

You are Invited to Sponsor the 2020 Grateful Gobbler VIRTUAL 5K

COVID will go awayFamilies Experiencing Homelessness has NOT!



HELP CARE FOR OUR HOMELESS FAMILIES!

Every sponsorship dollar goes directly
to the Maclellan Shelter for Families
and family services.

**WATCH A 90-SECOND VIDEO CLIP ABOUT THE
SHELTER AT WWW.GRATEFULGOBLER.ORG**



Thank you for participating in the 2020 GRATEFUL GOBBLER WALK!

Dear Friends and Business Owners,

You are invited to sponsor the 2020 Grateful Gobbler 5K on Thanksgiving morning.

What/whom will my funding benefit?

- Every sponsorship dollar will go directly to fund Year Five of operations for the Maclellan Shelter for Families. The Shelter consists of 13 mini-units, each with a lockable door and a bathroom, so that families may stay together as they transition to permanent housing.
- Your dollars will help provide clean and safe short-term shelter, meals, access to medical services, job training/placement, childcare, transportation services, love, care, and hope.

How is the shelter impacting our community? Since December, 2014:

- Over 2,500 men, women, and children have benefitted from the short-term housing and programs.

How will this benefit my company/organization?

- Sponsorship benefits will provide valuable company/organization exposure.
- Your company/organization will be recognized for helping combat homelessness in our community.

How do I sponsor?

- Sponsorship Levels: Title: \$25,000; Presenting: \$15,000; Platinum: \$10,000; Gold \$5,000; Silver \$2,500; Bronze: \$1,000.
- See pgs. 3-4 of this proposal for benefit packages and details.

For more information:

- Contact Stan and Betsy McCright: mccright@mccright.com. (423) 322-5133.

Thank you in advance for your kind support of the Grateful Gobbler!



Maclellan Shelter for Families is located at 717 East 11th Street, Chattanooga, TN 37403

Thank you for participating in the 2020 GRATEFUL GOBBLER WALK!



2020 Corporate Sponsorship Opportunities

The 21st Annual Grateful Gobbler Walk Planning Committee is hard at work and is certain that the 2020 Grateful Gobbler will be more successful and engage more participants than ever before! We celebrated a banner year in 2019 with over 4,800 walkers/runners.

We would like to offer your corporation/organization the opportunity to sponsor the event. There are many levels to choose from and lots of exciting benefits. However you choose to participate, we are certain that sponsors will enjoy increased name recognition and goodwill in the Chattanooga community.

TITLE SPONSOR

\$25,000

- Name of Business will precede Grateful Gobbler Walk in all print and social media; e.g. (Business Name's) Grateful Gobbler Walk 2020
- Television, radio, print, outdoor and internet advertisements with mention of business at no cost to the Title Sponsor
- Entitled to more than 50% of sponsor signage
- Business may have right to produce merchandise with the Event logo and name, and use Event video and pictures without additional cost
- Recognized as Title Sponsor on 10 billboards in Hamilton County
- Identified as Title Sponsor on front of Walker T-Shirts (before 10/21) (Note: over 4,800 walker shirts in 2019)
- Logo Posted on Website, Facebook and Other Social Media (before 11/11)
- Link from Grateful Gobbler Website to Title Sponsor's Website
- Special Monthly Promotions to Grateful Gobblers (4,800+ including emails and social media) through December 2020
- Speaking Opportunity at Opening Ceremony on Thanksgiving morning
- Named as Title Sponsor on Donor Recognition Wall at the Maclellan Shelter
- Photo Ops (Donor Recognition Wall and Check Presentation)
- Opportunities to Participate in Pre-Event Radio/TV Interviews
- 25 Walkers (Comped; no registration fees required)
- Recognized at appropriate level on sponsor banner located on website
- Other Opportunities as Negotiated

Thank you for participating in the 2020 GRATEFUL GOBBLER WALK!

