

BACK THE BLUE 5K

UNITING LAW ENFORCEMENT WITH THEIR COMMUNITIES
AND PROUDLY PARTNERING WITH



SHELL LAKE POLICE FOUNDATION

TO REGISTER OR GET MORE INFORMATION, VISIT WWW.BACKTHEBLUE5K.COM

WHAT: SHELL LAKE POLICE FOUNDATION IS PROUD TO PARTNER WITH BACK THE BLUE 5K TO HOST A FUN-FILLED DAY SUPPORTING LOCAL LAW ENFORCEMENT. ACTIVITIES FOR THE DAY INCLUDE A 5K RACE/WALK, A ONE MILE FUN RUN, AND SO MUCH MORE! MONEY RAISED FROM THIS EVENT WILL GO TO HELP GET EQUIPMENT FOR THE SHELL LAKE POLICE DEPARTMENT.

WHEN: JUNE 9, 2018

WHERE: SHELL LAKE BEACH PAVILION

TIME: 5K RACE STARTS AT 8:00 AM WITH ONE MILE FUN STARTING AT 8:45 AM.

Community activities to follow.

COST: \$35 (RACE) *Registration Includes: T-Shirt, Medal, 50% Off Select Merchandise. (Ends May 9)*

\$45 (RACE) *Registration Includes: T-Shirt, Medal, 50% Off Select Merchandise. (After May 9)*

\$25 (FUN RUN) *Registration Includes: T-Shirt*

\$45 (SUPPORTER) *Can't Attend? Register as a supporter to show your support for the cause!*

BACKED BY OUR NATIONAL PARTNERS



**STRIKE
FORCE**

ENERGY

BACK THE BLUE

Sponsorship Opportunities





About Back the Blue

Back The Blue 5K is a community building event hosted by current, and retired law enforcement, their families, and supporters. Our mission is to function as a host for civil engagement and to bring communities together in support of their local law enforcement agency or group.

We are a for-profit entity that has formed strategic partnerships with major police organizations, media companies, and business owners. We firmly believe in strong business relationships to further each individual agency mission of being more engaged with their residents.

In doing so, Back The Blue 5K offers the opportunity for local businesses to partner with them during this incredible event. 50% of local sponsorship money, before expenses, goes directly to the partnering agency, and the other 50% is used to cover operating costs of hosting the local event.

Your support is instrumental. We appreciate your consideration of sponsoring your local Back The Blue 5K.



About Shell Lake Police Foundation

The Shell Lake Police Foundation was created in 2017. The goal of the Shell Lake Police Foundation is multifaceted, but serves two main functions: to generate money that is specifically dedicated to the Shell Lake Police Department and to promote the Shell Lake Police Department by way of events and activities for the Department to be more involved with the community.

To achieve the first goal, people or organizations can now donate to the Foundation and money will actually go to the police department. Whereas before, the money would go to the City of Shell Lake because the police department is not allowed to take donations of any kind. Most times, the money donated with the intent to go to the police department, would never make it to them.

The second goal, to promote the Shell Lake Police Department by way of events and activities for the department to be more involved with the community, is exactly what they are doing by hosting the inaugural Back the Blue 5K. The community is encouraged to participate in several ways such as registering for the event to run/walk, becoming a sponsor by donating items needed for the race or by being a cash sponsor, volunteering at the race or by donating.

The final goal of the Foundation is to put names and faces to those wearing the badge of the Shell Lake Police Department. We encourage you to come to the race and get to know the people who protect you every day.



SPONSORSHIP BENEFITS	OFFICER \$250	SERGEANT \$500	LIEUTENANT \$750	CAPTAIN \$1,000	CHIEF \$2,500
RACE PROGRAM RECOGNITION	NAME	NAME	LOGO	LOGO	LOGO
RECOGNITION ON BTB5K EVENT PAGE	NAME	NAME	LOGO	LOGO W/ LINK	LOGO W/ LINK
NAME RECOGNITION FROM STAGE	●	●	●	●	●
PROMOTIONAL ITEM/FLYER IN RACE REGISTRATION BAG		●	●	●	●
COMPLIMENTARY RACE ENTRIES		1	1	2	4
TABLE IN VENDOR AREA			●	●	
COMPANY HIGHLIGHTS ON BTB5K FACEBOOK PAGE			●	●	●
YARD SIGN NEAR STAGE WITH COMPANY LOGO			●	●	●
DISPLAY COMPANY BANNER AT RACE SITE (YOU PROVIDE)				●	●
10X10 POP-UP TENT IN VENDOR AREA					●
OPPPORTUNITY TO SPEAK ON STAGE DURING EVENT					●
OPPORTUNITY TO HAVE ONE ON-SITE EVENT NAMED AFTER THEM					●
LOGO ON RACE START/FINISH BANNER					●



Additional Sponsorship Opportunities

Race Sponsor - \$5,000 (2 available)

In addition to Captain level benefits, sponsor will also receive the following:

- Product/service exclusivity. No other company in the same industry category will be permitted to sponsor the event unless it's a specific sponsorship such as bananas, water bottles, etc.
 - Company logo with link and description on Back the Blue 5k website
- Company logo on all race promotional materials including flyers, brochures, etc.
 - 6 additional complimentary race registrations
 - Opportunity to include company promotional material or small gift in race packets
- Complimentary race package for employees (limits may apply)

Vendor/Tent Pavilion Sponsor - \$2,000 (1 available)

- Sole naming rights to the vendor/tent pavilion area
- One 10x20 pop-up tent with company, individual, or team name banner
- Company logo on all race promotional materials including flyers, brochures, etc.
 - Four complimentary race registrations



Local Sponsorship Opportunities

Banner Sponsor - \$150 (Unlimited available)

- One company banner hung along race course or at the start/finish line
(Sponsor provided)

Vendor Sponsor - \$75 (Unlimited available)

- One table for company to hand out promotional material at race
- ADDITIONAL OPPORTUNITY: EXCLUSIVE OPTION FOR \$350 WHERE YOU WILL BE
THE ONLY VENDOR IN THIS CATEGORY

Want to sponsor an event, but none of the specified sponsorships work for you? We would be happy to customize a sponsorship for you.



In-kind Sponsorship Opportunities

In addition to cash sponsorships, there are also in-kind sponsorships available. Any in-kind sponsorships will be valued by the sponsor and the benefits will correspond with the corresponding sponsorship level. Items we need donated or as an in-kind sponsorship include:

- Bottled Water
- Lunch—packet pick-up the day before the race and on race day
 - Bananas
 - Photography
- 20x20 or 20x30 tent
 - Tables
 - Chairs
- Printing Services
 - T-shirts
- Hotel Room Nights
- Timing Services
- Gatorade/Soda
- Event Insurance
 - Awards
 - Shipping
- Portable Toilets



Contact Us

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