



FORMA

TURKEY TROT 2017

• S P O N S O R S H I P P A C K E T •



• 2017 EVENT SPONSORS •



Thank you for your consideration in sponsoring the 25th Annual Forma Gym Walnut Creek Turkey Trot, which includes the 5K, 10K, Kids' Fun Runs, and other fun family activities. The Forma Gym Turkey Trot is Walnut Creek's premier running event, and a great Thanksgiving Day (Thursday, November 23rd) tradition for the entire family. Registration fees from our participants and generous donations from our community partners will go directly to the Walnut Creek Education Foundation, P.E.A.K. Education Foundation, the Wellness City Challenge, the Food Bank of Contra Costa & Solano, the Rollins Family Foundation, and the Forma Kids Foundation.

This event originally started as a fun way to encourage our health club members and their families "to move their feet before they eat" on Thanksgiving morning, but has evolved from that concept into a tremendously successful charity event. The scenic course, which winds through beautiful Downtown Walnut Creek, offers the participants an opportunity to enjoy a first-class running event in one of the finest cities in Northern California. The event was voted the "Best Turkey Trot in the Pacific West" by Competitor Magazine, and the 2016 event attracted over 6,500 runners/walkers, 200+ volunteers, and hundreds of school supporters and spectators. Participant numbers could exceed 8,000 this

year. The 25th Annual Forma Gym Walnut Creek Turkey Trot is a great way to get involved in a healthy community event that encourages living a healthy lifestyle, while also strengthening community ties. Like the City of Walnut Creek, we are working in partnership with the community to enhance the quality of life in a positive environment that attracts people to our great city. This is a perfect opportunity to raise awareness about your business and create positive public relations within the community. By partnering with this event, you will be helping children in our community, and also inspiring better health of the community at large by encouraging them to take part in an active event which falls one day before the busiest shopping day of the year, "Black Friday."

Please contact John Jackson at (925) 858-7665 to find out more about getting involved or supporting the 25th Annual Forma Gym Walnut Creek Turkey Trot. We have several levels of attractive sponsorship opportunities to choose from.

WORKING TOGETHER FOR A HEALTHY COMMUNITY

John Jackson, Sponsorship Manager (925) 858-7665 • sponsorship@formagym.com



BENEFICIARIES STATISTICS + DEMOGRAPHICS

WHO

8,000+ Runners/Walkers and Spectators will experience this 25th Annual Thanksgiving Day tradition with family and friends.

WHAT

Charity 5k & 10k Run/Walk, Kids ½ Mile, ¼ Mile & 100-Yard Dash

WHEN

*Thanksgiving Morning,
November 23, 2017, 6:30-11am*

WHERE

The 5k & 10k start on Broadway Avenue, adjacent to Civic Park, finishing back at Civic Park next to the ice skating rink.

WHY

To share our passion for health and wellness in our community, and to instill in our youth the value of physical activity, healthy nutrition habits and giving back. Through this, we help to fulfill our mission...

“**WE
CHANGE
LIVES!**”

The beneficiaries of the Turkey Trot are the Walnut Creek Education Foundation, P.E.A.K. Education Foundation, the Wellness City Challenge, the Food Bank of Contra Costa & Solano, the Rollins Family Foundation, and the Forma Kids Foundation. Together, the education foundations help enrich the educational experiences for nearly 10,000 students at 12 public schools in Walnut Creek.

The **WELLNESS CITY CHALLENGE**, with its Healthy Restaurant Association and school initiatives, leads the way to a healthier community through its mission to mobilize community resources and empower citizens to improve health through nutrition education and physical activity.

The **ROLLINS FAMILY FOUNDATION** became a new beneficiary in 2014. The Rollins' have now made a very active commitment in finding solutions to help their community by providing children, families, and at-risk youth access to fresh food.

The **FORMA KIDS FOUNDATION** is the non-profit arm of Forma Gym formed in 2013. It is dedicated to helping children in need in our community, our country and our world. The Forma Kids Foundation values each and every child's right to a safe, healthy and happy childhood. We have a passion to do everything we can to ensure children do not go hungry, have a safe home, and receive a good education.