PRESENTING SPONSOR**\$15,000**

- Only Sponsor represented as Presenting Sponsor on 10 billboards in Hamilton County
- Banners @ Walker Registration/Throughout Event
- Identified as Presenting Sponsor on all Media Coverage and Print Materials
- Large Company Logo on Walker T-Shirts (before 10/21) (Note: over 4,800 walker shirts in 2019)
- 40-second sponsor video broadcasted on website
- Logo Posted on Website, Facebook and Other Social Media (before 11/11)
- Link from Grateful Gobbler Website to Presenting Sponsor's Website
- Special Monthly Promotions to Grateful Gobblers (4,800+ including emails and social media) through December 2020
- Speaking Opportunity at Opening Ceremony on Thanksgiving morning
- Named as Presenting Sponsor on Donor Recognition Wall at the Maclellan Shelter
- Photo Ops (Donor Recognition Wall and Check Presentation)
- Opportunities to Participate in Pre-Event Radio/TV Interviews
- 15 Walkers (Comped; no registration fees required)
- Recognized as Presenting Sponsor on email blast that reaches 40,000 individuals
- Recognized at appropriate level on sponsor banner located on website
- Other Opportunities as Negotiated

PLATINUM EVENT SPONSORS**\$10,000**

- Signage at Walker Registration/Throughout Event
- Identified as Platinum Event Sponsor on all Media Coverage and Print Materials
- Medium Company Logo on Walker T-Shirts (before 10/21) (Note: over 4,800 walker shirts in 2019)
- 20-second sponsor video broadcasted on website
- Logo Posted on Website, Facebook and Other Social Media (before 11/11)
- Special Monthly Promotions to Grateful Gobblers (4,800+ including emails and social media) through December 2020)
- 10 Walkers (Comped; no registration fees required)
- Recognized as Platinum Sponsor on email blast that reaches 40,000 individuals
- Recognized at appropriate level on sponsor banner located on website
- Other Opportunities as Negotiated

GOLD EVENT SPONSORS**\$5,000**

- Identified as Gold Event Sponsor on all Media Coverage and Print Materials
- Company Logo on Walker T-Shirts (before 10/21) (Note: over 4,800 walker shirts in 2019)
- Logo Posted on Website, Facebook and Other Social Media (before 11/11)
- 10-second sponsor video broadcasted on website
- 5 Walkers (Comped; no registration fees required)
- Recognized as Gold Sponsor on email blast that reaches 40,000 individuals

- Recognized at appropriate level on sponsor banner located on website
- Other Opportunities as Negotiated

SILVER EVENT SPONSORS

\$2,500

- Identified as Silver Event Sponsor on all Media Coverage and Print Materials
- Company Logo on Walker T-Shirts (before 10/21) (Note: over 4,800 walker shirts in 2019)
- Logo Posted on Website, Facebook and Other Social Media (before 11/11)
- 3 Walkers (Comped; no registration fees required)
- Individual email blast to over 5,000 participants
- Recognized at appropriate level on sponsor banner located on website
- Other Opportunities as Negotiated

BRONZE EVENT SPONSORS

\$1,000

- Name on Walker T-Shirts (before 10/21)(Note: over 4,800 walker shirts in 2019)
- Recognized at appropriate level on sponsor banner located on website
- Other Opportunities as Negotiated



2020 Corporate Sponsorship Commitment

SPONSOR TYPE:

Title Sponsor

\$25,000

Presenting Sponsor

\$15,000

Platinum Sponsor

\$10,000

Gold Sponsor

\$5,000

Silver Sponsor

\$2,500

Bronze Sponsor

\$1,000

In Kind Sponsor

Items Donated: _____

Quantity: _____ Value: \$ _____

PAYMENT OPTIONS:

Check is included

Please send me an invoice

If you would like to pay by credit card, please visit gratefulgobblerwalk.org/sponsors.

\$ _____ **Enclosed**

Donor Name:

(Exactly as it should appear on sponsorship)

Contact Person:

Address:

Email:

Phone(s):

Signature

Date

Make Checks Payable to:

Grateful Gobbler

Mail Sponsorship Forms and Payments to:

MacLellan Foundation | Attn: Maxine Russell | 820 Broad St. Suite 300 | Chattanooga, TN 37402

Thank you for participating in the 2020 GRATEFUL GOBBLER WALK!