



29<sup>th</sup> Annual  
ThunderCloud Subs Turkey Trot  
Benefiting Caritas of Austin

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⚡

sponsorship  
opportunities

# 2019 ThunderCloud Subs Turkey Trot

The inaugural ThunderCloud Subs Turkey Trot was held on Thanksgiving morning in 1991 with approximately 600 runners. Today, over 20,000 runners and walkers help make this Thanksgiving Day tradition the biggest 5-mile run in Texas which also includes a 1 mile walk and Kids K. Since its inception, the event has raised over **\$3.8 million for Caritas of Austin** to help prevent and end homelessness for people in Greater Austin.

Since 1975, ThunderCloud Subs has been Austin's original neighborhood subs shop with a rich tradition of serving fresh, fast and healthy food in a comfortable atmosphere. ThunderCloud Subs has 31 stores in Central Austin.



# Sponsorship Opportunities

SPONSOR BENEFITS	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
<b>COMMUNITY BENEFIT</b>					
Support Caritas of Austin's mission to end homelessness in Greater Austin	X	X	X	X	X
<b>COMPANY VISIBILITY</b>					
Inclusion in \$25,000 radio campaign	X	X			
Inclusion on event billboard	Logo	Logo			
Company site used as location for Packet Pickup ➤ 6,000 runners expected at each registration site	X				
Social media posts tailored to relevant content ➤ ThunderCloud Subs (47,000+ followers) ➤ Caritas of Austin (6,000+ followers)	3 posts	2 posts	1 post		
Advertisement in printed race guide	Full Page Priority	Full Page	½ Page	¼ Page	Logo
Inclusion on websites ➤ ThunderCloud Subs Turkey Trot (45,000 monthly views) ➤ Caritas of Austin (10,000+ monthly views)	Logo & Link	Logo & Link	Logo	Name	Name
Inclusion on entry forms and race t-shirts (20,000 distribution)	Logo Priority	Logo	Logo	Logo	
Inclusion in all email promotion ➤ ThunderCloud Subs Turkey Trot (70,000 distribution) ➤ Caritas of Austin (9,000+ distribution)	Logo & Link	Logo & Link	Logo	Name	
<b>EVENT DAY RECOGNITION</b>					
Participation in opening activities, introductions and/or event start	X	X			
Option to be the Music Stage Underwriter or Technology Underwriter		X			
Option to be a Water Stop Sponsor			X		
Company banner displayed on course	4	3	2	1	
Sponsor tent provided at event	X	X	X		
Event day announcer mentions	4 Times	3 Times	2 Times	Once	Once
<b>COMPANY PARTICIPATION</b>					
Complimentary event entries	25	20	15	10	6
On-site employee registration	X	X			

## IN-KIND SPONSORSHIPS

The Event Sponsorship Committee accepts in-kind goods and services on a case-by-case basis. We also encourage you to promote your sponsorship in your advertising strategy.

## CORPORATE WELLNESS TEAMS

Build company morale by forming a corporate team. Team members receive all the benefits of individual event participants. Teams may be comprised of families, friends, and co-workers. We encourage teams to proudly wear t-shirts displaying their company name or logo on Thanksgiving Day.

## FUNDRAISING PROGRAM

Some employers may choose to pay for all or a portion of their employee's entry fee or provide matching funds for the entry fees and/or pledge dollars they raise. This is a great way to show your corporations commitment to the Austin community.

# Return on Your Investment

- ⚡ The ThunderCloud Subs Turkey Trot is the Austin Thanksgiving tradition. Previous Turkey Trots have been featured prominently in the Austin-American Statesman, all local television and news radio stations, and online via social media.
- ⚡ Support Caritas of Austin, a local organization that is working to end homelessness in your community.
- ⚡ Showcase and test-market products to a highly targeted audience of more than 20,000 individuals.
- ⚡ Extend and reinforce your current marketing programs through PR opportunities.
- ⚡ Build employee morale and demonstrate company commitment to the community. It's a great team building opportunity.

