



2021

Footrace for the

Fallen 5K

Sponsorship Opportunities



October 3, 2021
409 Valley Street, Manchester, NH

To benefit the Manchester Police Athletic League



Manchester Police Athletic League Footrace for the Fallen 5K

Race Co-Directors
Officer Ryan Hardy
Det. Justin Breton



On October 3, 2021, the Manchester Police Athletic League and Manchester Police Department will host the 15th Annual Footrace for the Fallen 5K memorial road race. This event honors the memory and sacrifice of Manchester and all New Hampshire police officers killed in the line of duty.

Proceeds from the race directly benefit the Manchester Police Athletic League (MPAL), which works to build positive relationships between at-risk youth and members of the Manchester Police Department by offering free programming geared toward teaching responsibility, accountability, discipline, and respect.

This race has encountered growing success since its inception. We anticipate approximately 900 participants this fall. We and our volunteers work very hard to put on high-quality events that bring participants back year after year.

However, our success also depends on the generosity of our sponsors. In return, sponsors are recognized on any number of mediums that celebrate their commitment to the community. Our sponsorship packages can be customized to meet your needs.

Any donated amount will perpetuate the continued success of the race and help ensure at-risk youth have a safe haven that fosters personal growth and community service. The Manchester Police Athletic League is a registered 501(c)3 non-profit with the State of NH and our tax id number is available should you need it for your records.

Please consider sponsoring this event and feel free to contact us at any time if you require any additional information. We also encourage you to view more race information and photos of past events online at www.FootraceForTheFallen.org.

We greatly appreciate your time and consideration.

Sincerely,

Officer Ryan Hardy
Race Co-Director
Manchester Police Athletic League
603-486-3399
rhardy@manchesternh.gov

Justin L. Breton
Race Co-Director
Detective, Investigative Division
Executive Director, Critical Incident Management Team
Manchester Police Department
603-792-5509
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Manchester Police Athletic League
409 Beech Street
Manchester, NH 03103

www.FootracefortheFallen.org

Facebook @FootraceForTheFallen



Manchester Police Athletic League

Mission

The Manchester Police Athletic League (MPAL) is a center city organization that brings cops and kids together through athletic, educational, and enrichment opportunities to build champions in and out of the gym.

MPAL partners with the Manchester Police Department and all programs are 100% free.

Values

Connecting Cops & Kids

MPAL is dedicated to connecting police officers with community youth to foster positive relationships and community connectedness.

Building Champions

MPAL strives to provide positive role models, expert coaching and a safe environment to build champions in and out of the gym.

Bringing the Community Together

MPAL works in conjunction with local businesses, nonprofits, and academic institutions to broaden our reach and strengthen our network of support.

Developing Youth

MPAL helps participants become contributing members of the community by teaching the values of respect, responsibility, accountability, and the importance of giving back.

Athletic and Enrichment Programs

Aikido | Ambassadors | Arm Wrestling | Boxing | Cooking | Judo | Lifeskills | Wrestling | More



What's required to join MPAL?

MPAL participants must:

Be between ages of 5-18

Be attending school

Be willing to maintain good grades

Be devoted to working hard

Have a desire to succeed

Have a desire to learn leadership skills



Visit www.ManchesterPoliceAthleticLeague.org for more information.

Follow Us @MPAL409BEECHST



2021 Footrace for the Fallen
Sponsorship Opportunities 2



Race Overview

Date: Sunday, October 3, 2021

Location: Start in front of the Manchester Police Department (405 Valley Street, Manchester, NH) and end inside Gill Stadium (396 Valley Street, Manchester, NH)

Time: 5K timed road race commences at 10:15 am. Registration begins inside Gill Stadium at 8:30 am. The after party begins immediately following the race.

Race Fees: \$30 (Ages 18+), \$25 (Ages 17 and under) in advance; \$35 (Ages 18+), \$30 (Ages 17 and under) day-of

Race Swag: The first 500 registrants receive a free race shirt. Additional race shirts are also available for purchase.

Course/Timing: Timing will be handled by Total Image Running. The course map is available online at www.FootraceForTheFallen.org.

