



JOIN US

IN HONORING FALLEN HEROES

NUMBERS AT A GLANCE

2,000+

runners

6

countries represented

600,000+

ODMP Facebook followers

6,600+

NPW5K Facebook followers

48,000+

ODMP email subscribers

7,400+

NPW5K email subscribers

2021 ODMP REACH

9.7M

website visits

9.3M

LODD emails sent

45,000K

Reflections published

287,000K

mobile app users

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. In 2022, the 16th annual National Police Week 5K (NPW5K) will be held in the D.C. metro area during 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 law enforcement websites in the United States. ODMP also partners with organizations that provide free bulletproof vests to officers, honors the hundreds of police canines 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 over 2500 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 LEOS and supporters. The following page outlines the possible 2022 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

SHIRT SPONSOR (\$20,000)

Sponsor payment and artwork due by February 18, 2022

- Logo (1-color) printed on event shirt
- 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 18, 2022

- 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 18, 2022

- 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 18, 2022

- 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 18, 2022

- Logo (full color) printed on all runner bibs

EMAIL SPONSOR (\$2,500)

Sponsor payment and artwork due by May 1, 2022

- 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, 2022

- 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, 2022

- 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