

5K Run
5K/2K Walk



Kids Fun Run
Community Day

■ HONOR THE FALLEN ■

MORE THAN JUST A 5K RACE/WALK

EVENT SPONSORSHIP OPPORTUNITIES

2017

www.officersdown5k.com



Dear Potential Sponsor,

As the Founder of Officers Down 5K, I would like to personally thank you and your company for considering sponsorship.

The Officers Down 5K has expanded into 30 states across America. Since our organization has rapidly grown, we are seeking the support of local and national law enforcement, citizens, community patrons and businesses to sponsor our well known 5K events and community days.

We hope that you will join together with us by sponsoring OD5K. In doing so, you would be supporting our mission and efforts to raise awareness for the officers who selflessly put their lives on the line to protect us. Supporting our mission grants all of us the opportunity to be safe, secure, and prosperous as we strive to maintain our individual pursuit of happiness in this great land we call home.

We anticipate high attendance rates for all upcoming events in 2017. In order to make each event successful, OD5K needs your support. Our sponsors and donors play a key role in the success of Officers Down 5K. Included is our sponsorship packet and other materials for your review. Please make note, you may also customize your sponsorship to fit your company outreach objective.

I am truly appreciative of your time and consideration to become a sponsor. If you have any questions, please contact me directly.

Stay Safe,

TJ Burke

A handwritten signature in black ink, appearing to read "TJ Burke".

Founder of OD5K

Cell: 412.980.0085

Email: tj@officersdown5k.com

STAND TOGETHER. JOIN THE MOVEMENT.

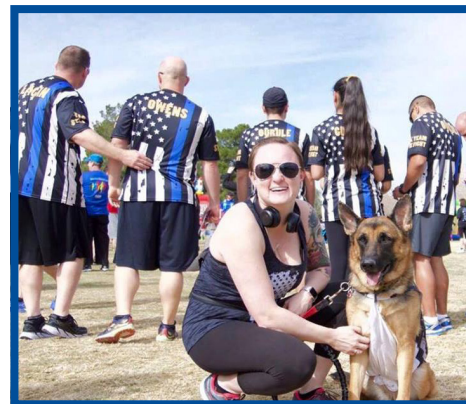
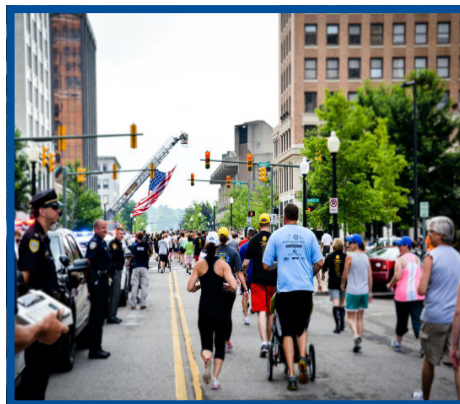
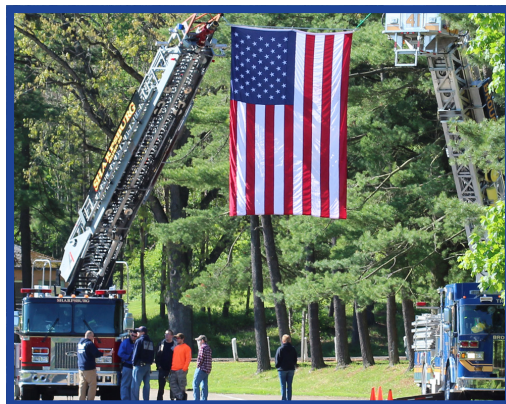


ABOUT OD5K

The Officers Down 5K celebrates officers who put their lives on the line daily to keep our communities safe and honors those who have fallen in the line of duty. While officers give to the community on a daily basis, it is now our time to give back. Founder, T.J. Burke, started his law enforcement career in 2009 and wanted to give back in another way. Burke organized the Officers Down 5K in 2011 with a goal to bring the community together on “just a day” rather than just when an officer is killed, to show support to the men and women in blue.

“After our family paid the ultimate sacrifice when my husband, Officer William Jason Sprague, was killed, I was determined that his death would serve a greater purpose. While researching fundraisers for Jason’s memorial scholarship, I found Officers Down 5k. My goal was to not only raise money to permanently endow our memorial scholarship, but more importantly to remember all officers and families who paid the ultimate price, and to honor officers who continue to protect and serve. I couldn’t have asked for a better team to plan the first ever Officers Down 5k in Texas. The OD5K provided us with outreach and promotion on a national level, but most importantly, they became family. The staff poured their hearts into the race. They cried with us, laughed with us, and remembered and honored with us. It is more than just a 5k, it’s another way we ensure that our heroes never truly die. Every single participant walked away from the race with a better idea of the true cost of an officer’s sacrifice, and hopefully more appreciation for officers.” - Texarkana widow Stephanie Sprague

JOIN THE MOVEMENT!