2016

FUNDRAISING MILESTONES

\$500,000+ RAISED

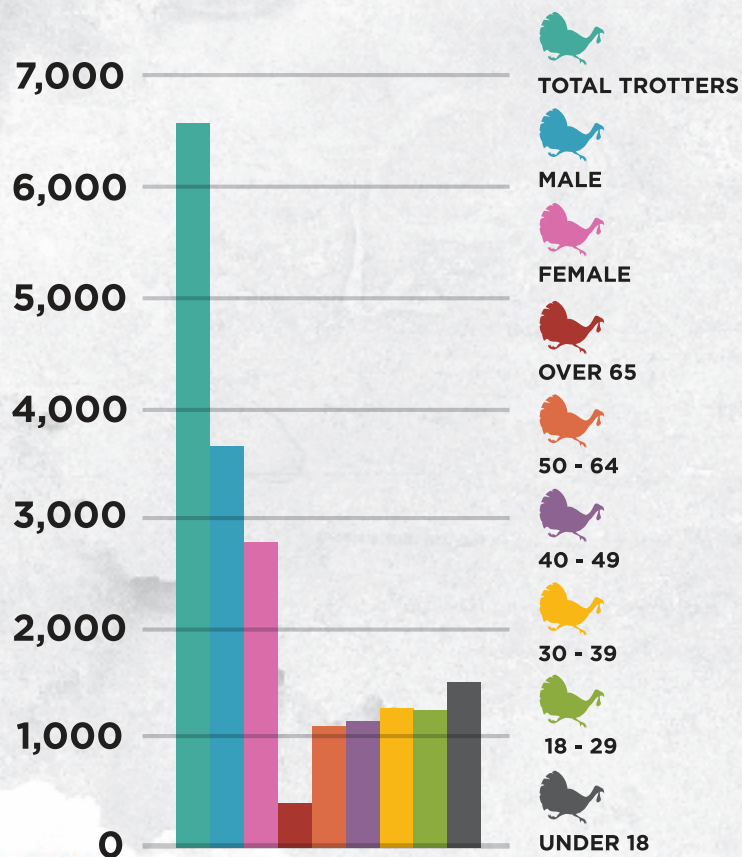
For our benefitting foundations

1,000  DONATED

*Forma Kids Foundation **donated 1,000 turkeys** in 2016 to low-income families in East Oakland.*

Now Serving

2016 PARTICIPANT DEMOGRAPHICS



ATTRACTING CROWDS OF 8,000+

- ▶ 6,500 people participated in 2016 (2,837 female, 3,744 male)
- ▶ Runners and walkers from 38 states participated
- ▶ 200+ volunteers help to make this event possible
- ▶ Many more spectators attended to cheer on family & friends

ABOUT FORMA GYM

Our mission at **FORMA GYM** is simple: "we change lives." We strive to be the best part of your day, and we know what a challenge getting into shape can be. We also know what a difference it can make in your life once you learn to love it. At **FORMA GYM**, everyone is welcome. We believe fitness services should be made available to everyone wanting to improve their lives in a non-judgmental environment.

At **FORMA**, fitness is engaging and appropriate for any fitness level from beginner to athlete as well as youth. The **FORMA GYM** Team is composed of the best fitness and lifestyle professionals imaginable. Through the life of **FORMA**, we have moved to a larger location, absorbed two other health clubs into our approach and culture, and delivered results over and over again.

We are a home away from home dedicated to innovation, impeccable upkeep, cleanliness, and progressive fitness. We have created a place to express and fulfill our members' active lifestyles, with four studios and the latest in fitness products and programming. We have over 35,000 square feet with functional training spaces (including outdoors) that have the latest in cardio and strength equipment, a Mind Body Studio, a Pilates Reformer Studio, a Group Exercise Studio with every group fitness class you could ever want, an outdoor turf area, HD Projection Immersion Indoor Cycling (riding on trails throughout the world), an outdoor heated pool and great childcare. We have also added a Spa and Wellness Center at **FORMA**, providing massage and skincare services.

Our club recently completed a \$1,000,000 renovation, making it the most modern and complete facility in the marketplace, all while maintaining the culture of an accepting environment with an owner whose mission is to help people make positive changes in their lives.

ABOUT WALNUT CREEK

- Walnut Creek is located 16 miles east of the city of Oakland. It lies in the East Bay region of the San Francisco Bay Area.
- Population: 66,000+; 46.2% male, 53.8% female.
- Walnut Creek owns more open space per capita than any other community in the state of California.
- Downtown Walnut Creek offers a beautiful venue for walkers and runners.
- Walnut Creek is only 30 minutes from San Francisco for those wishing to make the most out of their visit!

THANK YOU TO OUR
2016
SPONSORS!

COLE EUROPEAN

F&M BANK

DUDUM REAL ESTATE

EBX LOGISTICS

TENDER GREENS

PEARSON & SCHACHTER

PODS

ETERNAL SPRING WATER

COLIN KNIGHTLY LACROSSE

SOULCYCLE

BIPRO

TEAM BLUESKY EVENTS

CAMP BOW WOW

CLIF BAR

DIABLO BALLET

TAPSNAP

CORNERS TAVERN

ATHLETA

PROJECT WALK

• 2017 SPONSORSHIP LEVELS •

TITLE SPONSOR - \$15,000 LEVEL

Event Title & Festival Area Sponsor (*Race logo and appearance towards your company design*).

