



2026

ThunderCloud Subs Turkey Trot

SPONSORSHIP OPPORTUNITIES

Benefiting Caritas of Austin · Thanksgiving, November 26, 2026

A DATABASE OF 100,000+ PREVIOUS PARTICIPANTS

Live & Virtual — An Austin Thanksgiving Tradition

The inaugural ThunderCloud Subs Turkey Trot was held on Thanksgiving morning in 1991 with approximately 600 runners. Today, over 26,000 runners and walkers help make this Thanksgiving Day tradition the biggest 5-mile run in Texas — the 4th largest Turkey Trot in the United States — which also includes a 1-mile walk and Stepping Stone School Kids-K. Since its inception, the event has raised over \$6 million for Caritas of Austin to help prevent and end homelessness for people in Greater Austin. This year's event is a live event, as well as a remote race event, similar to the last four 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*TM food in a comfortable atmosphere. ThunderCloud Subs has 26 stores in Central Texas.

Caritas of Austin has always been the benefactor of the ThunderCloud Subs Turkey Trot. 100% of net proceeds go directly to their mission to prevent and end homelessness in Greater Austin.

BY THE NUMBERS

36 years of the Trot tradition	26,000+ runners & walkers	\$6M+ raised for Caritas since 1991
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4th Largest Turkey Trot in the U.S.



WHY SPONSOR?

- Support Caritas of Austin, a local organization working to end homelessness in your community.
- Showcase and test-market products to a highly targeted, engaged Austin audience.
- Extend and reinforce your current marketing programs through PR opportunities.
- Build employee morale and demonstrate company commitment to the community — a great team-building opportunity.

Sponsorship Opportunities — 2026

Sponsor Benefits	Presenting	Premier	Champion	Visionary	Advocate	Partner	Friend
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
COMMUNITY BENEFIT							
Support Caritas of Austin's mission to end homelessness	X	X	X	X	X	X	X
COMPANY VISIBILITY							
Kiosk at event site & registration pick-up	X	X					
Inclusion on all print material	Logo	Logo	Logo	Logo	Name	Name	Name
Company site as Packet Pickup location	X	X					
Social posts (TCSTT 55,000+ / Caritas 16,000+)	6 posts	4 posts	3 posts	2 posts	1 post		
Inclusion in run guide & online magazine	Full Spread	Full Page	Full Page	½ Page	¼ Page	Logo	
Inclusion on website (TCSTT 45,000+ / Caritas 11,000+ views)	Priority Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name & Link	Name & Link	Name
Entry forms & race t-shirts (20,000 dist., Oct 19 deadline)	Prominent Logo	Logo	Logo	Logo	Logo	Logo	
Email promotion (TCSTT 84,000+ / Caritas 21,000+)	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 on website 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 entry fees and/or pledge dollars raised. This is a great way to show your corporation's commitment to the Austin community.

Why It Matters

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. Last year, we had participants from 48 states and seven countries.

- Support Caritas of Austin, a local organization 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.

CONTACT

ThunderCloud Subs

David Cohen · 512-479-8805

david@thundercloud.com

Mike Haggerty · 512-479-8805

mike@thundercloud.com

PARTICIPANT DEMOGRAPHICS

EDUCATION	HOUSEHOLD INCOME
54% Bachelors Degree	25% \$100K–\$149K
24% Masters Degree	22% \$77K–\$99,999
7% Doctorate	15% \$50K–\$74,999
15% Other	

56% / 44% Female / Male	62% / 38% Married / Single	78% / 22% Homeowners / Renters
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26,000+ participants	100,000+ impressions via email & social media
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Caritas of Austin — Your Impact

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.

RECENT IMPACT

523 people received housing services	59,159 lunches served in Community Kitchen	95% of Permanent Supportive Housing participants remained stably housed
2,246 employment clients	313 education & vocational training classes provided	2,292 volunteers gave 18,261 hours of service

Every dollar raised through the ThunderCloud Subs Turkey Trot goes directly toward this work — housing, meals, job training, and education for people across Greater Austin.



2026 Sponsor Commitment Form

SPONSOR INFORMATION

Company / Sponsor Name (as it should appear in event publications)

Contact Name

Contact Number

Address

City

State

Zip

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 (payable to ThunderCloud Subs Turkey Trot) ☐ Credit Card ☐ Pledge

☐ Visa ☐ Mastercard ☐ Amex

Name on Card

Card Number

Zip Code

Exp Date (MM/YY)

CVC Code

Signature

Date

Sponsorship contract must be received by October 21, 2026, to ensure inclusion in all print materials.

Mail to: ThunderCloud Subs Turkey Trot, 1102 West 6th Street, Austin, Texas 78703.

Contact David Cohen at david@thundercloud.com with questions.

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.