



HEROES

5K/10K Memorial Run

Heroes 5K/10K Memorial Run

C/O James Newman
100 2nd Avenue South, Suite 600
St. Petersburg, Florida 33701

(727) 821-6161

HeroesoftheStPetePolice.org

PUBLIC SERVICE ANNOUNCEMENT

THE 5th ANNUAL HEROES 5K/10K MEMORIAL RUN WILL TAKE PLACE FRIDAY, MARCH 24, 2017 AT 6:30 P.M. THE EVENT BENEFITS THE HEROES OF ST. PETE POLICE SUPPORTING OFFICER FAMILIES WITH TRAGEDIES.

The 5th Annual Heroes 5K/10K Memorial Run is taking place at Demens Landing Park, Downtown St. Petersburg Friday Evening, March 24, 2017 with the feature race starting at 6:30 pm. Registration starts at 4:00 pm at Demens Landing located at Bayshore Drive SE and 1st Ave. SE. This is a multi-family oriented event which includes the following events; 5K/10K Run, One Mile Walk, and Kids' Races.

The 5K/10K Chip Timed run routes proceed out to Bayshore Drive S.E. north to the Vinoy, then north on North Shore Drive NE to 13th Avenue NE, the 5K U-turns back to the start/finish line. The 10K continues on Northshore Drive NE, over the Snell Island bridge and after a short distance turns back to the start/finish line. There is also a One Mile Walk north to and on Bayshore Drive S.E. then back. For the under 12 year old participants, the event will be broken down into four heats at Demens Landing Park. The 3 to 4 year old group will run 100 meters; the 5 to 6 year old group will run 200 meters; 7 to 9 year olds will run 400 meters; and lastly 10 to 12 year old group will run 800 meters. All 12 and under participants will receive a finishers medal, and trophies will be awarded to the top three boys and girls in each category. The 5K/10K winners will receive special crafted awards and gift certificates, and age group awards three deep.

Proceeds benefit the Heroes of the St. Pete Police whose mission is to honor St. Petersburg Police officers who have lost their lives in the line of duty and to provide financial support to assist officers and their families during a crisis or tragedy.



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**HEROES OF ST. PETE POLICE, INC.
PRESENTS**

**THE 5TH ANNUAL
HEROES 5K/10K MEMORIAL RUN**

**AT DEMENS LANDING
DOWNTOWN ST. PETE**

MARCH 24, 2017

“To memorialize St. Pete law enforcement heroes who lost their lives to violence, and to support their families who lost their loved ones”

Sponsor Levels Available:

- **\$25,000 Heroes Title Sponsor**
- **\$10,000 Heroes Presenting Sponsor**
- **\$ 5,000 Heroes Bib Sponsor**
- **\$ 3,000 Heroes Badge Sponsor**
- **\$ 2,500 Heroes Team Sponsor**
- **\$ 1,000 Heroes Venue Sponsor**
- **\$ 750 Heroes Water Stop Sponsor (5)**
- **\$ 750 Heroes Mile Marker Sponsor (6)**
- **\$ 500 Heroes T-Shirt Sponsor & Vendor Booth**



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HEROES 'TITLE' SPONSORSHIP \$20,000

HEROES TITLE Sponsorship receives the following:

- Your Business or Organization listed as THE TITLE sponsor on all materials created for The Heroes 5K/10K.
- TITLE sponsor identification in promotional spots, print advertising, and press releases.
- Logo expressed as a THE TITLE sponsor on flyers, banners, signage, and Start/Finish banners.
- TITLE Sponsorship identification of logo on the back of 2,000 official event t-shirts.
- TITLE sponsorship identification on 30,000 color registration forms.
- TITLE sponsorship identification on event inserts included in area running club newsletters.
- TITLE sponsorship identification on event inserts included in local Chamber of Commerce publications.
- Special recognition on www.Fit2Run.com with hot link opportunity.
- Opportunity to display corporate banner, signage and other advertising at event.
- TITLE sponsor identification in all pre-event communication with participants.
- Heroes 5K/10K Entries & T-shirts for your company use.
- Corporate tent opportunity at the pre and post race site.
- Acknowledgement in post race event publicity.
- Opportunity to supply plastic goody bags with your promotional materials.



