

SUBJECT: SPONSORSHIP REQUEST – 11th ANNUAL LOUISVILLE TURKEY TROT 5K

DATE: AUGUST 19, 2025

PREPARED BY: DIANA LANGLEY, CITY MANAGER

PRESENTED BY: DIANA LANGLEY, CITY MANAGER

SUMMARY:

Louisville Turkey Trot, Inc., a designated Public Benefit Corporation, coordinates the annual Louisville Turkey Trot 5K held on Thanksgiving Day, with proceeds supporting Community Food Share, the food bank of Boulder and Broomfield counties. Staff requests direction as to if the City Council would like to sponsor the 2025 Louisville Turkey Trot and at what amount.

BACKGROUND / PRIOR DISCUSSIONS:

Since 2013, Louisville Turkey Trot, Inc., has raised over \$250,000 and tens of thousands of pounds of food in support of Community Food Share, the food bank of Boulder and Broomfield Counties.

Statistics for the 2024 Turkey Trot 5K event include:

- 10,000 attendees (4,721 registrants)
- 116,000 meals donated (\$76,000 raised)
- 29,400,000 impressions (294,000 unique views) via online advertising campaigns

In Louisville, Community Food Share has provided 2,418,517 meals and distributed 2,902,221 lbs of food, for a total food value of \$5,717,375. In fiscal year 2024, 615 individuals were served.

ANALYSIS:

This year's Turkey Trot is scheduled for Thanksgiving Day, November 27, with a start time of 9 am in downtown Louisville at the intersection of Front Street and Spruce Street. The race culminates with the opportunity for participants to participate in a post-race expo with music, drinks, and snacks.

AdventHealth Avista is the main sponsor of the 2025 Turkey Trot, and there are many other sponsorship opportunities including:

- Top Turkey Sponsor - \$25,000
- Harvest Sponsor - \$10,000
- Tail Feather Sponsor - \$5,000

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- Wishbone Sponsor - \$2,500
- Kids Dinner Table Sponsor - \$1,000
- Stuffing Sponsor - \$350

The attached sponsorship table details each sponsorship level and current sponsors are listed at [AdventHealth Avista Louisville Turkey Trot: Sponsors](#).

2025 COUNCIL WORK PLAN:

Sponsorship of the 2025 Louisville Turkey Trot supports Economic Vitality as the event brings numerous people to Louisville.

FISCAL IMPACT:

Budgeted?: **No**

Sponsorship is not currently in the budget, however, depending on Council's selected sponsorship level, there may be sufficient one-time funds, up to \$10,000, in Economic Vitality's FY 2025 budget.

ALTERNATIVE(S):

1. Do not provide a monetary sponsorship and support the event through an in-kind sponsorship or waiving of the special event permit fee of \$538. An example of in-kind services is the cost for the Police Department's support of the event. Last year, that cost was \$2,128 for four officers and vehicles for four hours. If this alternative is selected, the costs will need to be covered through departmental budgets.
2. Do not sponsor the event.

RECOMMENDATION:

Staff requests direction as to if the City Council would like to sponsor the 2025 Louisville Turkey Trot and at what amount.

ATTACHMENT(S):

1. Sponsorship Levels
2. Louisville Turkey Trot – Proposal for Louisville
3. Presentation




Advent Health
Avista

LOUISVILLE TURKEY TROT 5K

BENEFITING COMMUNITY FOOD SHARE

Thursday, November 27, 2025 • Downtown Louisville, CO

RACE START: 9:00 AM

The Louisville Turkey Trot is one of our community's most beloved and anticipated family events of the year. Sponsorship is an exciting and powerful way to advertise your company to the local running community, a prime demographic, just before the holidays. All sponsorship funds benefit Community Food Share.

Over the last ten years, the Louisville Turkey Trot has hosted more than 50,000 participants and has helped provide countless meals for our community. Just last year, we hosted over 10,000 runners and had 2.25 million unique users per month reached via online advertising campaigns.

At Community Food Share, we know that ending hunger in our communities requires collaboration. That's why we not only provide food directly to families, seniors, students, and others, we're also a hub — delivering millions of pounds of food a year to local partners to reach people in their communities. Because when we work together, we give more people access to fresh, nutritious food.