Previous event cities include:

Cleveland
Pittsburgh
Texarkana
Tupelo
Lehighton
Oil City
Fort Worth
Lawrence County
Fargo
Aitkin
Bismarck
Nowata
Wichita
Las Vegas
McKinney
Grayson County
Denver
Bettendorf
Greenwood
Mountain Pine
Aiken
Richmond
Plano
Youngstown
Joplin
Winfield

In 2016 we had over 35,000 participants in over 20 states and we are expanding into new cities throughout the 2017 year!

The Officers Down 5K
PO BOX 1173 Hermitage, PA 16148
Fax: 724.308.7850



TJ Burke
Founder of the Officers Down 5K
tj@officersdown5k.com

SPONSORSHIP LEVELS

CORPORATE SPONSOR*

- Recognized on event video (when videographer is available) and on event day as Corporate Sponsor of the event
- Premium advertising: i.e. radio slot as featured sponsor (ex: "The OD5K - Event Location, Sponsored by Your Business")
 - Press releases are sent to television, newspapers, radio, blogs, etc. to event location and surrounding areas
- Logo added to event day t-shirt, OD5K website and Facebook event page with direct link to your site
- Display of your business on a 8 x 4 vinyl banner at start/finish line
- Corporate business items (i.e. flyers, discounts, coupons) added to the race day bag to further promote your business
- Twelve (12) free registrations
- Two free event shirts
- Option to have a vendor table at event
- Option to have a guest speaker during opening ceremony

*Please contact TJ Burke (TJ@OfficersDown5K.com) for pricing, details, or custom Corporate Sponsor option.

PLATINUM SPONSOR - \$1,500

- Business logo added to OD5K day-of-event promotional 5 x 3 vinyl banner(s)
- Logo added to event day t-shirt, OD5K website and Facebook event page with direct link to your site
- Eight (8) free registrations
- Option to have a vendor table at event
- May provide promotional materials to be placed in participants goody bags

GOLD SPONSOR - \$800

- Business listed as a Gold Sponsor on event t-shirt (allotted two lines: business name and one additional line of your choice)
- Business logo added to OD5K day of event promotional 5 x 3 vinyl banner(s)
- Logo added to all social media and listed (no logo) as Gold Sponsor on event web page
- Four (4) free registrations
- Option to have a vendor table at event

EVENT PROMO SPONSOR - \$600

- Promote your business by having logo added to OD5K Facebook event page and OD5K official page with direct link to your site
- Promote your business with a vendor table at event (meet and greet with hundreds of race day participants)
- Promote your business by adding swag to event participant goodie bags (coupons, business cards, marketing materials, etc.)
- Six (6) free registrations to give friends and family for OD5K

SILVER SPONSOR - \$300

- Business name listed as sponsor on back of race day t-shirt
- Logo added to all social media and listed (no logo) as Silver Sponsor on event web page
- Two (2) free registrations to give friends and family for OD5K
- Option to have a vendor table at event

BRONZE SPONSOR - \$100 & UP

- Logo added to Facebook event page (ADD YOUR COMPANY NAME LISTED ON EVENT SHIRT FOR AN ADDITIONAL \$75)

POLICE DEPARTMENT/INDIVIDUAL PROUD SUPPORTER - \$50

- Police department, business, or individual will be listed as Proud Supporter on event web page

ADDITIONAL WAYS TO PROMOTE YOUR BUSINESS

VENDOR TABLE - \$200

- Allotted a table for promotion of your business (may provide raffle items and/or tip jar if providing on-site services)
- Business must secure their own banners and table cloth
- Business is responsible for removing banners and clearing table promptly at the end of event

WATER STATION - \$150 (MILE 1 & 2) \$200 (AFTER FINISH)

- 2 stations available during race at mile 1 & 2
- Tables provided
- Ability to promote business with banner and wearing company shirts (any of three locations)
- After finish table \$50 more (may provide branded water bottles and hand out business marketing)
- Some events may only have one water station available during race if race route overlaps



HELP SUPPORT OD5K BY IN-KIND DONATIONS!

