



# JOIN US

## IN HONORING FALLEN HEROES

### NUMBERS AT A GLANCE

**2,100+**

virtual runners

**6**

countries represented

**600,000+**

ODMP Facebook followers

**6,600+**

NPW5K Facebook followers

**48,000+**

ODMP email subscribers

**7,400+**

NPW5K email subscribers

### 2020 ODMP REACH

**11.8M**

website visits

**9.3M**

LODD emails sent

**54,000K**

Reflections published

**70,000K**

mobile app users

Each year during National Police Week in May, the Officer Down Memorial Page hosts the National Police Week 5K (NPW5K), bringing together thousands of law enforcement supporters to run or walk in honor of the 24,000+ officers who have given their lives in the line of duty in U.S. history.

The NPW5K not only raises awareness of law enforcement line of duty deaths and pays tribute to those who have died in the line of duty, 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.

Although the NPW5K is normally centered in Washington D.C., the event has a virtual component with a broad national and international reach; each year thousands of participants join the Virtual Team from almost every state in the country and from countries around the world.

Two months prior to last year's event, the National Police Week 5K was converted into a fully virtual event as a result of the COVID-19 pandemic. Over 2,000 participants came together in their communities to run or walk in support of this inspirational event, and we expect even more support in 2021.

The 15th Annual NPW5K will take place on Saturday, May 15th and, in keeping with anticipated public health guidelines, will once again be a fully virtual event. While our in-person event has a max capacity, our virtual event does not! We plan on making the 2021 5K our most successful yet.

Sponsorship of the NPW5K is an ideal way to demonstrate your support for the law enforcement community and to promote your organization to police supporters across the globe. Sponsors and donors are recognized on the NPW5K website, communications, and on the Officer Down Memorial Page newsletter and social media sites as well. The following page outlines the possible 2021 sponsorship opportunities. After one of the deadliest years in law enforcement history, your support matters to ODMP's supporters. Thank you for your consideration, and we hope that we can count on your support.

# NATIONAL POLICE WEEK 5K SPONSORSHIP OPPORTUNITIES

## SHIRT SPONSOR (\$20,000)

Sponsor payment and artwork due by February 15, 2021

- Logo (1-color) printed on event shirt sleeve
- Company listed as featured sponsor on NPW5K homepage
- Company highlighted in NPW5K "thank you" website pop-up for a duration of 10 days
- Company featured in 5 NPW5K social media posts

## MEDAL SPONSOR (\$15,000)

Sponsor payment and artwork due by February 1, 2021

- Logo (2-color) engraved on participant medals
- Company / organization listed as featured sponsor on NPW5K homepage
- Company highlighted in NPW5K "thank you" website pop-up for a duration of 7 days
- Company featured in 4 NPW5K social media posts

## SHIPPING SPONSOR (\$10,000)

Sponsor payment and artwork due by February 15, 2021

- Logo (full color) printed on all virtual mailer bags
- Company / organization listed as featured sponsor on NPW5K homepage
- Company highlighted in NPW5K "thank you" website pop-up for a duration of 5 days
- Company featured in 3 NPW5K social media posts

## PAA PATCH SPONSOR (\$7,500)

Sponsor payment and artwork due by February 15, 2021

- Company name embroidered on Project Active Armor patches used to raise awareness for LEO protective gear
- Company highlighted in NPW5K "thank you" website pop-up for a duration of 3 days
- Company featured in 2 NPW5K social media posts

## BIB SPONSOR (\$5,000)

Sponsor payment and artwork due by February 15, 2021

- Logo (full color) printed on all runner bibs

## EMAIL SPONSOR (\$2,500)

Sponsor payment and artwork due by May 1, 2021

- Company / organization featured in standalone email (graphics supplied by sponsor) to the full NPW5K mailing list within 2 weeks of event

## HASHTAG SPONSOR (\$1,000)

Sponsor payment and artwork due by April 15, 2021

- Logo / company name listed on all social media 5K hashtag contest promos
- Company / organization listed as sponsor on NPW5K homepage

## PACKET SPONSOR (\$500)

Sponsor payment and artwork due by March 1, 2021

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

## CUSTOMIZED SPONSOR

Contact our event coordinator to custom build a sponsorship in any amount that best fits your needs.

### ALL SPONSOR LEVELS INCLUDE

- Promotional materials (supplied by sponsor) included in all race packets
- Logo on event website, in event emails, and on the ODMP and NPW5K social media pages