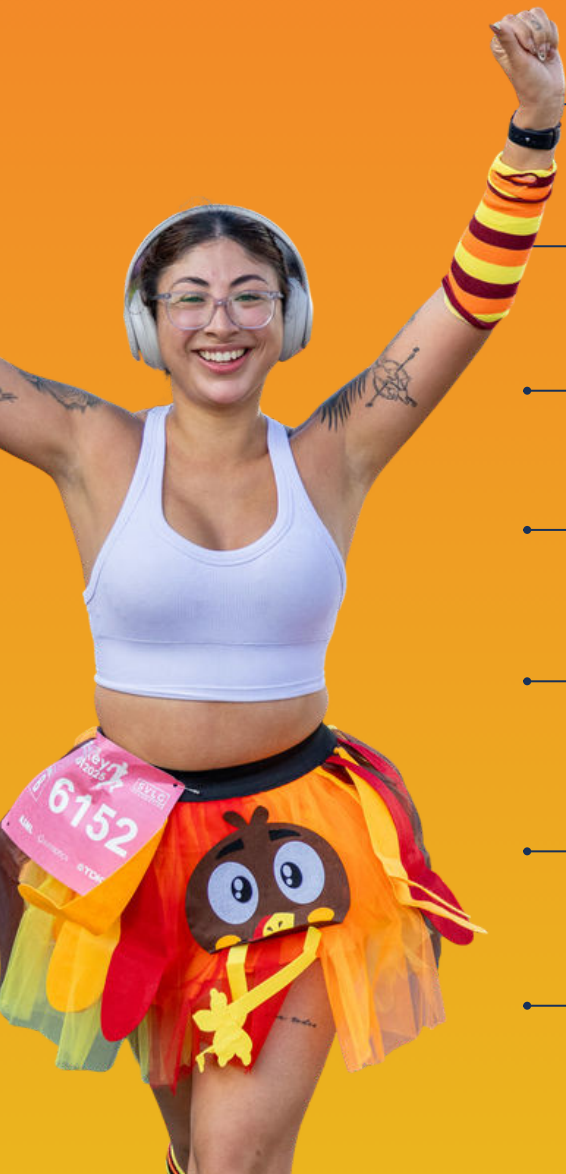
A 22-Year Tradition.

For more than **two decades**, the Applied Materials Silicon Valley Turkey Trot has become one of **Silicon Valley's most cherished Thanksgiving traditions**.

Every Thanksgiving morning, **thousands of families, runners, volunteers and companies** come together to celebrate community while **supporting local non-profits that strengthen our region**.



Why Leading Companies Choose the Turkey Trot?



America's Largest Thanksgiving Day Race



One of Silicon Valley's most established Thanksgiving traditions



Reach thousands of engaged families, professionals and corporate teams



23,000 participants in 2025 • 335,000+ participants since 2005



Backed by 50 corporate partners, including global technology leaders like Applied Materials, Amazon, and ASML.



\$14M donated to fight homelessness, food insecurity, and healthcare inequity



Year-round marketing, media, and digital exposure

Where Silicon Valley Comes Together

It's one of **Silicon Valley's largest annual gatherings** of companies, executives and employees. Companies choose to partner because this event **brings Silicon Valley together**.



50 Corporate Sponsors



100 C-Suite Executives



7,000+ Corporate Team Members



25 Hospitality Tents

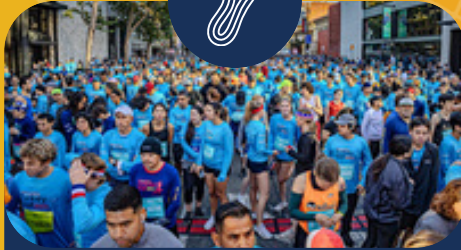


APPLIED MATERIALS™



More Than a Race. Health, Hope and a Home

Since 2005, together, and with our partners, we've helped create meaningful **change across Silicon Valley.**



**335,000+
Participants**



**27,000+
Volunteers**



**\$14 Million
Donated**



**11.5 Million
Meals Provided**

BENEFICIARIES

HOMEFIRST
WHERE HOMELESSNESS ENDS.



A Community Like No Other

Reach a diverse and engaged community.



