

DENTON TURKEY ROLL

BICYCLE RALLY

44th Annual • November 21, 2026 • Denton High School



Funding Request: Marketing Support

Presented to the City of Denton by Denton Breakfast Kiwanis Club

A Denton Tradition — Record-Breaking Success



44 Years Strong

Signature fundraiser of Denton Breakfast Kiwanis Club (est. 1960)



1,000+ Riders in 2025

Biggest turnout yet for the 43rd Annual — record registrations!



Scenic North Texas Routes

8 to 62+ miles • Family-friendly to challenging • Denton & Cooke Counties

What Riders Experience

- ✓ Premium rest stops featuring Raising Cane's & Rudy's BBQ
- ✓ SAG wagon support for safety & mechanical issues
- ✓ Celebration Station at finish with photos & sponsors
- ✓ Official t-shirt & sponsor goodies in every packet
- ✓ Rain or shine event — helmets required for all
- ✓ Easy online registration & convenient packet pickup

Every Ride Supports Denton Children & Families

100% of proceeds from registrations & sponsorships fund local Kiwanis programs



Coats for Kids

Warm coats for students in need each winter



Books

Book giveaways



Beds for Children

Providing safe beds for kids without one



Disaster Relief

Immediate help for local families in crisis



Youth Leadership

Key Clubs in 3 local schools + scholarships



School Support

Back-to-school supplies & ongoing school partnerships

Why the Turkey Roll Matters to Denton



Regional Draw & Tourism

- 1,000+ riders from Denton, DFW metro, and beyond
- Many stay overnight — hotels, restaurants, shops benefit
- Positions Denton as a cycling destination in North Texas



Economic Impact

- Direct spending by visitors on event weekend
- Increased visibility attracts future tourism & events
- Supports local businesses through rider traffic



Community & Quality of Life

- Showcases Denton's active lifestyle & welcoming spirit
- Builds pride through volunteerism & local partnerships
- Aligns with city priorities: health, recreation, economic dev.

Our Marketing Strategy to Grow Impact

Targeted efforts to attract more riders — especially from surrounding cities & states — increasing registrations, sponsorships, and funds for kids.



Bike Shop Outreach

Professional flyers & materials distributed to cycling shops and clubs in surrounding communities



Hotter 'n Hell Promotion

Dedicated presence at Wichita Falls' major cycling event to reach serious riders from across the region



Targeted Digital Ads

Facebook & social ads geo-targeted to surrounding Texas cities and neighboring states to drive registrations



Expanded Reach

Website updates, email campaigns, partnerships with local businesses & cycling organizations

Funding Request: Marketing Partnership

We respectfully request the City of Denton's support to offset costs of our expanded 2026 marketing campaign.

Proposed Use of Funds

- ✓ Flyer design, printing & bike shop distribution
- ✓ Hotter 'n Hell promotional booth, travel & materials
- ✓ Geo-targeted Facebook & digital advertising
- ✓ Additional regional outreach & partnerships

Estimated total marketing investment: \$5,500 – \$7,000

Expected Return on Investment

- ✓ Higher registration numbers & out-of-town visitors
- ✓ Increased funds raised for Denton children's programs
- ✓ Greater brand awareness for Denton as cycling destination
- ✓ Stronger economic activity for local businesses

A direct investment in Denton's kids, economy & reputation

We are requesting \$4,500 – \$5,500 in City partnership funding to maximize the 44th Turkey Roll's reach and community impact.

Thank You

Together, we can make the 44th Annual Turkey Roll the most successful yet —
for our riders, our sponsors, and especially the children of Denton.



Questions? We welcome the opportunity to discuss this partnership further.

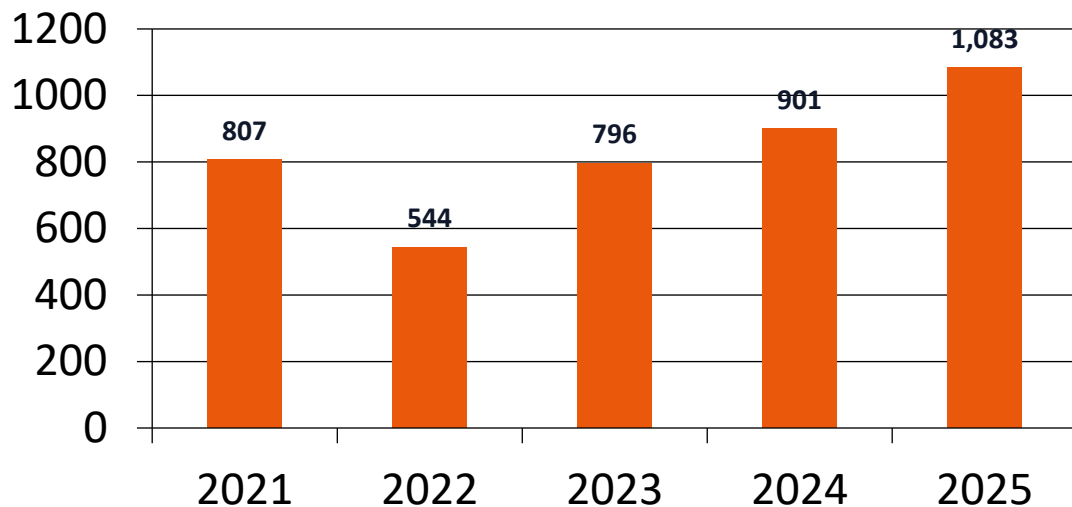
Denton Breakfast Kiwanis Club

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Strong Growth Over the Last 5 Years

Record-Breaking Momentum: 2025 was our biggest year yet with 1,083 riders

Annual Registrations (2021–2025)



1,083 Riders in 2025

New all-time record (+20% YoY)

+99% Growth Since 2022

From 544 (2022) to 1,083 (2025)

10-Year Total: 6,660 Riders

2025 was 62% above 10-yr average