Together, we can outpace local hunger!



TOP TURKEY SPONSOR - \$25,000

- Recognition as the title sponsor on print and digital event materials (contingent on print deadlines)
- Recognition as the title sponsor on all email communications
- Recognition as the title sponsor on select ads
- Recognition as the title sponsor on select social media posts
- Logo recognition on the event website and donation page
- One dedicated social media feature
- One prominent, reserved booth space at the finish line and entrance to expo
- Opportunity to include a 30 second video in the welcome or thank you email to registered runners
- Exclusive banner at the start line
- Opportunity to speak to runners at the start line
- Race entries for up to 100 people
- Eight tickets to a future Community Food Share event of choice
- One small logo on one Community Food Share truck for one full year (shared exposure)



HARVEST SPONSOR - \$10,000

- Recognition as a sponsor on print and digital event materials (contingent on print deadlines)
- Recognition as a sponsor on email communications
- Recognition as a sponsor on select ads
- Recognition as a sponsor on select social media posts
- Logo recognition on the event website and donation page
- One prominent, reserved booth space at the finish line and entrance to expo
- One dedicated social media feature
- Race entries for up to 50 people
- Four tickets to a future Community Food Share event of choice
- Logo recognition or banner on pace vehicle
- Opportunity to place display vehicle or other large marketing asset at the finish line and entrance to expo



TAIL FEATHERS SPONSOR - \$5,000

- Recognition as a sponsor on print and digital event materials (contingent on print deadlines)
- Recognition as a sponsor on email communications
- Recognition as a sponsor on select ads
- Recognition as a sponsor on select social media posts
- Logo recognition on the event website
- One prominent, reserved booth space at the finish line and entrance to expo
- Race entries for up to 25 people
- Opportunity to include a digital offer on the event website
- Access to a promotional code to share with customers



WISHBONE SPONSOR - \$2,500

- Recognition as a sponsor on select print and digital materials (contingent on print deadlines)
- Recognition as a sponsor on select ads
- Recognition as a sponsor on select social media posts
- Logo recognition on the event website
- Shared logo recognition on event sponsor banner
- Race entries for up to 12 people.
- One reserved booth space at the post-event expo
- Opportunity to include a digital offer on the event website
- Access to a promotional code to share with customers



KIDS DINNER TABLE SPONSOR - \$1,000

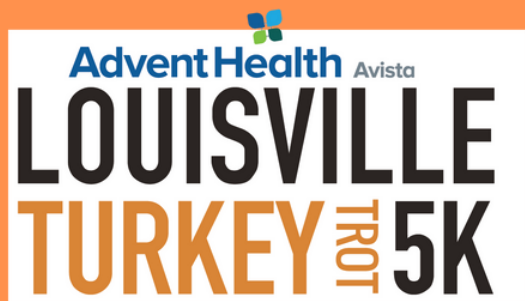
- Recognition as a sponsor on select print and digital materials (contingent on print deadlines)
- Logo recognition on the event website
- Inclusion in a shared social media sponsor feature
- Shared logo recognition on event sponsor banner
- Race entries for up to 4 people.
- One reserved booth space at the post-event expo OR a spot at a shared giveaway table
- Opportunity to include a digital offer on the event website



STUFFING SPONSOR - \$350

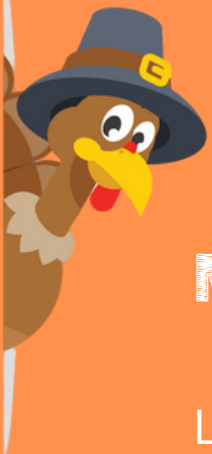
- Logo recognition on the event website
- Opportunity to include a digital offer on event website OR a spot at a shared giveaway table

Additional opportunities may be available with discussion and approval of Community Food Share's Marketing Department.



A Special Proposal For:

CITY OF LOUISVILLE



More Than A Race

Louisville Turkey Trot, Inc. is proud to be designated a Public Benefit Corporation -- a business that generates social and public good and operates in a responsible and sustainable manner. Since 2013, Louisville Turkey Trot, Inc. has raised over \$250,000 and tens of thousands of pounds of food in support of Community Food Share, the food bank of Boulder and Broomfield counties. This year's Turkey Trot is more than a race—it's a chance to come together and do even more for the communities we serve.