23,000 participants in 2025

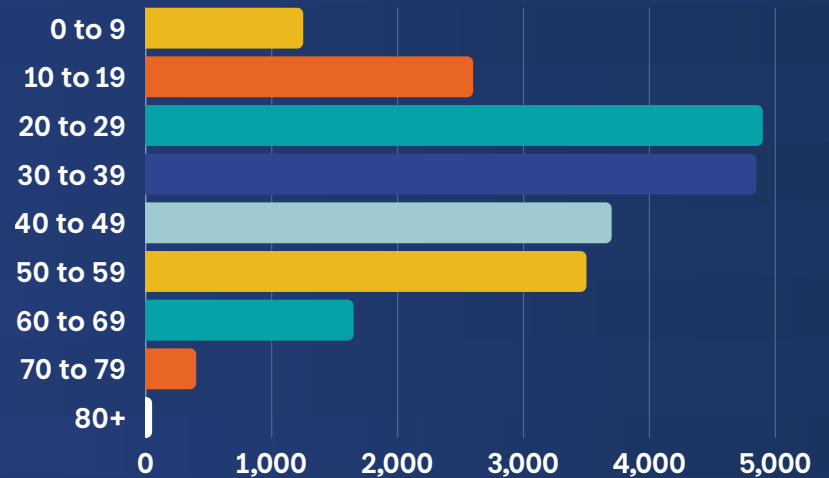


America's Largest Thanksgiving Day Race



4th Largest 5K in the United States

Representation across all age groups



Families



Professionals



Companies



Students



Competitive Runners

Your Brand Across Silicon Valley and Beyond

ONE TRADITION. WORLDWIDE IMPACT.

Rooted in Silicon Valley, the Turkey Trot welcomes participants from across the United States and around the world each Thanksgiving.



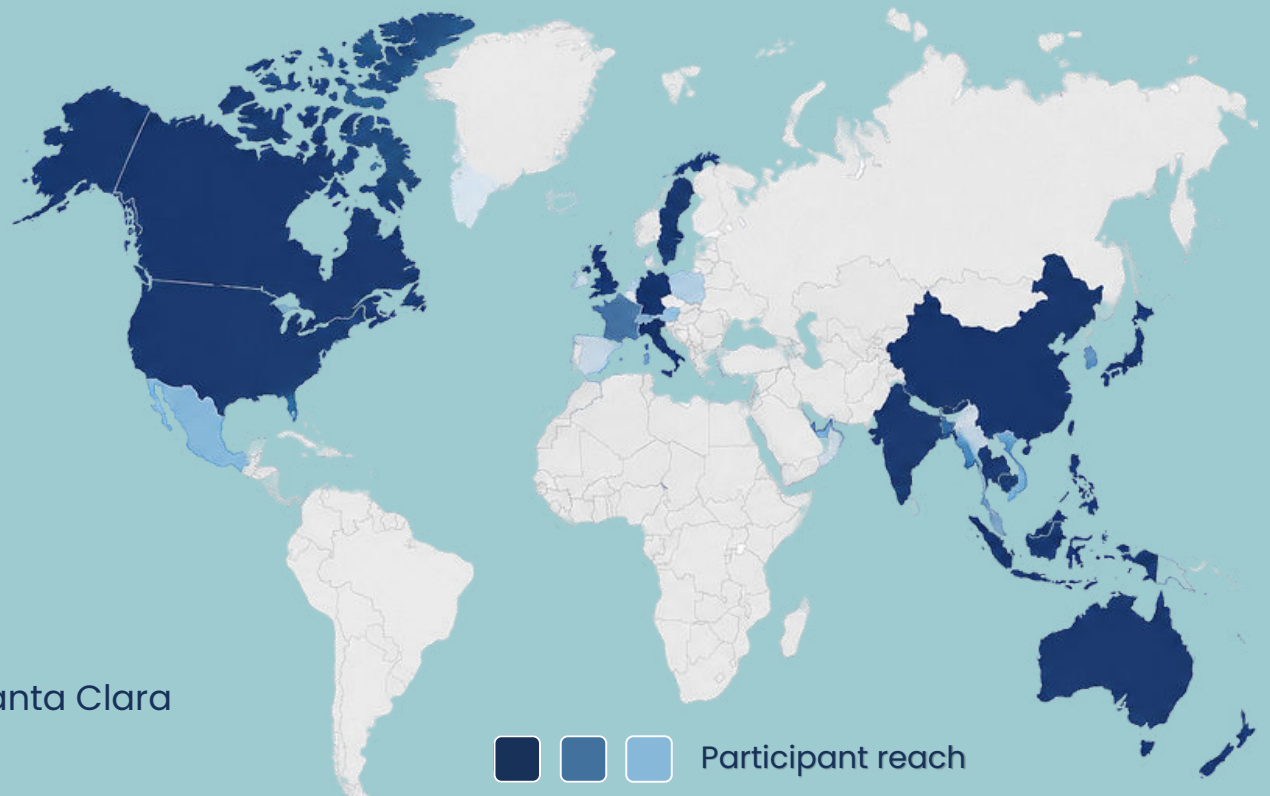
24 Countries
in North America,
Asia, & Europe



