



31st Annual

ThunderCloud Subs Turkey Trot

~ A live and virtual experience ~

Benefiting Caritas of Austin



sponsorship
opportunities

A database of
84,000 previous
participants

2021 ThunderCloud Subs Turkey Trot--Live and Virtual

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 **\$4.2 million for Caritas of Austin** to help prevent and end homelessness for people in Greater Austin. This year we are planning a live event, as well as the virtual event of last year.! Our database includes **more than 84,000 previous participants.**

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



Sponsorship Opportunities

SPONSOR BENEFITS	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
COMMUNITY BENEFIT						
Support Caritas of Austin's mission to end homelessness in Greater Austin	X	X	X	X	X	X
COMPANY VISIBILITY						
➤ Kiosk at event site and at registration packet pick-up						
➤ Inclusion in radio campaign	X					
Inclusion on print and virtual billboards	Logo	Logo	Logo			
➤ Company site used as location for Packet Pickup ➤ 6,000 runners expected at each registration site	X	X				
Social media posts tailored to relevant content ➤ ThunderCloud Subs (43,000+ followers) ➤ Caritas of Austin (6,000+ followers)	5 posts	3 posts	2 posts	1 post		
Advertisement in online race guide	Full Page Priority	Full Page Priority	Full Page	½ Page	¼ Page	Logo
Inclusion in run guide magazine	Logo	Logo	Logo	Logo	Name	Name
Inclusion on website ➤ ThunderCloud Subs Turkey Trot (45,000 monthly views) ➤ Caritas of Austin (10,000+ monthly views)	Logo & Link	Logo & Link	Logo & Link	Logo	Name	Name
Inclusion on entry forms and race t-shirts (20,000 distribution)	Logo	Logo Priority	Logo	Logo	Logo	
Inclusion in all email promotion ➤ ThunderCloud Subs Turkey Trot (84,000 distribution) ➤ Caritas of Austin (9,000+ distribution)	Logo & Link	Logo & Link	Logo & Link	Logo	Name	
EVENT DAY RECOGNITION						
➤ Participation in opening activities (live & virtual)	X	X	X			
➤ Company banner displayed on web site slider	X	X	3	2	1	
COMPANY PARTICIPATION						
➤ Complimentary event entries	40	25	20	15	10	6

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. We have participants from 48 states.
- ⚡ 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 participants, and more than 84,000 via email and social media.
- ⚡ 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

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



2021 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 Other \$ _____

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 22, 2021** 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.