



JOIN US

IN HONORING FALLEN HEROES

NUMBERS AT A GLANCE

25,000+

National Police Week visitors

3,000+

runners and their families including senior leaders / command staff from federal and metro-DC agencies

2019 ODMP REACH

4.8M

unique web visitors

8.4M

website visits

8M

LODD emails sent

45K

Reflections published

106K

mobile app users

3.8M

mobile app sessions

634K

Social media followers

Each year in the week surrounding National Peace Officers Memorial Day, over 25,000 law enforcement officers and their families visit Washington, D.C. to honor fallen law enforcement heroes. On Saturday, May 9th, 2020, the 14th annual National Police Week 5K (NPW5K) will be held in downtown D.C. to kick off Police Week. The NPW5K not only raises awareness of law enforcement line of duty deaths and pays tribute to those who have made the ultimate sacrifice, it also generates funds for the Officer Down Memorial Page (ODMP) and Concerns of Police Survivors (C.O.P.S.), two organizations that honor fallen officers and provide support to their survivors. Last year's event raised more than \$100,000 for these organizations.

Statistics over the last decade show that on average 157 officers are killed in the line of duty each year. The Officer Down Memorial Page pays tribute to each of those heroes and is ranked as one of the top five law enforcement websites in the United States. ODMP also partners with organizations that provide free bulletproof vests to officers, honors the hundreds of K9 officers who have sacrificed their lives in the line of duty, and works with initiatives like Below 100 that aim to improve officer safety and awareness.

The National Police Week 5K is attended by 2,750+ runners annually from all over the U.S. and around the world. The virtual NPW5K option, which allows participants to run their own race wherever they are in support of those who gave their lives in the line of duty, adds several hundred additional participants to this event each year.

Sponsorship of the National Police Week 5K is an ideal way to demonstrate your support for the law enforcement community and to promote your organization to a wide audience of like-minded supporters. Sponsors and donors are recognized on the NPW5K event website and all outgoing event communications, and are also featured in the Officer Down Memorial Page newsletter and on ODMP's social media sites, which have a combined audience of more than 634,000 people. The following page outlines the possible 2020 sponsorship opportunities. Thank you very much for your consideration, and we hope that we can count on your support.

NATIONAL POLICE WEEK 5K

SPONSORSHIP OPPORTUNITIES

MEDAL LEVEL (\$20,000)

- Logo (1-color) placed on 3,000+ finisher medals
- Display three (3) 3ft x 8ft banners near the finish line and awards stage
- Logo (1-color) placed on 3,000+ runner's shirts
- Company / organization mentioned as medal sponsor from Main Stage
- Promotional materials (supplied by sponsor) inserted in 3,000+ race packets
- Logo displayed on event website, event emails, and on the ODMP and NPW5K Facebook pages

FINISH LINE LEVEL (\$15,000)

- Logo placed on two (2) main start / finish line banners
- Display two (2) 3ft x 8ft banners near the finish line and awards stage
- Logo (1-color) placed on 3,000+ runner's shirts
- Company / organization mentioned as finish line sponsor from Main Stage
- Promotional materials (supplied by sponsor) inserted in 3,000+ race packets
- Logo displayed on event website, event emails, and on the ODMP and NPW5K Facebook pages

BIB LEVEL (\$7,500)

- Logo placed on 3,000+ runner's bibs
- Display one (1) 3ft x 8ft banner near the finish line and awards stage
- Logo (1-color) placed on 3,000+ runner's shirts
- Company / organization mentioned as bib sponsor from Main Stage
- Promotional materials (supplied by sponsor) inserted in 3,000+ race packets
- Logo displayed on event website, event emails, and on the ODMP and NPW5K Facebook pages

BANNER LEVEL (\$2,500)

- Display one (1) 3ft x 8ft banner near the finish line and awards stage
- Company / organization mentioned as banner sponsor from Main Stage
- Promotional materials (supplied by sponsor) inserted in 3,000+ race packets
- Logo displayed on event website, event emails, and on the ODMP and NPW5K Facebook pages

WATER SIGN LEVEL (\$1,000)

- Display two 3 ft x 5 ft signs at the race course water stations
- Promotional materials (supplied by sponsor) inserted in 3,000+ race packets
- Logo displayed on event website, event emails, and on the ODMP and NPW5K Facebook pages

PACKET LEVEL (\$500)

- Promotional materials (supplied by sponsor) inserted in 3,000+ race packets
- Logo displayed on event website, event emails, and on the ODMP and NPW5K Facebook pages

+SHIRT ADD-ON (\$2,500)

Add logo (1-color) to be placed on 3,000+ runner's shirts to any sponsorship level listed above

CUSTOMIZED SPONSOR

Contact our event coordinator to custom build a sponsorship that best fits your needs

*Sponsor logos to be placed on shirts, banners, medals, and / or bibs must be provided in both a full and a 1-color vector format by **March 10, 2020**.*

CONTACT

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