

# You are Invited to Sponsor the 2017 Grateful Gobbler 5K



## HELP CARE FOR OUR HOMELESS FAMILIES!

Every sponsorship dollar goes directly to the  
Maclellan Shelter for Families

**WATCH A 90-SECOND VIDEO CLIP ABOUT THE SHELTER AT  
[WWW.GRATEFULGOBBLER.ORG](http://WWW.GRATEFULGOBBLER.ORG)**



**Dear Friends and Business Owners,**

**You are invited to sponsor the 2017 Grateful Gobbler 5K on Thanksgiving morning.**

**What/whom will my funding benefit?**

- Every sponsorship dollar will go directly to fund Year Four 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 and placement, love, care, and hope.

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

- Over 600 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: 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](mailto: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**



## 2017 Corporate Sponsorship Opportunities

The 18th Annual Grateful Gobbler Walk Planning Committee is hard at work and is certain that the 2017 Grateful Gobbler will be more successful and well-attended than ever before! We celebrated a banner year in 2016 with over 4,200 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. We welcome any literature that you may choose to provide to stuff in the swag bags that all walkers/runners receive. However you choose to participate, we are certain that sponsors will enjoy increased name recognition and goodwill in the Chattanooga community.

### **PRESENTING SPONSOR**

**\$15,000**

- Decorated Float to Lead Walkers During Event on Thanksgiving Morning
- Only Sponsor represented 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 11/11) (Note: over 4,200 walker shirts in 2016)
- 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 (5,000+ including emails and social media) through December 2017
- Speaking Opportunity at Opening Ceremony on Thanksgiving morning
- Named as Presenting Sponsor on Donor Recognition Wall at the Maclellan Shelter
- Float Entry Fee Waived
- Photo Ops (Donor Recognition Wall and Check Presentation)
- Opportunities to Participate in Pre-Event Radio/TV Interviews
- 15 Walkers (Comped; no registration fees required)
- Other Opportunities as Negotiated

Thank you for participating in the 2017 GRATEFUL GOBBLER WALK!



**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 11/11) (Note: over 4,200 walker T-Shirts in 2016)
- Logo Posted on Website, Facebook and Other Social Media (before 11/11)
- Special Monthly Promotions to Grateful Gobblers (5,000+ including emails and social media) through December 2017)
- 10 Walkers (Comped; no registration fees required)
- Other Opportunities as Negotiated
- Venue Options for Platinum Level Corporate Promotion:
  - Walker Registration (November 22 & 23))
  - Food Venue Thanksgiving Morning
  - Walker Start
  - Water Stop at Route Halfway Point

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

- Signage at Walker Registration/Throughout Event
- Identified as Gold Event Sponsor on all Media Coverage and Print Materials
- Company Logo on Walker T-Shirts (before 11/11) (Note: over 4,200 walker shirts in 2016)
- Logo Posted on Website, Facebook and Other Social Media (before 11/11)
- 5 Walkers (Comped; no registration fees required)
- Other Opportunities as Negotiated

**SILVER EVENT SPONSORS****\$2,500**

- Signage at Walker Registration/Throughout Event
- Identified as Silver Event Sponsor on all Media Coverage and Print Materials
- Company Logo on Walker (before 11/11) (Note: over 4,200 walkers in 2016)
- Logo Posted on Website, Facebook and Other Social Media (before 11/11)
- 3 Walkers (Comped; no registration fees required)
- Other Opportunities as Negotiated

**BRONZE EVENT SPONSORS****\$1,000**

- Name on Walker T-Shirts (before 11/1)(Note: over 4,200 walkers in 2016)
- Signage at Walker Registration/Throughout Event



# 2017 Corporate Sponsorship Commitment

## SPONSOR TYPE:

**Presenting Sponsor**  
\$15,000

**Platinum Sponsor**  
\$10,000

**In Kind Sponsor**

**Gold Sponsor**  
\$5,000

**Silver Sponsor**  
\$2,500

**Bronze Sponsor**  
\$1,000

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](http://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:

**Community Foundation of Greater Chattanooga** (Memo: 2017 Grateful Gobbler)

**\*Checks MUST be made payable to Community Foundation of Greater Chattanooga.**

**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 2017 GRATEFUL GOBBLER WALK!