



RUN FOR THE FALLEN

WITH EVERY STEP, WE REMEMBER

2022 EVENT INFORMATION

Event Date: September 10, 2022 | 8th Annual Event

Location: Towering Pines Park, Kronenwetter, WI | 2355 Tower Rd, Kronenwetter, WI

Events Offered: 5K Run/Walk, 10K Run, 1 Mile Kid's Run, 1 Mile Firefighter Challenge

ABOUT:

Join the Kronenwetter Fire Department as our community comes together, this September, to honor the fallen members of the Port Authority Police Department, New York City Police Department and New York City Fire Department that gave their lives on September 11th, 2001.

This one-of-a-kind running/walking experience provides a supportive, healthy, and family-friendly outlet for fire personnel, law enforcement and the general public looking for a special way to remember 9/11. Each participant in a Run for the Fallen event receives a photo ID of one of the 403 first responders who made the ultimate sacrifice that day, to run or walk in honor of the day of the event. Every participant is encouraged to look up that individual before the event and learn more about them, keeping our promise to never forget them, their service or supreme sacrifice. In addition to the 5K, 10K and 1 Mile Kid's Run/Walk, Run for the Fallen also includes the 1 Mile Firefighter Challenge, where members from over 40 fire departments from all over the state gather to run or walk 1 Mile in full gear as a tribute to those who gave their lives.

In addition to the live, in-person event in Kronenwetter, we are pleased to also offer a virtual option for those who would like to participate remotely from anywhere in the United States.

One of the most important parts of Run for the Fallen is the Opening Memorial Ceremony at 8:46AM. This event includes a moment of silence, guest speakers, honor guard services, live bagpipe performance and National Anthem solo. This powerful part of the day is attended by hundreds of people, coming together to reflect, honor and remember.

With all of our events, we work hard to ensure a supportive and inclusive environment for all those participating. No matter the participant's age, athletic ability or experience, Run for the Fallen is an event where all can feel welcome and a part of the community experience. Run for the Fallen also partners with the organization, myTeam Triumph, who provide a one-of-a-kind running experience for athletes with disabilities. This event includes ADA accessible restroom facilities, and all routes are handicapped and stroller accessible. Run for the Fallen is also dog-friendly, in honor of the Search and Rescue dogs of 9/11.

Run for the Fallen takes over a year to plan to ensure that it is expertly coordinated and impeccably organized, making this event one of the fastest growing events in the area. Run for the Fallen attracts well over 700 participants, nearly 100 volunteers and hundreds of spectators from Wisconsin, Illinois, Michigan, Minnesota and beyond.

BENEFICIARIES:

Each year 75% of proceeds benefit the programs of the National Fallen Firefighters Foundation, aiding in line of duty death prevention services for our nation's first responders. The remaining 25% benefits the Village of Kronenwetter Fire Department, aiding in the purchase of gear and equipment needed to serve the Village of Kronenwetter and surrounding communities of Marathon County. From 2015-2021, this event has raised over \$100,000.00 to directly support first responders in our community and beyond.

SPONSORSHIP, DONATION & VOLUNTEER OPPORTUNITIES:

We are currently seeking businesses interested in partnering with Run for the Fallen for this year's event. Without the support of our community, Run for the Fallen would not be possible. We recognize that event sponsors and donors play a critical role in the continued success of this event, and are happy to reflect that appreciation in our generous sponsorship packages. Whether you want to get involved on a small or large scale, we have a sponsorship package available to recognize you for your support. Donations of any size, type, and value are always appreciated.

Run for the Fallen also includes a wide variety of volunteer opportunities for businesses and individuals looking to get involved with a great cause.

More information on this year's sponsorship packages is attached to this letter for your review. We look forward to the possibility of partnering with your business for this year's event.

SPONSORSHIP CONTACT:

Becky Hensel

runforthefallen@outlook.com

715-370-8370

runforthefallenwi.com

RUN FOR THE FALLEN

5K • 10K • 1 MILE FIREFIGHTER CHALLENGE

WITH EVERY STEP, WE REMEMBER

2022 SPONSORSHIP PACKAGES

SPONSORSHIP COMMITMENT DEADLINE: JULY 1ST, 2022

SPONSORSHIP BENEFITS

GOLD
\$1,000+

SILVER
\$500+

BRONZE
\$250+

CONTRIBUTOR
UNDER \$250

	GOLD \$1,000+	SILVER \$500+	BRONZE \$250+	CONTRIBUTOR UNDER \$250
SPONSOR CERTIFICATE	X	X	X	X
LETTER OF ACKNOWLEDGMENT	X	X	X	X
OPTION TO PROVIDE PROMO ITEMS IN RACE BAGS	X	X	X	X
SOCIAL MEDIA MENTIONS (FACEBOOK, INSTAGRAM, TWITTER)	X	X	X	NAME LISTED
5X10 SPONSORSHIP BOARD LOGO PLACEMENT	LARGE	MEDIUM	SMALL	NAME LISTED
LOGO ON EVENT TEES	LARGE	MEDIUM	SMALL	
LOGO AND LINK ON WEBSITE	LARGE	MEDIUM	SMALL	
NUMBER OF FREE ENTRIES	5	2		
OPTION TO DISPLAY COMPANY BANNERS	X	X		
RACE DAY MENTIONS	X	X		
CUSTOM SPONSOR GRAPHIC FOR YOUR PROMOTIONAL USE	X	X		
LOGO INCLUDED IN EMAIL BLAST	X			
LOGO IN WEBSITE SPONSOR SLIDESHOW	X			
SPONSOR RECOGNITION ROUTE MARKER ON 5K/10K	X			