2024 RACE REACH + IMPACT

Our 2024 event was our biggest yet – drawing record-breaking crowds, fundraising totals, and sponsor participation. The post-race expo overflowed with thousands of beers and ciders, hundreds of gallons of coffee, hot cocoa, and water, plus a mountain of snacks. Thanks to our lean, hardworking staff and an incredible team of volunteers, the day was a huge success. And in 2025? We're aiming even higher.



29,400,000
impressions
(294,000
unique
views)



10,000
attendees
(4,721
registrants)



116,000
meals
donated
(\$76,000
raised)



More Than A Food Bank

At Community Food Share, we're a neighbor and a friend who has been part of the fabric of Boulder and Broomfield Counties for decades.

We know that ending food insecurity and improving health in our communities requires collaboration. That's why we not only provide food directly to families, seniors, students, and others, we're also a hub — delivering more than 9 million pounds of food a year to local partners to reach people in their communities. Because when we work together, we give more people life-changing access to sustainably sourced nutrition.



CULTIVATING COMMUNITY WELLBEING

Our hunger-relief network is designed to ensure those needing our services provide access food when times get tough, regardless of circumstance. During FY24, the number of individuals served across all programs has risen by 72%.



FEEDING FAMILIES

Neighbors visit once a week, and our “choice pantry” model allows them to choose the fresh produce, milk, grains, and other nutritious staples they need to live active, healthy lives. In FY24, we saw a 36% increase in visits and delivered over 2.8 million pounds of food, providing significant support to local households.



BLUE SPRUCE NEIGHBORS

Twice per month, our Blue Spruce Neighbors program provides free groceries to aging adults with low incomes in neighborhoods throughout Boulder and Broomfield Counties. In support of our communities' homebound seniors, we had a 45% increase in visits and distributed over 311,000 pounds of food.



MOBILE PANTRIES

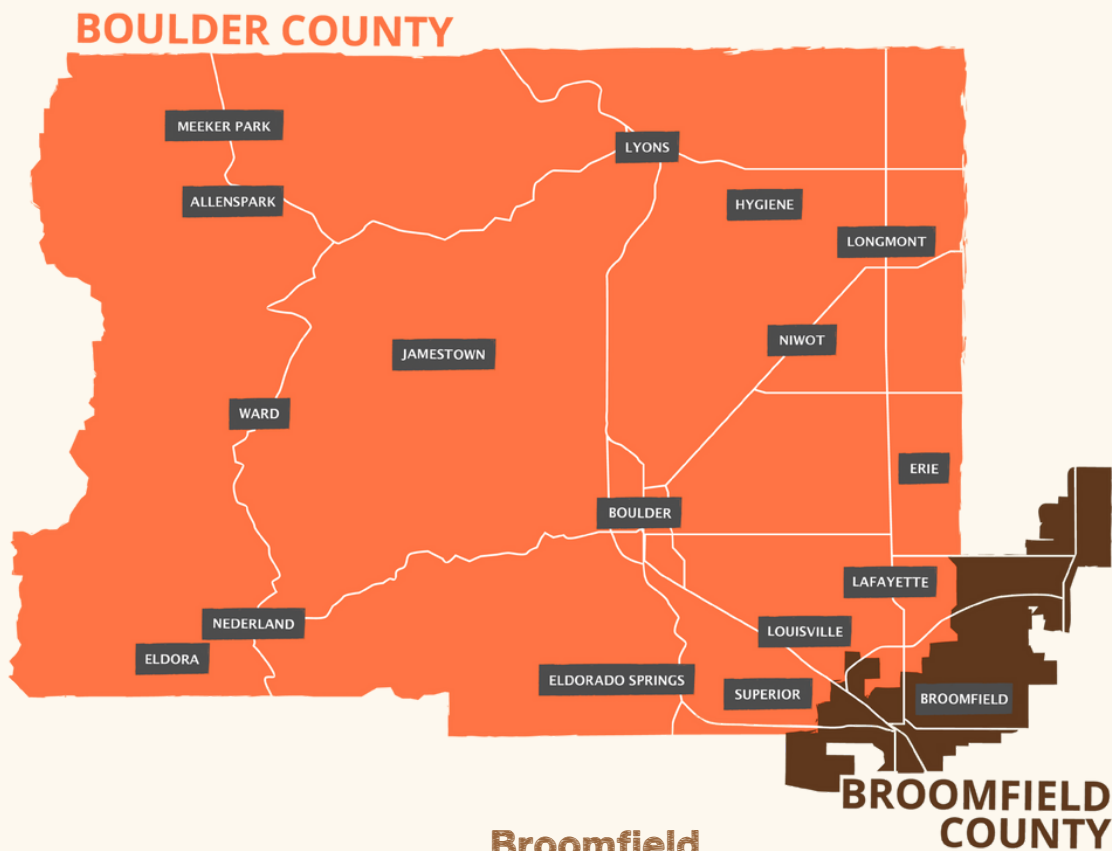
We bring free “pantries on wheels” to neighborhoods with limited access to nutritious foods, delivering fresh produce, dairy, meat, and more to schools, churches, YMCAs, and beyond. We distributed 678,689 pounds of food, a 13% increase in visits and a 109% increase in individuals served.