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HEROES 'PRESENTING' SPONSORSHIP \$10,000

HEROES PRESENTING Sponsorship receives the following:

- Your Business or Organization listed as a major sponsor on all materials created for The Heroes 5K/10K Run
- Presenting* sponsor identification in promotional spots, print advertising, and press releases.
- Logo expressed as a *Presenting* sponsor on flyers, banners, signage, and Start/Finish banners.
- Presenting* Sponsorship identification of logo on the back of 2,000 official event t-shirts.
- Presenting* sponsorship identification on 30,000 color registration forms.
- Presenting* sponsorship identification on event inserts included in area running club newsletters.
- Presenting* sponsorship identification on event inserts included in local Chamber of Commerce publications.
- Special recognition on www.Fit2Run.com with hot link opportunity.
- Opportunity to display corporate banner, signage and other advertising at event.
- Presenting* sponsor identification in all pre-event communication with participants.
- Heroes 5K/10K Entries & T-shirts for your company use.
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HEROES 'BIB' SPONSORSHIP \$5,000

HEROES BIB Sponsorship receives the following:

- Corporate logo imprinted on the commemorative official running bib quantity estimated at 3,500.
- Corporate logo on Bib will be visible to all race and post-race photography.
- Logo on flyers, banners and signage.
- Corporate logo identification on the back of 2,000 official event t-shirts.
- Corporate logo identification on 30,000 color registration forms.
- Special recognition on www.Fit2Run.com with hot link opportunity.
- Corporate tent opportunity at the pre and post-race site.
- Acknowledgement in post race event publicity.
- Opportunity to supply plastic goody bags with your promotional materials.

HEROES 'BADGE' SPONSORSHIP \$3,000

HEROES BADGE Sponsorship receives the following:

- Corporate logo imprinted or associated with event Award category collateral.
- Logo on flyers, banners and signage.
- Corporate logo identification on the back of 2,000 official event t-shirts.
- Corporate logo identification on 30,000 color registration forms.
- Special recognition on www.Fit2Run.com with hot link opportunity.
- Corporate tent opportunity at the pre and post-race site.
- Acknowledgement in post-race event publicity.



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HEROES 'TEAM' SPONSORSHIP \$2,500

HEROES TEAM Sponsorship receives the following:

- Corporate logo or team name imprinted exclusively on commemorative event t-shirt back.
- Shirts complementary to your corporate associates, runners and walkers.
- Logo on flyers, banners and signage.
- Corporate logo identification on the back of 2,000 official event t-shirts.
- Corporate logo identification on 30,000 color registration forms.
- Special recognition on www.Fit2Run.com with hot link opportunity.
- Corporate tent opportunity at the pre and post-race site.
- Acknowledgement in post race event publicity.

HEROES 'VENUE' SPONSORSHIP \$1,000

HEROES VENUE Sponsorship receives the following:

- Extended corporate exhibit and presence at the venue if requested.
- Logo on flyers, banners and signage around the venue.
- Corporate logo identification on the back of 2,000 official event t-shirts.
- Corporate logo identification on 30,000 color registration forms.
- Special recognition on www.Fit2Run.com with hot link opportunity.
- Acknowledgement in post-race event publicity.



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HEROES WATER STOP SPONSOR \$750 (5) AVAILABLE

WATER STOP Sponsorship receives the following:

- Opportunity to have a corporate banner at your water stop.
- Opportunity to staff your own water stop or volunteers will be provided.
- Corporate logo included on back of the 2,000 official event T-shirts.
- Opportunity to staff a table/canopy to connect with the participants and distribute samples and promotional materials.
- Acknowledgement on the Fit2Run web site and in post-event publicity.
- Ownership of a marketing booth at the venue to connect with the participant's

HEROES MILE MARKER SPONSOR \$750 (6) AVAILABLE

MILE MARKER Sponsorship receives the following:

- Corporate logo on a mile marker.
- Corporate logo on a mile marker approach sign.
- Corporate logo included on the back of the 2,000 official event shirts.
- Opportunity to display corporate signage at the event.
- Opportunity to staff a table/canopy to connect with the participants and distribute samples and promotional materials.
- Acknowledgement on the Fit2Run web site and in post-event publicity.
- Ownership of a marketing booth to connect with the participant's.

HEROES T-SHIRT SPONSOR \$500 & VENDOR BOOTH

T-SHIRT Sponsorship receives the following:

- Corporate logo on the back of the 2,000 event T-shirts.
- Ownership of a marketing booth for sampling and to connect with participants, plus distribute promotional literature.



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INVOICE

 (Name) (Title)

Of _____
 (Organization or Business) (Phone)

E-Mail _____

Agree to be a sponsor to The Heroes 5K/10K Memorial Run

5K/10K Event as _____
 (Level of Sponsorship)

Amount of \$ _____

Payable to: Heroes of St. Pete Police, c/o James Newman
 Heroes of St. Pete Foundation is tax exempt under section 501(c) (3)
 of the revenue service tax code

 Signed (Sponsor) (Heroes of St. Pete Police Representative) Date

Please email your logo in a JPEG/EPS file to: deb@bell.graphics

Please return this form to:
 James Newman, President
 Heroes of the St. Pete Police, inc.
 Gregory, Sharer & Stuart CPA's
 100 Second Avenue S. #600
 St. Petersburg, FL 33705

(727) 821-6161 ext, 230 | FAX (727) 822-4573