42 States
Top 3:
CA, TX, NY



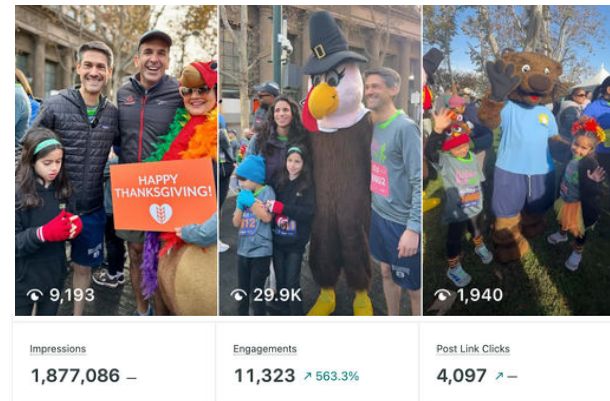
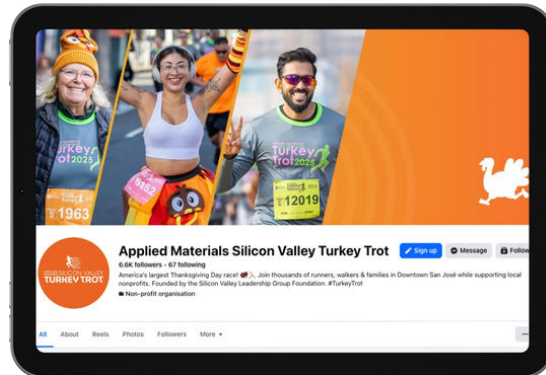
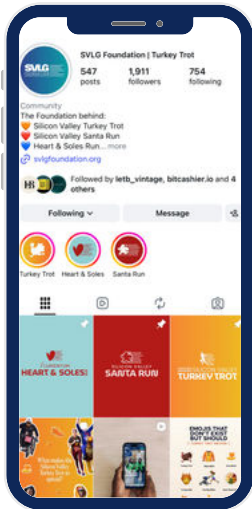
550 US Cities
Top 5:
San Jose • Sunnyvale • Santa Clara
Fremont • Milpitas



Highlight Your Brand Across Silicon Valley and Beyond

BUILD YOUR BRAND BEYOND RACE DAY

Reach millions through a fully integrated marketing campaign.



10K + Followers



 Google Analytics

+200K

Website Visitors

 **INTUIT
mailchimp**

900K

Email Deliveries



1.8M

Social Impressions



992K

Story Views



350K

Digital Ad Views

Powered by Silicon Valley's Leading Media Partners

From race day coverage to year-round storytelling, our media partners help extend your message to millions.



Media Partnership

Tiers & Benefits

3

SUPPORTING SPONSOR

- ✓ Logo placement (website and registration platform)
- ✓ Dedicated social media recognition
- ✓ Digital race bag ad or special offer
- ✓ Logo inclusion in print advertising
- ✓ Race day booth in the festival area
- ✓ Table at the pre-race expo

Perfect for brands looking to establish a meaningful presence throughout race week.

2

BRANDED SPONSOR

- ✓ **Everything in Supporting Sponsor**
- ✓ Logo on official race shirts
- ✓ Premium start & finish branding
- ✓ Corporate hospitality tent
- ✓ VIP hospitality & networking events
- ✓ On-stage recognition

Increase visibility with premium branding and hospitality experiences.

1

PILLAR SPONSOR

- ✓ **Everything in Branded Sponsor**
- ✓ Custom brand activation
- ✓ On-stage speaking opportunity
- ✓ Dedicated website feature
- ✓ Planning committee participation
- ✓ Sponsored race experience
- ✓ Beneficiary presentation opportunity

Become a strategic partner with exclusive brand integration opportunities.

Ask us about flexibility for multi-race or multi-year commitments!



PRESENTING SPONSOR

Own Thanksgiving in Silicon Valley

- ✓ **Everything in Pillar Sponsor**
- ✓ Exclusive race naming rights
- ✓ Logo on race shirts & bibs
- ✓ Premium event-wide branding
- ✓ Press, TV & radio exposure
- ✓ Executive networking opportunities
- ✓ VIP hospitality package
- ✓ Featured website & video content
- ✓ Exclusive race day activation

3-Year Commitment



APPLIED MATERIALS SILICON VALLEY
TURKEY TROT

Presented by

YOUR
LOGO

YOUR BRAND



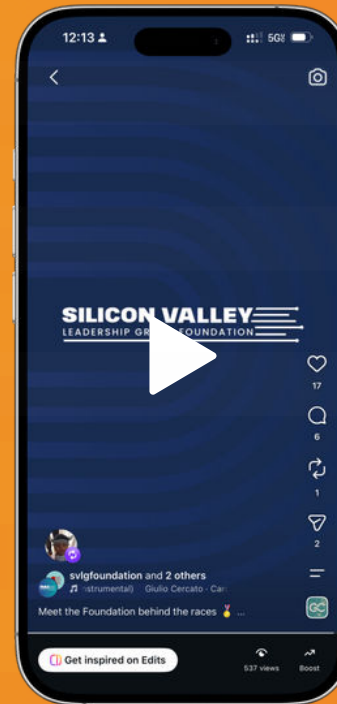
Become Part of the Tradition.

Be part of the next chapter.

We'd love to explore how your organization can become part of that story.



[Turkey Trot 2026 Teaser](#)



[About SVLG Foundation](#)

Contact Chris Weiler for more information
chrisw@svlgfoundation.org



SILICON VALLEY
LEADERSHIP GROUP FOUNDATION