PARTNER AGENCIES

We provide close to 9 million pounds of food to our 42 partner agencies within our service area, providing the equivalent of 7.5 million meals which are then distributed throughout the community.

Our Impact Across Boulder & Broomfield Counties



Boulder

3,116,714 lbs of food distributed
2,597,262 meals provided

Broomfield

2,757,739 lbs of food distributed
2,298,116 meals provided

Allenspark

11,591 lbs of food distributed
9,659 meals provided

Lafayette

1,101,800 lbs of food distributed
918,167 meals provided

Longmont

3,031,343 lbs of food distributed
2,526,119 meals provided

Jamestown

53,458 lbs of food distributed
44,548 meals provided

Louisville

2,902,221 lbs of food distributed
2,418,517 meals provided

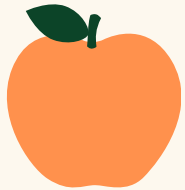
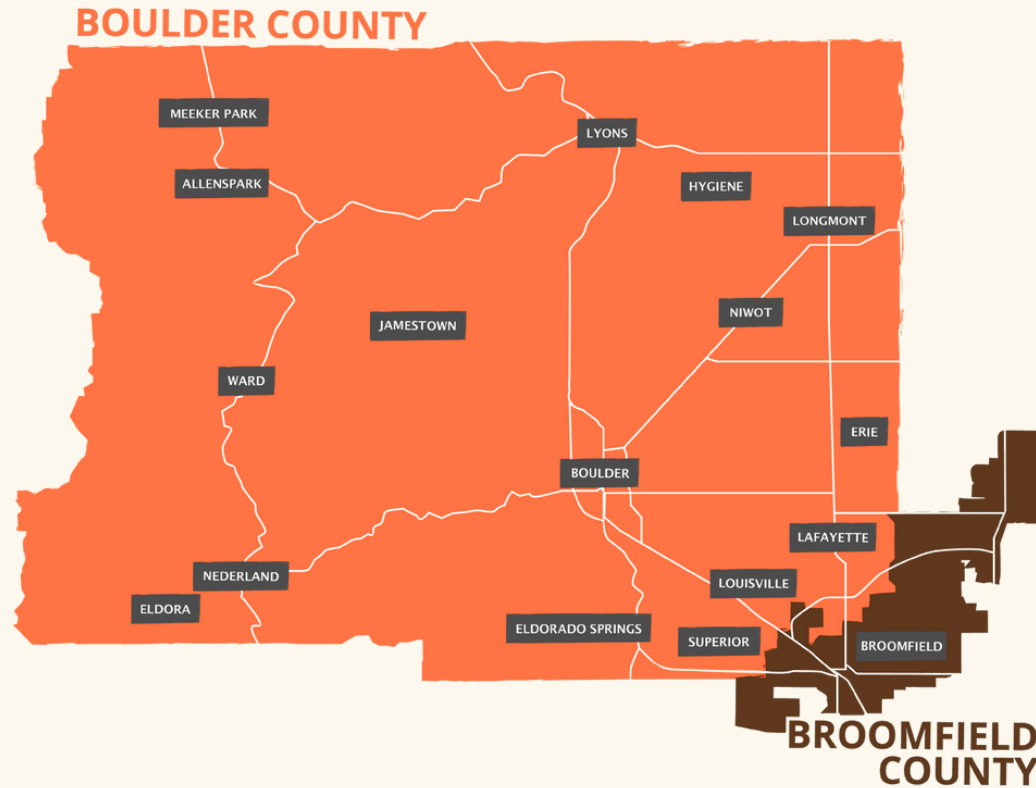
Lyons