- Fruits
- Bagels
- Cookies
- Coffee & condiments
- Gatorade
- Water bottles
- Small plastic cups
- Paper plates
- Napkins
- Plastic utensils
- Entertainment
- Printing services
- Tents
- Table/chairs
- Barricades
- Generators
- Electric carts
- Trash bags/recycling bins

In-Kind Donations continued:

- Portable restrooms
- Raffle prizes
- Ice
- DJ equipment
- Hotel rooms
- Generators

When donating, please indicate how many of each item can be provided. Please package all items in containers that do not need to be returned such as a cardboard box or shopping bag. Please complete the form found on the last page.

DONATE YOUR TIME

The officers Down 5K appreciates any help and support!

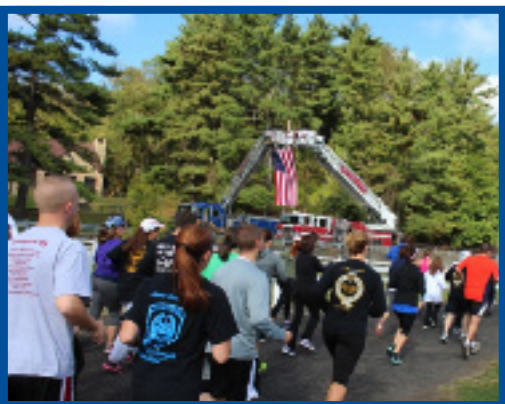
Email Info@OfficersDown5K.com or your event coordinator to see how you can help! Examples of some volunteer work: registrations help, set-up/take-down of event, water stations, road blocks, etc.

EVENT PARTNERSHIPS/SPONSORS

LOCAL PARTNERSHIPS

Officers Down 5K partners with local organizations who support our law enforcement such as, police departments, FOP's, and police wives groups who will spread the word regarding the OD5K being held in their respective towns. OD5K handles all planning and organization leading up to and on the day of the event. As a for-profit event management company, having the ability to partner with charities and non-profit organizations gives Officers Down 5K the opportunity to spread our mission of supporting law enforcement and the honor of assisting charities in raising funds for their cause. Each event may have one or more partnerships. Please email your event coordinator with any additional questions you may have or email info@officersdown5k.com.

MEET SOME OF OUR NATIONAL SPONSORS:





OFFICERS DOWN 5K

SPONSORSHIP REGISTRATION FORM

Visit www.officersdown5k.com for more information, past event photos, and upcoming events!
Be sure to follow the Facebook event page for this particular OD5K event.

Event you are interested in sponsoring (Ex: OD5K - Pittsburgh, OD5K - Las Vegas, etc.): _____

Contact Name: _____

Company Name: _____

Gold/Silver Sponsors Event Shirt Line 1 (how business will be listed): _____

Gold Sponsor Event Shirt Line 2 (Ex: tagline, phone #, website, etc.): _____

Mailing Address: _____

Email: _____

Phone #: _____

Level: (circle your selection) 1. Corporate/Custom (varies) 2. Platinum \$1500 3. Gold \$800 4. Promo \$600 5. Silver \$300 6. Bronze \$100

7. Vendor Table \$200 8. Water Station (Mile 1 or 2 based on availability) \$150 9. Water Station (After Finish) \$200 10. Proud Supporter \$50

Landing page/website address : _____

Vendor Table (free for Silver, Gold, Platinum, Corporate Sponsors/\$200 for all others): yes ☐ no ☐

What will be promoted at your table: _____

In-Kind Donation: _____

How would you like to pay for your sponsorship? Check or money order payable to Officers Down 5K ☐ I would like to pay online ☐

Would you be interested in volunteering for this event? yes ☐ no ☐ If you are, we will contact you with further instructions.

Please complete sponsorship form and mail form and payment to:

**Officers Down 5K
PO Box 1173
Hermitage, PA 16148**

Online payment is available. If online payment is checked, you will receive an email with online payment instructions/link.

Amount Enclosed: \$ _____ If online payment option was checked, please leave amount blank.)

Feel free to contact your Event Coordinator regarding any questions about your sponsorship below or contact the Officers Down 5K by emailing info@officersdown5k.com. **We request you send your company logo in high resolution PDF/JPEG and/or vector format (preferably vector format if logo will be on shirt).** If you are going to be on the website, please include a website link or landing page link you want to direct people to upon clicking your logo in the above form. Feel free to contact the Creative Director (jason@officersdown5k.com) with any questions regarding sponsor logos. **THANK YOU FOR YOUR SUPPORT!**

The Officers Down 5K
PO BOX 1173 Hermitage, PA 16148
Fax: 724.308.7850



TJ Burke
Founder of the Officers Down 5K
tj@officersdown5k.com

RUN FOR THEM



NOT FROM THEM