Thanksgiving Day: Thursday, November 23, 2023
11 in-person locations & 30,000+ participants, throughout Wisconsin!
An event for all ages and abilities: A family tradition

VISION
To give back to the community and raise awareness of select charities. The Festival Foods Turkey Trot will create and sustain an event that focuses on families, healthy living, fun, and a sense of community for all ages and abilities.

YOU can make a difference!

4 Events
- 5 Mile Run
- 2 Mile Fun Run
- 2 Mile Walk
- 2 Mile Dog Jog

Creates a new, healthy family tradition
Promotes an active lifestyle in our communities
Creates comradery within the community
MAKING A DIFFERENCE

- 15 Years of excellence
- 12 Total events across Wisconsin
- 18,000+ Virtual participants (2020)
- 30,900+ Total participants (2022)
- 98.5% Approval rating
- $4M Raised for charity
- $360K Average annual charity donation

DEMOGRAPHICS

- 65% Female
- 35% Male

ANNUAL PARTICIPATION

- 2020: One of the most successful virtual events in the nation, proving the true strength of this holiday tradition
KEY PARTNER OPPORTUNITIES
Opportunities to show your involvement

Public Awareness
• Emcee recognition
• Part of a family tradition
• Support of YMCA and Boys & Girls Club
• Support of local community

Store Materials
• Grocery bags
• Signage
• Posters
• Store associate worn t-shirts

Event Materials
• On-site banners
• Logo on t-shirts
• Finish chute signage
• Banners in event venues

Digital Opportunities
• Logo on event website
• Logo on community registration website
• Digital promotion
• Logo in participant emails
• Social media mentions

And More Special Incentives
• Registration discounts for employees
• Booth at registration
• Promotional materials for participants
• Coupon opportunities
Grocery Bag Highlights

- Over 1.5 million printed
- Exclusive advertising opportunity for logo on bags
- Deadline for logo printing – April 30, 2023
Thank You!

Festival Foods Turkey Trot

FestivalFoodsTurkeyTrot.com

Benefiting: the Y

BOYS & GIRLS CLUBS