## THUNDERCLOUD SUBS

David Cohen  
512-479-8805  
david@thundercloud.com

Mike Haggerty  
512-479-8805  
mike@thundercloud.com

## CARITAS OF AUSTIN

Amy Jackson  
512-646-1262  
ajackson@caritasofaustin.org

## Participant Demographics

### EDUCATION

54% Bachelors Degree  
24% Masters Degree  
7% Doctorate  
15% Other



### HOUSEHOLD INCOME

25% \$100K-\$149K  
22% \$77K-\$99,999K  
15% \$50K-\$74,999K



56% Female



44% Male



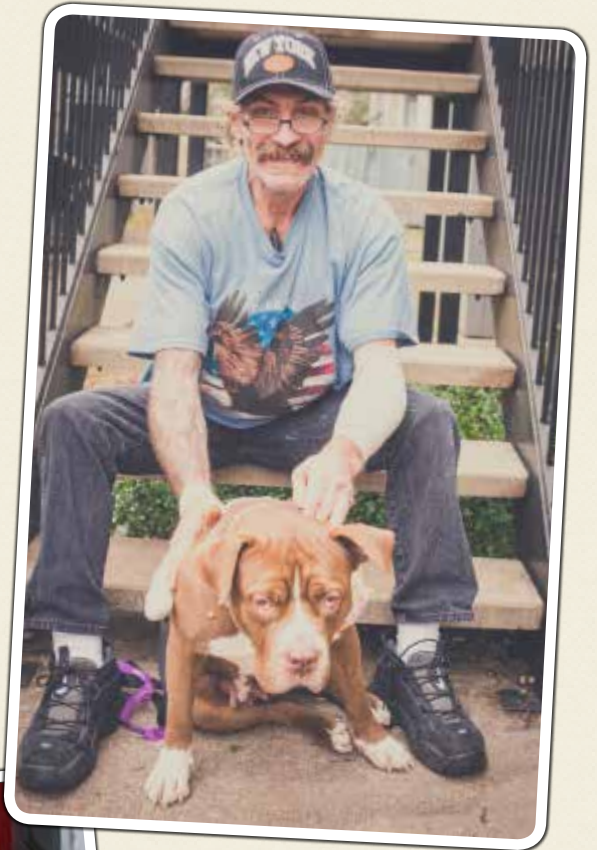
62% Married  
38% Single



78% Homeowners  
22% Renters

# Caritas Of Austin

Caritas of Austin believes that when every person has a stable place to call home, they can realize their full potential and contribute to our community. We build wellbeing by making sure that people have a safe home, access to healthy groceries, jobs that provide a reliable living wage, and educational opportunities to learn life skills. All of us need a sturdy foundation and layers of support in our lives to thrive; that's what creates a strong community. Our innovative, personalized and proven approach to building wellbeing and ending homelessness creates a more vibrant Austin for everyone.



**Caritas  
of Austin**

Ending Homelessness Together.

[CaritasOfAustin.org](https://CaritasOfAustin.org)

# 2019 ThunderCloud Subs Turkey Trot



## Sponsor Information

Name \_\_\_\_\_  
Print name as it should appear in event publications

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Number \_\_\_\_\_ Email \_\_\_\_\_

## Sponsorship Level

\$10,000     \$7,500     \$5,000     \$2,500     \$1,000

In-Kind Sponsorship     Corporate Wellness Team     Fundraising Program

## Payment Method

Check Enclosed     Credit Card     Pledge

Card Type     Visa     Mastercard     Amex

Name \_\_\_\_\_  
As it appears on card

Card Number \_\_\_\_\_ CVC Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sponsorship Contract must be received by **October 18, 2019** to ensure inclusion in all print materials.

Mail To: **ThunderCloud Subs Turkey Trot, 1102 West 6th Street, Austin, Texas 78703**

The ThunderCloud Subs Turkey Trot is a not for profit, charitable organization formed under Section 501 (c)3 of the U.S. Internal Revenue Code (EIN 27-3388555). Donations to TCSTT are tax-deductible as charitable contributions for US federal income tax purposes. There are no donation limits or restrictions. Donations are tax deductible to the full extent allowed by law.