

# Roadtown Turkey Trot

## Sponsorship Proposal

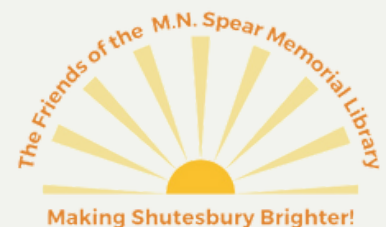
Friends of the MN Spear Memorial Library

Saturday  
November 23, 2024



### Contact

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Website [roadtown.org](http://roadtown.org)  
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## About The Event

As Thanksgiving approaches, the Friends of the MN Spear Memorial Library are excited to host our second annual Turkey Trot! Beginning on Leverett Road, this course will take you through both the paved and dirt roads of hilly Shutesbury. The course ends on a big downhill at the Shutesbury Elementary School. The race will once again attract avid runners and enthusiastic walkers of all ages, and crowds of friends and family to cheer them on—the very people who are your customers and clientele.

Sponsoring the Turkey Trot will bring positive publicity to your organization with your name featured prominently in :

- Press releases to the Hampshire Gazette and Greenfield Recorder
- Social media
- Correspondence with local running clubs
- Publicity provided by libraries throughout Franklin and Hampshire Counties
- Swag bookmarks provided to race participants, friends, family, and spectators.

This exciting event will showcase you, our sponsor, to not just our small town of Shutesbury but to the broader Pioneer Valley Community.

[Click to be a Sponsor](#)

[Register for the race HERE](#)

# Our Vision for our New Library

Built in 1902, the M.N. Spear Memorial Library is a single 900 sq ft room with no running water. We love our current library and it has served us well for the past 120+ years, but we have outgrown it. Today's libraries are so much more than repositories for books. Libraries offer videos and audio books, computers, museum passes, science kits, and spaces for people to meet and work together. While we have managed to meet some of these needs, the current space is woefully inadequate.

Our Library is the heart of our community, offering programs for everyone – from story time for our youngest visitors to fitness classes for seniors – and providing opportunities for community connections for all. We need a bigger library for all of this.

In 2022 we became the fortunate recipients of the one and only Massachusetts Small Library Pilot Grant, which covers 75% of the cost of a new library. Most importantly, 83% of voters supported moving forward with the grant. We have designed our new library and are preparing to break ground in June of 2024!

The Friends of the M.N. Spear Memorial Library have anticipated this moment and have worked hard since 2010 to raise funds for our Town's share of a new library. For over ten years we've hosted bake sales and tag sales, collected deposit recyclables and organized Giving Day appeals, raising \$550,000 from within our small community of under 1,800 residents. We have set a goal of raising \$50,000 by the end of 2024.

We are now looking to our broader community to clear the last hurdle. Please consider supporting us by signing on as a sponsor for our Roadtown Turkey Trot.



Artist rendering of the new Shutesbury Library



## Wishbone

Website promotion

Recognition at the Event

Name on back of race bookmark

Email with business name to over 500 subscribers

**\$250-\$499**



## Cranberry Sauce

Website promotion

Recognition at the Event

Name on back of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

**\$500 +**



## Pumpkin Pie

Website promotion

Recognition at the Event

Logo on front of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

1 free race entry

**\$1,000 +**



## Apple Pie

Website promotion

Recognition at the Event

Logo on front of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

Table at the event

2 free Race Entries

**\$2,500 +**



## Turkey

Website promotion as a main event sponsor

Recognition at the Event

Logo on front of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

Table at the event

4 free Race Entries

**\$5,000 +**



# Thank you for your support!

[Click to be a Sponsor](#)



**Reminder: Logos to be sent in PDF or JPG format to  
[roadtowntt@gmail.com](mailto:roadtowntt@gmail.com)  
no later than October 1, 2024**

## Contact

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