



35th Annual ThunderCloud Subs Turkey Trot



SPONSORSHIP OPPORTUNITIES

ThunderCloud.com

A DATABASE OF 100,000+ PREVIOUS PARTICIPANTS

2025 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 **\$5 million for Caritas of Austin** to help prevent and end homelessness for people in Greater Austin. This year's even is a live event, as well as a remote race event similar to the last three years! Our database includes **more than 100,000 previous participants**.

Since 1975, ThunderCloud Subs has been Austin's original neighborhood subs shop with a rich tradition of serving **FRESH, FAST & HEALTHY** food in a comfortable atmosphere. ThunderCloud Subs has 26 stores in Central Texas.



Caritas of Austin has always been the benefactors of the ThunderCloud Subs Turkey Trot



SPONSORSHIP OPPORTUNITIES

	Presenting \$25,000	Premier \$15,000	Champion \$10,000	Visionary \$7,500	Advocate \$5,000	Partner \$2,500	Friend \$1,000
SPONSOR BENEFITS							
COMMUNITY BENEFIT							
Support Caritas of Austin's mission to end homelessness in Greater Austin	X	X	X	X	X	X	X
COMPANY VISIBILITY							
Kiosk at event site and at registration packet pick-up	X	X	X				
Inclusion in multi-media campaign	X	X					
Inclusion on all print material	Logo	Logo	Logo	Logo	Name	Name	Name
Company site used as location for Packet Pickup	X	X					
Social media posts tailored to relevant content ➤ ThunderCloud Subs (50,000+ followers) ➤ Caritas of Austin (14,000+ followers)	10 posts	5 posts	3 posts	2 posts	1 post		
Inclusion in run guide (printed + online) and online magazine	Spread	Full Page Priority	Full Page	Full Page	½ Page	¼ Page	Logo
Inclusion on website ➤ ThunderCloud Subs Turkey Trot (45,000 monthly views) ➤ Caritas of Austin (11,000+ monthly views)	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name & Link	Name & Link	Name
Inclusion on entry forms and race t-shirts (20,000 distribution). <i>October 20 is the deadline to receive this benefit</i>	Prominent Logo	Logo	Logo	Logo	Logo	Logo	
Inclusion in all email promotion ➤ ThunderCloud Subs Turkey Trot (84,000 distribution) ➤ Caritas of Austin (21,000+ distribution)	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo	Name	Name
Inclusion in Turkey Trot press releases	X	X	X	X	X	X	
EVENT DAY RECOGNITION							
Participation in opening activities	X	X	X	X			
Company banner displayed on web site slider	X	X	X	3	2	1	
Inclusion in Event Day program announcements	X	X	X	X	X	X	X
COMPANY PARTICIPATION							
Complimentary event entries	100	40	25	20	15	10	6

TURKEY TROT 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.

AUTOMATED TEAM 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.



AN AUSTIN TRADITION

100% of proceeds go to Caritas of Austin

- ⚡ 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
- ⚡ 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.



22,000
Participants



84,000+
Impressions via
email & social
media

CONTACT

THUNDERCLOUD SUBS

David Cohen

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Mike Haggerty

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CARITAS OF AUSTIN

Kyler Wesp

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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

YOUR IMPACT:



570
people received
housing services



56,856
lunches served in
Community Kitchen



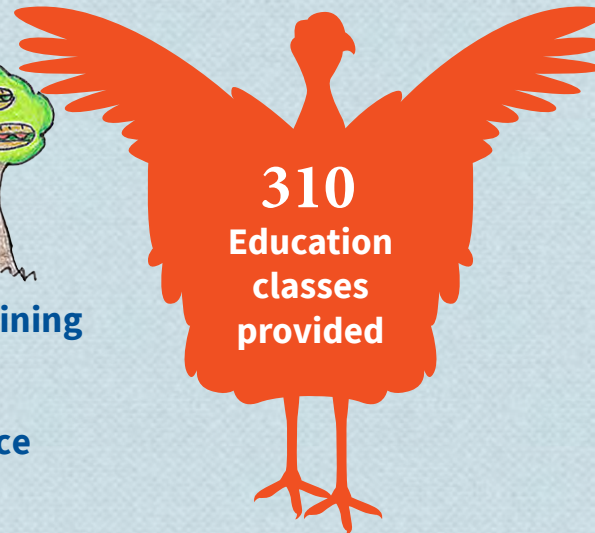
95%

of individuals in our Permanent Supportive
Housing program remained in stable housing

Provided **2,196** employment clients with vocational training



1,865 volunteers provided **14,850** hours of service



310
Education
classes
provided

2025 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

☐ Presenting \$25,000 ☐ Premier \$15,000 ☐ Champion \$10,000 ☐ Visionary \$7,500 ☐ Advocate \$5,000 ☐ Partner \$2,500 ☐ Friend \$1,000

☐ Fundraising Program ☐ Raffle Tickets _____ ☐ Other \$ _____

PAYMENT METHOD

☐ Check Enclosed (Make checks payable to ThunderCloud Subs) ☐ Credit Card ☐ Pledge

Card Type ☐ Visa ☐ Mastercard ☐ Amex

Name _____ Card Number _____
As it appears on card

Zip Code _____ Exp Date _____ CVC Code _____

Signature _____ Date _____

Sponsorship contract must be received by October 20, 2025 to ensure inclusion in all print materials. Mail to: Thundercloud Subs Turkey Trot, 1102 West 6th Street, Austin, Texas 78703. Contact Kyler Wesp at kwesp@caritasofaustin.org for further information: kwesp@caritasofaustin.org.

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. Sponsorship commitments are on a good faith basis. The ThunderCloud Subs Turkey Trot will endeavor to respect and adhere to the sponsorship commitments, but doesn't make guarantees that all commitments will be satisfied.