



## BE A HERO TO OUR FALLEN HEROES FAMILIES BECOME A PARTNER

**Honor the Fallen 5K** is much more than "just another" 5K. HTF5K is a family-friendly, community event where friends of all ages, backgrounds, and abilities join in unity to show their love and support to our families of our Nation's fallen heroes. And also to pay their respects to our military members and first responders, both past and present. HTF5K uniquely fosters patriotism and gratitude where participants wear a Fallen Hero Memorial Bib containing the name of a fallen US service member. Many of the families of the fallen are on hand to meet the participants.



## MEMORIES OF HONOR



We believe our fallen service members and their families deserve to be honored and remembered not just on Memorial Day, but EVERY DAY. Our mission is to make every day Memorial Day by creating living, breathing memorials so no life loss as a result of serving our country is forgotten.

We honor all branches, all dates of death, and ALL loss of life.

# Let's Honor Their Sacrifice Together!

[HONORTHEFALLEN5K.COM](http://HONORTHEFALLEN5K.COM)

[MEMORIESOFHONOR.ORG](http://MEMORIESOFHONOR.ORG)



## WHY HTF5K

HTF5K, situated between Mother's Day weekend and Memorial Day weekend. There is no better time to cover the families of our Nation's heroes in our love and gratitude. Picture this: Your company brand/logo, front and center, etched into the hearts and minds of local and national consumers. Partnering with Memories of Honor & HTF5K will connect your brand to an event that is:

- ★ Family-friendly
- ★ Military centered
- ★ Pet friendly
- ★ and Patriotic to the core

You will walk away knowing that you are making a long-lasting impact in the lives of our Veterans and surviving family members of our fallen warriors. You will feel grateful and honored to know that you made this lasting impact.

**With your support, 100% of the participant's registration fee will go to fund our mission.**

## LOCATION

The Grove, in College Grove, Tennessee is Nashville's premier private club community. The Grove offers exceptional member services and the most comprehensive amenity offering in the Nashville area.

Custom homes from the low \$1.9M's to over \$5.0M

The Grove's 18-hole, par-72 course is the pride of our beautiful community. It is the only Nashville-area course that Greg Norman designed, and has gained a reputation as one of the best private golf courses in all of Middle Tennessee.



**HONORTHEFALLEN5K.COM**

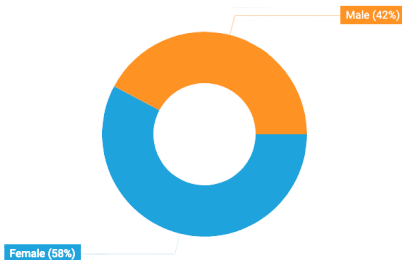
**AMY@MEMORIESOFHONOR.ORG**

**#EVERYDAYISMEMORIALDAY**

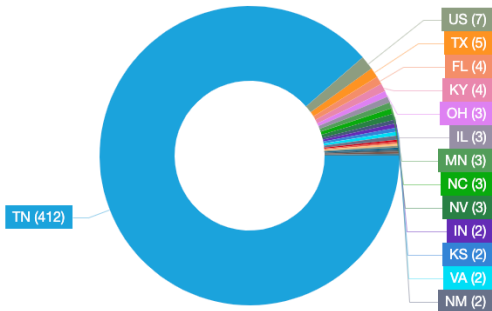


# DEMOGRAPHICS

AGE GROUP	COUNT	PERCENTAGE
Under 18	58	12.47%
Ages (18 - 29)	41	8.82%
Ages (30 - 39)	75	16.13%
Ages (40 - 49)	131	28.17%
Ages (50 - 64)	126	27.1%
Over 65	31	6.67%
Not Set	3	0.65%
Total	465	100%



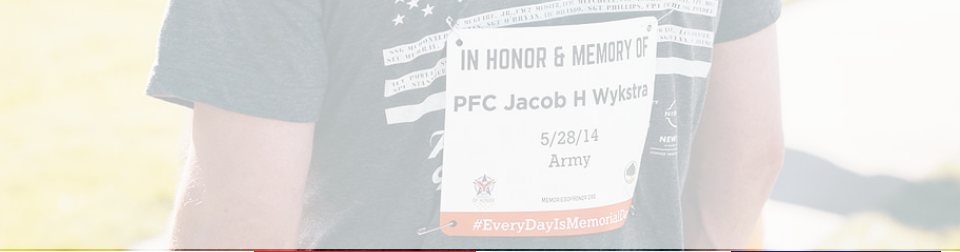
State of Registration



Are you active duty or a military veteran?



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HONOR	HEAL	CONNECT
		
<b>2,200</b>	<b>\$1,200</b>	<b>\$500</b>

## PRE-RACE RECOGNITION

Logo On National Site	✓		
Logo on Email Blasts	✓	✓	✓
Logo On Event Site	✓	✓	✓
Social Media Mentions	✓	✓	

## RACE DAY RECOGNITION

Invitation to include promotional item in race packet.	✓		
Logo on race t-shirt	✓	✓	✓
Recognition during announcements and awards ceremony	✓	✓	✓
Ability to send offers through our site	✓		
Company banner premium location	✓ Near race registration	✓ Near race registration	
Race Registrations	20	10	5



## OTHER PARTNERSHIP OPPORTUNITIES

### WALL OF GRATITUDE



**\$300**

- Signage with company name & logo displayed at the station
- Logo on race registration site
- 2 Registrations included
- **ONLY ONE SPOT AVAILABLE**

### FLAG SPONSOR



**\$200**

- Signage with company name & logo displayed at the station
- Logo on race registration site.
- 1 Registration included
- **ONLY ONE SPOT AVAILABLE**

### WATER STATION



**\$300**

- Signage with company name & logo displayed at the station
- Logo on race registration site
- Option to have your staff work the water station wearing your companies apparel
- 2 Registrations included
- **ONLY ONE SPOT AVAILABLE**

### VOLUNTEER HOSPITALITY



**\$300**

- Signage with company name & logo displayed at the station
- Option to provide snack, drinks, swag to volunteers
- Logo on race registration site.
- 2 Registrations included
- **ONLY ONE SPOT AVAILABLE**

### CHEER STATION



**\$200**

- Signage with company name & logo displayed at the station
- Logo on race registration site.
- 1 Registration included
- **ONLY ONE SPOT AVAILABLE**