Toluca Lake HOA Presents



SPONSOR PACKAGE







MISSION STATEMENT

The Toluca Lake Turkey Trot & Fall Festival exists to create an inclusive annual tradition where neighbors can connect, families can gather, community organizations can participate, local businesses can engage, and everyone can experience the spirit of Toluca Lake.

OUR HISTORY

For more than a decade, the Toluca Lake Turkey Trot & Fall Festival has grown from a neighborhood race into one of Toluca Lake's most cherished community traditions.

Held each year during the Thanksgiving season, the event continues to set new records in both attendance and funds raised, bringing together residents, families, local businesses, first responders, community organizations, and volunteers for a morning of fitness, fun, connection, and giving back.

What began with the Turkey Trot has evolved into a vibrant community festival featuring the 5K Run, Kids' Run, family activities, food, entertainment and wellness experiences.

Proceeds help advance the mission of the Toluca Lake Home Owners Association while also supporting our charitable partners, LAFD Fire Station 86 and East Valley PALS, strengthening the people and organizations that help make Toluca Lake such a special place.



TOLUCA LAKE

HOMEOWNERS ASSOCIATION



The Toluca Lake Homeowners Association is a volunteer-driven nonprofit organization dedicated to making our neighborhood a welcoming and vibrant place. Together, we strive to foster community spirit and represent the interests of all residents.

Operating entirely through the efforts of passionate volunteers, TLHOA is guided by a board of directors composed of local residents, all of whom are active members of the association. This grassroots leadership ensures that the perspectives and concerns of the community are always at the forefront of decision-making.



WHEN:

Sunday, November 22nd
9:00am - 1:00pm

WHERE:

4444 Riverside Drive
Toluca Lake

SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR - $5000

ONLY 4 AVAILABLE

- Large logo on Stage Backdrop
- Large logo on Event Step & Repeat (2 Step & Rep)
- Large logo on Promotional Banners (3 Banners)
- Vendor booth & premium vendor booth location
- Mile Marker Sign
- Video Social Media Spotlight Announcement
- Social media spotlights with logo
- Stage acknowledgments throughout the event
- 4 Complimentary Race Entries

PARTNER SPONSOR - $2500

ONLY 6 AVAILABLE

- Medium logo on Stage Backdrop
- Medium logo on Step & Repeat (2 Step & Rep)
- Medium logo on Promo Banner
- Vendor booth
- Social media spotlights with logo
- Stage acknowledgments during the event
- 4 Complimentary Race Entries

COMMUNITY SPONSOR - $1000

ONLY 15 AVAILABLE

- Small logo on Stage Backdrop
- Social media spotlights with logo
- Vendor booth
- 4 Complementary Race Entries

DONOR - $500

- Social media spotlights with logo
- 4 Complimentary Race Entries



Silent Auction Opportunities

Support a Beloved Community Tradition

Donate to our silent auction and put your business in front of an engaged, local audience — with featured visibility both at the event and across our online auction platform.

Silent Auction Wishlist

Travel and Recreation: Hotels, resorts, vacation homes, spa packages, golf

Entertainment: Theater, concerts, live shows, premieres, backstage passes

Sporting Events: Dodgers, Rams tickets, meet-and-greets, box seats

Activities & Experiences: Amusement parks, museums, golf, fast passes, adventures

Food and Beverage: Local restaurants, coffee shops, cafes, wine tastings, cooking classes, private chef experiences

Fitness, Health & Beauty: Yoga, pilates classes, massage, facials, cosmetic products, gym memberships

Activities for Kids: Camps, classes, private lessons, arts, music

Collectibles: Celebrity-signed items, memorabilia, rare finds



STAGE BACKDROP

Approximately 8ft by 22ft

STEP & REPEAT

Approximately 8ft by 10ft





PROMOTIONAL BANNER SAMPLE

Approximately 4ft by 10ft

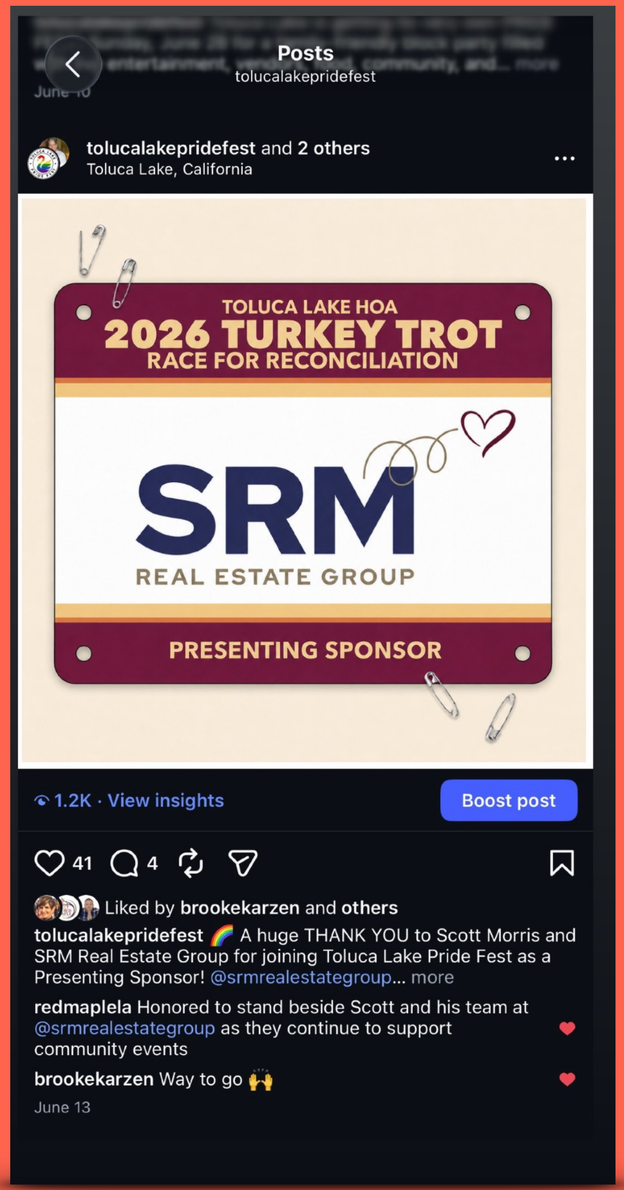


EXHIBITOR BANNER

(ONLY ON SITE DATE OF EVENT)



MILE MARKER



SOCIAL MEDIA SPOTLIGHT



CONTACT INFO
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