IN-KIND SPONSORSHIPS/DONATIONS: IN-KIND SPONSORSHIPS WILL REACH SPONSORSHIP LEVELS LISTED ABOVE BASED ON THE TOTAL VALUE OF ITEMS DONATED. DONATED ITEMS VALUED AT \$250 ARE CONSIDERED A BRONZE LEVEL SPONSORSHIP, ITEMS VALUED AT \$500 ARE CONSIDERED A SILVER LEVEL SPONSORSHIP, AND ITEMS VALUED AT \$1000 ARE CONSIDERED A GOLD LEVEL SPONSORSHIP. MONETARY AND IN-KIND DONATIONS MAY BE COMBINED TO ACHIEVE DIFFERENT SPONSORSHIP LEVELS. PLEASE CONTACT US AT 715-370-8370 OR RUNFORTHEFALLEN@OUTLOOK.COM WITH SPONSORSHIP/DONATION QUESTIONS.



RUN FOR THE FALLEN

8 T H A N N U A L E V E N T - S E P T E M B E R 1 0 , 2 0 2 2

PRODUCED AND HOSTED BY THE VILLAGE OF KRONENWETTER FIRE DEPARTMENT | EVENT LOCATION: TOWERING PINES PARK – 2355 TOWER RD, KRONENWETTER, WI 54455

1. ADVERTISING SPONSOR CONTACT INFORMATION *(Please print clearly)*

Company Name: _____ Contact Name: _____
Business Address: _____
City, State, ZIP: _____
Phone Number: _____ Email Address: _____

2. SPONSORSHIP TYPE *(Mark boxes to make selection)*

- RADIO ADVERTISING** STATION(S) _____ # OF ADS RUN _____ START DATE _____ VALUE _____
- PRINT ADVERTISING** LOCATION OF AD _____ # OF ADS RUN _____ START DATE _____ VALUE _____
- ONLINE ADVERTISING** LOCATION OF AD _____ # OF ADS RUN _____ START DATE _____ VALUE _____
- RACE DIRECTOR ADVERTISING** EVENT NAME _____ # OF ADS _____ VALUE _____
- OTHER FORM OF ADVERTISING** DESCRIPTION _____ VALUE _____

ADVERTISING SPONSORSHIPS: ADVERTISING SPONSORSHIPS VALUED AT **\$250 OR GREATER** WILL RECEIVE LOGO PLACEMENT ON THE BACK OF THE RUNNERS SHIRTS, OUR 5'X10' SPONSORSHIP BOARD, WEBSITE, MENTIONS ON SOCIAL MEDIA AND MORE. ADVERTISING SPONSORSHIPS VALUED **BELOW \$250** WILL BE LISTED AS A CONTRIBUTOR ON OUR WEBSITE, SPONSORSHIP BOARD AND SOCIAL MEDIA. PLEASE SEND LOGO FILES TO RUNFORTHEFALLEN@OUTLOOK.COM AT YOUR EARLIEST CONVENIENCE.

3. ADDITIONAL DONATION *(Optional – Not considered for Sponsorship)*

- I would like to donate to the National Fallen Firefighters Foundation. AMOUNT: _____
- I would like to donate to the Village of Kronenwetter Fire Department. AMOUNT: _____

PAYMENT METHOD: Check Payment *(Please list Check #):* _____ Cash Payment In-Kind Donation

SPONSORSHIP AMOUNT: _____ DONATION AMOUNT: _____ **TOTAL:** _____
PRINT NAME: _____ SIGNATURE: _____ DATE: _____

MAKE CHECKS PAYABLE TO KRONENWETTER FIRE DEPARTMENT | MAIL TO: KRONENWETTER FIRE DEPARTMENT, ATTN: JASON BUDNIK, 1582 KRONENWETTER DRIVE, KRONENWETTER, WI 54455

SPONSORS MUST BE REGISTERED NO LATER THAN JULY 1ST, 2022 TO BE GUARANTEED LOGO PLACEMENT ON SHIRTS/SPONSORSHIP BOARD

75% OF ATHLETE REGISTRATION FEES RAISED AT RUN FOR THE FALLEN WILL BENEFIT THE PROGRAMS OF THE NATIONAL FALLEN FIREFIGHTERS FOUNDATION, WHICH SUPPORT THE FAMILIES AND COWORKERS OF FALLEN FIREFIGHTERS IN THE STATE OF WISCONSIN AND THROUGHOUT THE UNITED STATES. 25% OF ATHLETE REGISTRATION FEES WILL BENEFIT THE VILLAGE OF KRONENWETTER FIRE DEPARTMENT, AIDING IN THE PURCHASE OF NEW EQUIPMENT. ANY SPONSORSHIP FUNDS REMAINING AFTER ALL EXPENSES PAID WILL BE DIVIDED 75% TO THE NATIONAL FALLEN FIREFIGHTERS FOUNDATION AND 25% TO THE VILLAGE OF KRONENWETTER FIRE DEPARTMENT.

100% OF ADDITIONAL DONATIONS WILL GO DIRECTLY TO THE NON-PROFIT ORGANIZATION INDICATED ON LINE 3.

THANK YOU FOR YOUR CONTRIBUTION!