- ▶ One tent provided by event, includes table
- ▶ Your brand on Start Line Scaffolding & Finish Line Chute
- ▶ Your product information sent out electronically to race database post-race with call to action (you provide)
- ▶ Web & Social Media mentions
- ▶ Shirt placement (up to 10,000)
- ▶ Brand placement on shirt (can be top placement)
- ▶ Your company information sent out in newsletters twice a month to 10,000+ past & present registered runners
- ▶ Can customize sponsorship to work with needs of brand (i.e. banners, look & feel)
- ▶ Support Manager assigned to you
- ▶ 10 Event Passes

SUPPORTING SPONSOR \$8,000 LEVEL

- ▶ One tent provided by event, includes table
- ▶ Your brand on Finish Line Scaffolding
- ▶ Web & Social Media mentions
- ▶ Shirt placement (up to 10,000)
- ▶ Your company information sent out in newsletters once a month to 10,000+ past & present registered runners
- ▶ Can customize sponsorship to work with needs of brand (i.e., banners, look & feel)
- ▶ 5 Event Passes



SPONSOR - \$4,000 LEVEL

- ▶ 10x10 booth space at festival area
- ▶ Your brand on Finish Line Scaffolding
- ▶ Shirt placement (up to 10,000)
- ▶ Web & Social Media mentions
- ▶ Sponsor banner at the S-Turn (30 yards at Whole Foods)
- ▶ 3 Event Passes

SPONSOR - \$3,000 LEVEL

- ▶ 10x10 booth space at festival area
- ▶ Your brand on Finish Line Scaffolding
- ▶ Shirt placement (up to 10,000)
- ▶ Web & Social Media mentions
- ▶ 3 Event Passes

RACE PARTNER 1 - \$2,500 LEVEL

- ▶ 10x10 booth space at Festival area
- ▶ Shirt placement (up to 10,000)
- ▶ Web & Social Media mentions
- ▶ 2 Event Passes

RACE PARTNER 2 - \$1,000 LEVEL

- ▶ 10x10 booth space at Festival area
- ▶ Web & Social Media mentions
- ▶ Electronic Coupon sent out to database post-race with call to action (you provide)

LOGO + SPONSOR FEE

DEADLINE

OCTOBER 16TH

Logo & Sponsor Fees MUST be received by October 16th to be included in materials/media for which you qualify to receive a booth space.

2017 SPONSORSHIP AGREEMENT

COMPANY/INDIVIDUAL NAME: _____

LEVEL OF SPONSORSHIP (circle): \$15,000 \$8,000 \$4,000 \$3,000 \$2,500 \$1,000

Please make check payable to ***“Forma Gym c/o Turkey Trot”*** and return to:

FORMA GYM at 1908 Olympic Boulevard, Walnut Creek, CA 94596.

Signature: _____ (Authorized Company Rep or Individual)

Date: ____/____/____

Please make a copy of this signed Sponsorship Agreement for your records before returning.

Thank you for your generous contribution to the 25th Annual Forma Gym Walnut Creek Turkey Trot. Your donation helps make our event a success, and supports the education of nearly 10,000 students in Walnut Creek as well as the local Food Bank of Contra Costa & Solano, the Wellness City Challenge, the Rollins Family Foundation, and the Forma Kids Foundation.

Your company name and logo will be prominently displayed on our Turkey Trot Sponsors' Banner at the event, printed on the official race t-shirts (\$2,500 level and above) which are worn for years, on event brochures, and mentioned multiple times on the day of the event to the thousands of participants and spectators. A link to your company's website will be included in our e-newsletter, sent to our 3,700+ membership base, and on the official event results page.

Based on the level that you have selected, you may qualify for additional benefits. Please refer to the 2017 Sponsorship Levels in this packet for the benefits to which you are entitled. We appreciate your contribution and community partnership for this important cause!

Sincerely,

Forma Gym Walnut Creek Turkey Trot Race Management Team

BENEFICIARY 501(c)3 NON-PROFIT ID #S

PEAK Education Foundation: 20-2525569

WCEF Education Foundation: 94-2915151

Wellness City Challenge: 261237876

Food Bank of Contra Costa & Solano: 94-2418054

Forma Kids Foundation: 90-0992912





F O R M A

TURKEY TROT 2016





25 YEARS OF COMMUNITY
HEALTH & HAPPINESS





A UNIQUE WALNUT CREEK
THANKSGIVING TRADITION





[CLICK HERE](#)

Watch a video of our **Annual Turkey Tuesday giveaway**, sponsored by **Forma Gym** and hosted by the **Oakland Food Pantry**



1,000 
DONATED

Forma Kids Foundation **donated 1,000 turkeys** in 2016 to low-income families in East Oakland.



\$500,000+ RAISED

*For our benefitting foundations, enriching
the educational experiences for nearly
10,000 students at 12 public schools
in Walnut Creek.*



Watch our 2016
TURKEY TROT
promo video!

[CLICK HERE](#)