30,937 lbs of food distributed
25,781 meals provided

Nederland

130,898 lbs of food distributed
109,082 meals provided

Our Impact Across Louisville



2,902,221

POUNDS OF FOOD DISTRIBUTED

Fresh produce, pantry staples, and more delivered across the community.

615 INDIVIDUALS WERE
SERVED IN FY24



2,418,517 MEALS PROVIDED

Nutritious meals supporting neighbors of all ages.

A FOOD VALUE OF

\$5,717,375

Thanks to donors, volunteers, and partners who make this possible.

OUR COMMUNITY NEEDS YOU

The number of neighbors needing consistent access to food is skyrocketing. In the last year alone, Community Food Share has seen a 72% increase in individuals served across all programs—reaching families, seniors, and individuals in communities large and small throughout Boulder and Broomfield counties.

With a focus on sustainability, nutrition, and collaboration, we remain committed to providing nourishing food to all our neighbors. By rescuing surplus food, sourcing local produce, and advocating for systemic change, we're working to build a stronger, more resilient food system that serves every corner of our region.

To continue meeting the rising need, we rely on strong partnerships—including with our municipal leaders. We invite the City of Louisville to support this critical work by sponsoring the 2025 Louisville Turkey Trot.





David Benjes

Founder & Race Organizer

Luke Gorka

Corporate Relations Manager

**THANK
YOU FOR YOUR
CONSIDERATION!**



Sponsorship Request
11th Annual Louisville Turkey Trot 5K

City Council – August 19, 2025

Presented by:
City Manager Diana Langley



Summary

- Louisville Turkey Trot, Inc., a designated Public Benefit Corporation, coordinates the annual Louisville Turkey Trot 5k held on Thanksgiving Day in Louisville
- Proceeds support Community Food Share, the food bank of Boulder and Broomfield Counties
- Staff requests direction regarding sponsorship and at what amount



Background

- Since 2013, Louisville Turkey Trot, Inc., has raised over \$250,000 and tens of thousands of pounds of food in support of Community Food Share, the food bank of Boulder and Broomfield Counties
- 2024 Turkey Trot 5k Event Statistics
 - 10,000 attendees
 - 294,000 unique views via online advertising campaigns
- Community Food Share Services to Louisville residents
 - 2,418,517 meals
 - 2,902,221 lbs of food
 - 2024 – 615 individuals were served

Analysis

- 11th Annual Turkey Trot scheduled for Thanksgiving Day, November 27, in downtown Louisville
- A list of current sponsors can be found at [AdventHealth Avista Louisville Turkey Trot: Sponsors](#)
- Sponsorship Opportunities
 - \$25,000 – Top Turkey Sponsor
 - \$10,000 – Harvest Sponsor
 - \$5,000 – Tail Feather Sponsor
 - \$2,500 – Wishbone Sponsor
 - \$1,000 – Kids Dinner Sponsor
 - \$350 – Stuffing Sponsor

Council Work Plan & Fiscal Impact

- Council Work Plan
 - Sponsorship will support Economic Vitality as the event brings numerous participants to Louisville
- Fiscal Impact
 - Funding to sponsor the event is not currently programmed in the budget.
 - Depending on Council's selected sponsorship level, there may be sufficient funds in Economic Vitality's operational budget.

Alternatives

1. Do not provide a monetary sponsorship and support the event through an in-kind sponsorship or waiving of the special event permit fee of \$538. An example of in-kind services is the cost for the Police Department's support of the event. Last year, that cost was \$2,128. If this alternative is selected, the costs will need to be covered through departmental budgets.
2. Do not sponsor the event.

Recommendation

- Provide direction as to sponsorship of the 11th Annual Louisville Turkey Trot 5K and at what amount