

# L.E.A.D.<sup>®</sup>

LAW ENFORCEMENT AGAINST DRUGS & VIOLENCE

**2ND ANNUAL** **2021**  
5K RUN/WALK



## PROTECT OUR COMMUNITIES

### State Platinum Sponsor \$50,000

#### ALL THE BENEFITS BELOW PLUS:

- Industry exclusivity and first right of refusal.
- Walk Day speaking opportunity for company representative.
- Choice of exclusive tent host at Start/Finish or host a 10'x20' space in a L.E.A.D tent with custom signage.
- Social Media recognition at all events.
- Mile marker "Thank You" signs with logo along the race route.
- Total of 20 complimentary 5K/Walk entries for team members and 8 VIP packages\* at all events.

### State Gold Sponsor \$25,000

#### ALL THE BENEFITS BELOW PLUS:

- Company name or logo on L.E.A.D.-related publications, communications, materials, and promotions including press releases, flyers/posters, L.E.A.D. emails, and post-event Thank You cards.
- Opportunity to use L.E.A.D logo in company ads/promotions through May 2021.
- Year-round recognition as a major donor on the Affiliate website.
- Quote included in Protect Our Community Walk event press release.
- Opportunity to create your own exclusive participant interaction experience on the walk site.
- Walk Day opportunity to host a customized tent at the Start/Finish area (walker tent, registration tent, Information tent, Mission/Advocacy tent).
- Total of 15 complimentary 5K/Walk entries for team members & 6 VIP packages\* at all events.

### State Silver Sponsor \$10,000

- Opportunity to provide offers/promotions to L.E.A.D participants on-site via one of our existing event tents/areas.
- Inclusion in day-of media interviews and media talking points, as possible.
- Dedicated Facebook post highlighting partnership, include tag, photo/video (2 total).
- Premiere logo presence and link to partner website in thank you block in L.E.A.D walk emails.
- Partner included in market-level press release about Protect Our Community Walk.
- Use of L.E.A.D branded social media assets on partner sites including memes, photos, and videos.
- Company name on Protect Our Community Walk flyers/posters, emails, and L.E.A.D website.
- Company signage displayed at both start and finish line, as well as throughout the route (provided by sponsor).
- Host a 10'x10' footprint in the walk or after party area with recognition during walk day announcements.
- Total of 10 complimentary 5K/Walk entries for team members and 4 VIP Packages\* at all events.

### State Bronze Sponsor \$5,000

- Opportunity to provide offers/promotions to L.E.A.D participants on-site via one of our existing event tents/areas.
- Company name on Protect Our Community Walk flyers/posters, emails, and L.E.A.D website.
- Host a vendor booth in the after-party area.
- Total of 5 complimentary 5K/Walk entries for team members and 2 VIP Packages\* at all events.
- Company signage displayed at both start and finish line (provided by sponsor).
- Inclusion in day-of media interviews and media talking points, as possible.
- Partner included in market-level press release about Protect Our Community Walk.
- Inclusion in sponsor thank you block in L.E.A.D local email, as well as all local L.E.A.D emails.
- Use of L.E.A.D branded social media assets on partner sites including memes, photos, and videos.

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## PROTECT OUR COMMUNITIES

### Local Business Gold Sponsor \$5,000

- Opportunity to provide offers/promotions to L.E.A.D participants on-site via one of our existing event tents/areas.
- Company name on Protect Our Community Walk flyers/posters, emails, and L.E.A.D website.
- Opportunity for promotional/special-offer co-branded campaign on L.E.A.D. and partner digital assets.
- Quote included in Protect Our Community Walk event press release.
- Dedicated Facebook post highlighting partnership, include tag, photo/video (2 total).
- L.E.A.D. Event webpages Thank You block with partner tag (Facebook, Instagram, Website, MobileCause).
- Customizable team page with partner logo, personalized introduction text, and up-to-date team status.
- Total of 5 complimentary 5K/Walk entries for team.
- Premiere logo presence and link to partner website in thank you block in L.E.A.D walk emails.
- Company signage displayed at both start and finish line, as well as throughout the route (provided by sponsor).
- Inclusion in day-of media interviews and media talking points, as possible.
- Partner included in market-level press release about Protect Our Community Walk.
- Inclusion in sponsor thank you block in L.E.A.D local email, as well as all local L.E.A.D emails.
- Use of L.E.A.D co-branded social media assets on partner sites including memes, photos and videos.

### Local Business Silver Sponsor \$1,000

- Opportunity to provide offers/promotions to L.E.A.D participants on-site via one of our existing event tents/areas.
- Opportunity for promotional/special-offer co-branded campaign on partner digital assets.
- Company signage displayed at both start and finish line (provided by sponsor).
- Total of 2 complimentary 5K/Walk entries for team.
- Premiere logo presence and link to partner website in thank you block in L.E.A.D walk emails.
- Partner included in market-level press release about Protect Our Community Walk.
- Inclusion in sponsor thank you block in L.E.A.D local email, as well as all local L.E.A.D emails.
- Use of L.E.A.D branded social media assets on partner sites including memes, photos, and videos.

### Local Business Bronze Sponsor \$500

- Opportunity to provide offers/promotions to L.E.A.D participants on-site via one of our existing event tents/areas.
- Company signage displayed at finish line (provided by sponsor).
- Partner included in market-level press release about Protect Our Community Walk.
- Inclusion in sponsor thank you block in L.E.A.D local email, as well as all local L.E.A.D emails.
- Use of L.E.A.D branded social media assets on partner sites including memes, photos, and videos.

**For more information, or to register,  
visit [www.leadrugs.org/lead-walk](http://www.leadrugs.org/lead-walk)**

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**PROTECT OUR COMMUNITIES**

**L.E.A.D. Second Annual 5K Run/Walk**  
**October 2<sup>nd</sup>, 2021 and October 16<sup>th</sup>, 2021**

**Sponsorship Opportunities**

Corporation: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Daytime Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Walk to Support: Asbury Park \_\_\_\_\_ Overpeck County Park \_\_\_\_\_

**PLEASE CIRCLE SPONSORSHIP (We can customize – In Kind Donations and Services count toward sponsorships!)**

State Platinum Sponsor	\$50,000
State Gold Sponsor	\$25,000
State Silver Sponsor	\$10,000
State Bronze Sponsor	\$5,000
Local Business Gold Sponsor	\$5,000
Local Business Silver Sponsor	\$1,000
Local Business Bronze Sponsor	\$500
In Kind Services	_____

PAYMENT ENCLOSED \_\_\_\_\_