



# **2023**

# **Footrace for the**

# **Fallen 5K**

## **Sponsorship Opportunities**



October 1, 2023  
405 Valley Street, Manchester, NH

To benefit the Manchester Police Athletic League



# Manchester Police Athletic League Footrace for the Fallen 5K

*Race Director*  
Sergeant Ryan Hardy  
Detective David Lisboa



On October 1, 2023, the Manchester Police Athletic League and Manchester Police Department will host the 17th 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, discipline, respect and community. MPAL strives to create healthy, confident and productive citizens. For more on the Manchester Police Athletic League visit us online at <https://www.manchesterpoliceathleticleague.org>.

This race has encountered growing success since its inception. We anticipate approximately 500 participants this fall. We and our volunteers work very hard to put on a high-quality event 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 good health, 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 at <https://www.facebook.com/FootraceForTheFallen>.

We greatly appreciate your time and consideration.

Sincerely,

Holly Horst  
Development and Marketing Director  
Manchester Police Athletic League  
603-548-4801  
[hhorst@manchesterpoliceathleticleague.org](mailto:hhorst@manchesterpoliceathleticleague.org)

Manchester Police Athletic League  
409 Beech Street  
Manchester, NH 03103

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 healthy, confident, productive citizens.

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 community.

## Athletic and Enrichment Programs

Aikido | Ambassadors | Boxing | Cooking | Court Diversion | Girls Empowerment & Movement | Lifeskills | Skateboarding | Wrestling | Baton Twirling | More



## What's required to join MPAL?

MPAL participants must:

Be between ages of 5-18

Be attending school

Be devoted to working hard

Have a desire to succeed

Have a desire to learn leadership skills



**Visit [www.ManchesterPoliceAthleticLeague.org](http://www.ManchesterPoliceAthleticLeague.org) for more information.**

**Follow Us @MPAL409BEECHST**



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## Race Overview

**Date:** Sunday, October 1, 2023

**Location:** Start in the rear 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 in the Manchester Police Department parking lot at 8:30 am. The after party begins immediately following the race inside Gill Stadium.

**Race Fees:** \$35 (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 <https://www.facebook.com/FootraceForTheFallen>.

**After Party:** Food, beverages (21+ for alcohol), awards!



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# Sponsorship Opportunities

## Chief Level - \$15,000 ---1 Available **SOLD**

- Logo on all pre-event printed or electronic information
- Logo/recognition on all MPAL/FFTF social media\*
- Repeated 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 **SOLD**

- Logo on all pre-event printed or electronic information
- Logo/recognition on all MPAL/FFTF social media\*
- Repeated 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 - prominent placement
- 20 free registrations (discount code for additional registrations)
- 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\*
- Repeated 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

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

- Logo on all pre-event printed or electronic information
- Logo/recognition on all MPAL/FFTF social media\*
- Opening ceremony recognition
- Logo on website
- Logo on shirts
- Discount code for registrations

## Officer Level - \$500 --- Unlimited

- Logo and recognition on all MPAL/FFTF social media\*
- Logo on website
- Logo on shirts

## Mile Marker - \$350 --- 2 Available

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

## Mid-Race Water Stop - \$750--- 1 available

## Finish Line Water Table - \$750 --- 1 available

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

## Recruit Level - \$250 --- Unlimited

- Logo and recognition on all MPAL/FFTF social media\*
- Logo on website

## 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)



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# 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) **SOLD**

☐ Lieutenant (\$5,000)

☐ Sergeant (\$1,000)

☐ Officer (\$500)

☐ Mile Marker (\$350)

☐ Water Stop (\$750)

☐ Recruit (\$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 Holly Horst at [hhorst@manchesterpoliceathleticleague.org](mailto:hhorst@manchesterpoliceathleticleague.org)  
Logos must be received by Tuesday, August 22nd to be included on the t-shirt.

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