After Party: Food, awards, beer (21+), and fun activities!



Sponsorship Opportunities

Chief Level - \$15,000 ---1 Available

- Logo on all pre-event printed or electronic information
- Logo/recognition on all MPAL/FFTF social media*
- Hourly verbal recognition from announcement table
- Opening ceremony recognition
- Opportunity to set up a business information table at the event
- Logo on website
- Logo on shirts - top, most prominent logo
- 30 free registrations (discount code for additional registrations)
- Mentioned in radio ad
- Logo on the finish line
- Opportunity to hold the finish line
- Logo on race bibs
- Opportunity to put banners on registration tents and beer garden
- Footrace for the Fallen Presented by [Your Company]

Captain Level - \$7,500 ---1 Available

- Logo on all pre-event printed or electronic information
- Logo/recognition on all MPAL/FFTF social media*
- Hourly verbal recognition from announcement table
- Opening ceremony recognition
- Opportunity to set up a business information table at the event
- Logo on website
- Logo on shirts - top, most prominent logo
- 30 free registrations (discount code for additional registrations)
- Mentioned in radio ad
- Logo on the finish line
- Opportunity to hold the finish line
- Logo on race bibs

Lieutenant Level - \$5,000 ---Unlimited

- Logo on all pre-event printed or electronic information
- Logo/recognition on all MPAL/FFTF social media*
- Hourly verbal recognition from announcement table
- Opening ceremony recognition
- Opportunity to set up a business information table at the event
- Logo on website
- Logo on shirts
- Discount code for registrations
- Mentioned in radio ads

Sergeant Level - \$1,000 ---Unlimited

- Logo on all pre-event printed or electronic information
- Logo/recognition on all MPAL/FFTF social media*
- Hourly verbal recognition from announcement table
- Opening ceremony recognition
- Opportunity to set up a business information table at the event
- Logo on website
- Logo on shirts
- Discount code for registrations

Officer Level - \$500 --- Unlimited

- Logo and recognition on all MPAL/FFTF social media*
- Opportunity to set up a business information table at the event
- Logo on website
- Logo on shirts
- Discount code for registrations

Mid-Race Water Stop - \$500 --- 1 Available

Finish Line Water Table - \$500 --- 1 Available

- Logo and recognition on all MPAL/FFTF social media*
- Logo on website
- Logo on shirts
- Banner/sign at the water stop

Recruit Level - \$250 --- Unlimited

- Logo and recognition on all MPAL/FFTF social media*
- Logo on website
- Logo on shirts
- Discount code for registrations

Mile Marker - \$250 --- 2 Available

- Logo and recognition on all MPAL/FFTF social media*
- Logo on website
- Company logo above a mile marker sign

In-Kind Donations

- We are looking for in-kind donations of: food, activities for the after party, prizes for fundraisers, and more. Interested? We will design a sponsorship package to fit your needs!

*5,000+ followers combined. Accounts are: @FootracefortheFallen (Facebook) and @MPAL409BEECHST (Facebook, Twitter, & Instagram)



Sponsorship Form

Name of Sponsor: _____

Contact Name: _____

Contact Address: _____

Phone: _____

Email: _____

Website: _____

Facebook Page: _____

Twitter Handle: _____

Instagram Handle: _____

Sponsorship Level (please check one)

☐ Chief (\$15,000)

☐ Captain (\$7,500)

☐ Lieutenant (\$5,000)

☐ Sergeant (\$1,000)

☐ Officer (\$500)

☐ Water Stop (\$500)

☐ Recruit (\$250)

☐ Mile Marker (\$250)

☐ In-Kind Donation (please specify) _____

Approx. Value \$ _____

Signature: _____ Date: _____

Sponsors that receive free and/or discounted registrations will receive a code once this form and payment have been received.

Please send a high-resolution file of your logo to Ryan Hardy at rhardy@manchesternh.gov.
Logos must be received by Friday, August 27th to be included on the t-shirt.

Please make checks payable to: Manchester Police Athletic League, 409 Beech Street, Manchester, NH 03103

