



AMERICA'S TROT FOR HUNGER

2024 Sponsorship Packet

**THANKSGIVING MORNING
NOVEMBER 28, 2024**

PROUDLY BENEFITTING  **SOME**

TrotForHunger.org

All About **AMERICA'S TROT FOR HUNGER**

This year, make Thanksgiving a day of gratitude AND action, be part of a time-honored DC tradition by participating in America's Trot for Hunger. As the only DC-based Trot, we are excited for our community to join us for a 5K fun-run, live entertainment and a family-friendly finisher festival.



DATE

Thanksgiving Day - November 28, 2024

LOCATION

Freedom Plaza (Between 13th & 14th St NW. The race route is along Pennsylvania Ave & Independence Ave)

SCHEDULE

7:00 A.M.

Event Opens and
Festival Begins

8:30 A.M.

"Little Turkey"
Kids 1-Miler Begins



9:15 A.M.

5K Waves Begin

10:30 A.M.

"Best Dressed
Turkey" Pet Costume
Competition Begins

11:00 A.M.

Event Concludes
and Festival Ends

Join over 10K health-focused and charitably-minded in-person participants and more than 3K virtual participants. Register as a team, join a team, or register as an individual at trotforhunger.org.

2023 TROT AT A GLANCE



10,000+

health-focused and charitably
minded in-person attendees



606

participating teams



2,153

individual donors and supporters



48 States & 11 Countries

represented



\$17 Million+

raised since the event's founding

GLOBAL REACH, LOCAL IMPACT

2023 METRICS AT A GLANCE



101,941

website views from 30K+ unique users



21,815

email opens with sponsor content included



279,904

impressions on all Trot related social posts



MEDIA SPOTLIGHT

≡ **18** ≡

broadcast news stories in FOX5 and NBC4
featuring our Trot for Hunger Team

≡ **23** ≡

print and online news stories
listings highlighting Trot

≡ **60+** ≡

media hits, including a five-part Fox 5 DC
media coverage package

2024 SPONSORSHIP OPPORTUNITIES

The 23rd Annual America's Trot for Hunger, presented by SOME, would not be possible without the support of our generous sponsors who share our vision of ending poverty and homelessness in our Nation's Capital. If you have questions about sponsorship, or to build a custom opportunity to meet your outreach and marketing goals, please contact events@some.org. Thank you for your consideration.



PRESENTING SPONSOR

Fully customizable sponsorship package

CHAMPION | \$35,000

+ 150 race day entrants

- + Prominent logo placement on event materials, t-shirts, race day signage, website and emails
- + Logo inclusion in a SOME e-newsletter (40,000+ distribution list)

LEADER | \$25,000

+ 100 race day entrants

- + Prominent logo placement on event materials, t-shirts, race day signage, website and emails
- + Logo inclusion in a SOME e-newsletter (40,000+ distribution list)

ADVOCATE | \$10,000

+ 75 race day entrants

- + Logo placement on event materials, t-shirts, race day signage, website and emails
- + Logo inclusion in a SOME e-newsletter (40,000+ distribution list)

PARTNER | \$5,000

+ 50 race day entrants

- + Logo placement on event materials, t-shirts, race day signage, website and emails
- + Logo inclusion in a SOME e-newsletter (40,000+ distribution list)

2024 TROT COMMITMENT FORM

- ☐ I would like to support with the following contribution that will be recognized at the 2024 Trot
- ☐ Presenting Sponsor ☐ Advocate | \$10,000
- ☐ Champion | \$35,000 ☐ Partner | \$5,000
- ☐ Leader | \$25,000
- ☐ I am unable to attend the event, but would like to make a gift supporting SOME. Enclosed in my contribution of \$_____.

PAYMENT OPTIONS

- ☐ I/we will pay by check (payable to SOME)
- ☐ Check is enclosed Please expect payment by _____ (date)
- ☐ Please charge my/our credit card: ☐ Visa ☐ Mastercard ☐ American Express

CARDHOLDER'S NAME (AS IT APPEARS ON CARD)	AMOUNT	CARD NUMBER	EXP. DATE	SECURITY CODE
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BILLING ADDRESS

SIGNATURE (REQUIRED FOR ALL PLEDGES)	DATE
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RECOGNITION

Please list me by (check one): ☐ Name ☐ Company ☐ Please keep my contribution anonymous

PLEASE PRINT NAME OR COMPANY EXACTLY AS YOU WOULD LIKE IT TO BE LISTED IN EVENT MATERIALS

CONTACT NAME	TITLE	TEL.	FAX	EMAIL
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COMPANY NAME

ADDRESS	CITY	STATE	ZIP
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KINDLY RETURN YOUR SIGNED SPONSOR FORM

Send forms to corth@some.org or mail with payment to:

SOME | 71 O Street NW, Washington DC 20001

For questions, please contact Caitlin Orth at corth@some.org.



SO OTHERS MIGHT EAT
71 O ST NW
Washington, DC 20001
202.797.8806
SOME.org