



JOIN US

IN HONORING FALLEN HEROES

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CONTACT

Each year in the week surrounding National Peace Officers Memorial Day, over 25,000 law enforcement officers and their families descend on Washington, D.C. to honor fallen law enforcement heroes. On Saturday, May 11th, 2019, the 13th Annual National Police Week 5K (NPW5K) will be held in downtown Washington, D.C. to kick off Police Week events. The National Police Week 5K 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 \$80,000 to support these important organizations.

On average over the last decade, 154 law enforcement 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, runs a No Parole program to help ensure that cop killers remain behind bars, 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 2000+ 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 (Facebook, Twitter, Instagram), which have a combined audience of more than 625,000 people. The following page outlines the possible 2019 sponsorship opportunities. Thank you very much for your consideration, and we hope that we can count on your support to benefit this important cause.

NUMBERS AT A GLANCE

25,000+ National Police Week visitors	2,500+ runners and their families	Senior leaders / command staff from many federal and metro-DC agencies
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ODMP REACH AT A GLANCE

- 4.6M unique web visits
- 8M website visits
- 25.3M pageviews
- 7.8M LODD emails sent
- 44K Reflections published
- 105K mobile app users
- 600K Facebook followers
- 25.2K Twitter followers



NATIONAL POLICE WEEK 5K SPONSORSHIP OPPORTUNITIES

FINISH LINE SPONSOR (\$15,000)

- Display four (4) 2ft x 6ft banners near the finish line and awards stage
- Logo (1-color) placed on 2,000+ runner's shirts
- Company / organization mentioned as banner sponsor from Main Stage
- Promotional materials (supplied by sponsor) inserted in race packets

BANNER SPONSOR (\$2,500)

- Display one (1) 2ft x 6ft banner near the finish line and awards stage
- Company / organization mentioned as banner sponsor from Main Stage
- Promotional materials (supplied by sponsor) inserted in race packets

BIB SPONSOR (\$5,000)

- Logo placed on 2,000+ runner's bibs
- Display one (1) 2ft x 6ft banner near the finish line and awards stage
- Company / organization mentioned as bib sponsor from Main Stage
- Promotional materials (supplied by sponsor) inserted in race packets

EVENT STATION SPONSOR (\$1,000)

- Display one sign at any of our stations including water, mile marker, or packet pick-up stations
- Promotional materials (supplied by sponsor) inserted in race packets

CUSTOMIZED SPONSOR

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

In addition to the information listed above, ALL sponsors will be displayed on the event website, in ODMP and 5K event emails, and on the ODMP and 5K event Facebook Pages. Please note that sponsor logos to be placed on banners and / or shirts must be provided in an EPS / vector format by **March 11, 2019**.

Your sponsorship and/or donation is tax deductible to the extent allowed by law.

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OFFICER DOWN MEMORIAL PAGE



REMEMBERING ALL OF LAW ENFORCEMENT'S HEROES