

Roadtown Turkey Trot

Saturday, November 22, 2025

Sponsorship Information



The Friends of the M.N. Spear Library are excited to host our 3rd Annual Roadtown Turkey Trot on the Saturday before Thanksgiving



2023 Roadtown Turkey Trot startline

Beginning on Leverett Road in the center of Shutesbury, the 5K course winds through the paved and gravel roads of our hilly town, ending in a big downhill finish at Shutesbury Elementary School. A Kids Fun Run on the school track gives young children a chance to race, too. The morning wraps up with prizes, delicious refreshments, and a Thanksgiving-themed raffle.

The Friends of the Library's goal for this year's Turkey Trot is to raise \$20,000 to create engaging outdoor spaces for our new library. After years of dreaming, community building, planning and fundraising, the new Shutesbury Public Library is scheduled to open in Fall 2025. With your support, we can ensure it opens fully equipped and ready to serve our town.



Construction of our new library is underway!

More than just a building, this library will be a welcoming hub for learning, connection, and discovery. It will include a 50-person community meeting room, display space for new and seasonal materials, and a growing Library of Things—including life vests and paddles for the library's kayak loan program.

Be part of something special—sign on as a sponsor today! Our race draws over 300 participants and spectators from Shutesbury and the wider Pioneer Valley. These are your neighbors, customers, and community members. Sponsor levels are described on the reverse.

Contact

Phone: 413-259-1213
Website: roadtown.org
Email: roadtowntt@gmail.com
Address: PO Box 256, Shutesbury, MA 01072

sponsor here



Sponsorship Levels



Wishbone

Website promotion

Recognition at the Event

Email with business name to over 500 subscribers

\$100 +



Cranberry Sauce

Website promotion

Recognition at the Event

Email with business name to over 500 subscribers

Promotion on social media

\$500 +



Pumpkin Pie

Website promotion

Recognition at the Event

Email with business name to over 500 subscribers

Promotion on social media

1 free race entry

Logo visibility along race route

\$1,000 +



Apple Pie

Website promotion

Recognition at the Event

Email with your business name to over 500 subscribers

Table at the Event

2 free race entries

Logo visibility along race route

Photo op at your business with our Turkey & Moose Mascots, promoted on social media

\$2,500 +



Turkey

Website promotion as a **Main Event Sponsor**

Recognition at the Event

Email with your business name to over 500 subscribers

Table at the Event

4 free race entries

Logo visibility along race route

Photo op at your business with our Turkey & Moose Mascots, promoted on social media

\$5,000 +