



Sharing The Love Foundation

presents

11th Annual



FORNEY'S

TurkeyTrax

AUTO SHOW & VETERANS FUN RUN

2018 SPONSORSHIP KIT



What is Turkey Trax?



Be a part of the Veteran's Day Celebration this year!

Join the city of Forney at the

11th Annual Turkey Trax

Auto Show & Veterans Fun Run

Sunday, November 11, 2018

Forney Community Park

Veterans Fun Run ★ 8:00am – 10:00am

Turkey Trax Auto Show ★ 12:00n – 5:00pm

The **Turkey Trax Auto Show** is one of five major events held in the rapidly expanding city of Forney, TX, just a few miles east of Dallas. The city started Turkey Trax in 2007 as a way of bringing the community together and honoring local veterans. Now held annually the second Sunday in November, Turkey Trax rallies hundreds of collector vehicles in many classes including Vintage, Antiques, and Classics as well as Muscle Cars, Mustangs, Corvettes, Trucks, Low-Riders, and more.

In 2015, the city of Forney's Economic Development Corporation board members granted Sharing The Love Foundation (STLF) the opportunity to host and take charge of the event with proceeds benefiting the organization's youth empowerment initiatives. **Sharing The Love Foundation** is a faith-based 501(c)3 nonprofit youth organization. It provides mentoring and development programs for children, youth, and college students in Kaufman County. The programs are designed to enlighten, enrich, and encourage youth to follow their dreams as they pursue higher education.

This year's Turkey Trax falls on Veteran's Day! STLF will once again honor local veterans with a family-friendly **Veterans Fun Run** to be held before the car show festivities. Car show participants and guests will be encouraged to proudly sport their military pride as patriotic themes will be on display throughout the event grounds. Additionally, a portion of the proceeds raised will benefit a local organization for veterans.

Turkey Trax is supported by the City of Forney and hosted by the youth and volunteers of the Sharing The Love Foundation, a 501 (3c) organization.



Sharing The Love Foundation
Youth Empowering Youth

Facts & Demographics



CITY OF FORNEY, TEXAS

- ★ The City of Forney is the **fastest growing city** in Kaufman County and the 10th fastest growing community in the Dallas - Fort Worth metroplex.
- ★ Average household income: **\$105,312** (Forney EDC RSI Jul 2017)
- ★ There are over **6,800 veterans** living in Kaufman county. (2015 US Census)

EVENT HIGHLIGHTS

- ★ **Free event** targeting **families** and men ages 18+
- ★ Estimated Attendance: **4500 people**
- ★ Proceeds raised support local **College Scholarship Fund** and **Veterans**
- ★ Combined Social Media Followers: **8800 followers**
- ★ Over **250 cars** on display, food vendors, music, and **live entertainment**
- ★ Features **silent auction**, local **restaurants**, and dedicated **Kids Zone**



Sponsorship Levels



	TITLE (limit 1)	PLATINUM (limit 2)	GOLD (limit 2)	SILVER (limit 3)	BRONZE (limit 5)
	\$7500	\$5000	\$2500	\$1500	\$500
Presenting sponsor credit in all media	★				
Premium placement in ALL print and online advertising	★				
Logo branding on Main Stage	★				
Main stage speaking opportunity	★				
On-site Activation/sampling approval	★				
20x20 Vendor Booth Space	★				
Premium on-site car entry showcase space	★	★			
Logo/Company mention in all media support including: website, social media, radio, AMC Mesquite 30 Movie pre-show ads, & billboard & regional print outlets	★	★			
Logo/Company mention on all website and social media platforms	★	★	★		
Logo on flyers and posters	★	★	★		
Logo on Fun Run & Auto Show t-shirts	★	★	★	★	
Awarding Sponsor Choice in Car Show	★	★	★	★	
Logo and link on Website	★	★	★	★	★
Main Stage Mentions/Credits	★	★	★	★	★
10x10 Vendor Booth	n/a	★	★	★	★
Swag Bag Product Placement	★	★	★	★	★
STLF Appreciation Award	★	★	★	★	★
Complimentary Car Show T-shirts	5	4	3	2	1
VIP Tent Passes	10	8	6	4	2

Sponsorship Agreement



Submit this form along with a check made payable to Sharing The Love Foundation to the address below. **In-Kind and trade proposal:** Please include a description and estimated value of your barter with this form. Partnerships are subject to board approval. Email: info@forneyturkeytrax.org Call: 469-278-5755

SPONSORSHIP AGREEMENT 11TH ANNUAL FORNEY'S TURKEY TRAX

COMPANY NAME (ADVERTISER): _____
ADDRESS: _____
CITY: _____ ZIP CODE _____
PHONE: _____ EMAIL: _____

Please indicate your level of interest:

PARTNESHIP LEVELS

___ Title \$7500 ___ Platinum \$5000 ___ Gold \$2500
___ Silver \$1500 ___ Bronze \$500 ___ Other/Trade

Other/ Trade: _____ Value: \$ _____

GENERAL TERMS AND CONDITIONS: All Sponsorship Agreements are subject to Sharing The Love Foundation's (herein referred to as the Organizer) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and in the current Sponsorship Rate Card and that this Agreement is subject to all such terms which are expressly made a part of this Agreement.

Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Organizer, and must be received on or before the Sponsorship Closing Date for the applicable issue. **Closing date for all partnerships: Friday, October 12th at 5pm CST.**

The Organizer will schedule, run, and invoice all contracts in possession on the advertising closing date of a scheduled issue. **THE PARTNER/ADVERTISER IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE ORGANIZER.** Partners/Advertisers are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 30 days of receipt of invoice.

The advertiser/sponsor agrees to indemnify and hold harmless Organizer and those with whom Organizer may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

Accepted this _____ day of _____, 2018

Partner/Advertiser:

Sharing The Love Foundation:

Company/Business Name

Representative Signature

Authorized Signature

Representative Name (print)

Sponsor/Advertiser's Name (please print)