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## 2017 Sponsorship Packet

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Dear Community Partner,

Thanks to you and our Midlothian-area community, over the last four years The Heroes of Midlothian Foundation has been able to provide a combined \$30,000-plus in educational scholarships to students and in assistance to the families of local law enforcement, firefighters, and military personnel and veterans. **Continuing that important mission, and continuing to support our local community, Heroes of Midlothian Foundation asks for your support throughout 2017 as a Community Partner and Sponsor.**

### About HMF

The Heroes of Midlothian Foundation (HMF) is an established, local charity. After identifying a growing need to support our hardworking local heroes, HMF was formed in 2013 and has been going strong ever since with dedication to improving and supporting the community. HMF is a recognized 501(c)(3) tax-exempt, non-profit charity. It's also an all-volunteer organization—HMF has no paid employees and operates with minimal overhead thanks to our network of volunteers. All this maximizes the charitable impact of every dollar and donation that comes in.

HMF's charitable work primarily consists of two programs: our Memorial Scholarship Program, and our Local Hero Assistance Program.

### Memorial Scholarship Program

Designed to honor the names and memories of past local heroes by helping enrich and educate the next generation of hometown heroes, HMF commenced its Memorial Scholarship Program in 2016. In its first year, HMF's program awarded two \$4,000 scholarships (\$8,000 total!) to deserving and exceptional graduates of Midlothian I.S.D. Two things differentiate our scholarship program from others. First, it's a *four-year scholarship*—not just a one-time, one-year award. Our commitment to the students is to *finish*, not just start, their education so that they can go out, succeed, and lead the next generation. Second, the scholarship is flexible to allow student enrollment in any form of "higher education," which may include traditional four-year university, a junior college, or, importantly, a police, fire, or military academy. HMF anticipates awarding at least two scholarships annually—and, to do so, we rely on support like yours.

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### Local Hero Assistance Program

Giving back to those who give to our community every day – that’s the Local Hero Assistance Program. Through strategic grants, out-reach programs, and community partnering, HMF provides short- and long-term needs-based assistance to Midlothian-area families of our community heroes: law enforcement, firefighters, military personnel, and veterans. Whether it is assistance with gas and groceries while a loved one is in the hospital; partnering with local businesses to obtain reduced cost or donated items or services; spontaneous food or gift basket donations for shifts; or providing targeted monetary support in the face of a personal hardship, HMF is there to give back. And while there’s no press release about it, no publication of what’s been done, it’s been done – over and over – and it has helped numerous local heroes and their families in, sometimes, the hardest of times.

### How to Sponsor

Your sponsorship is principally what funds our mission and enables us to provide the community assistance and the scholarships.

In the past, we’ve asked our community partners, like you, to sponsor particular events. This year, HMF is changing that – we now ask you to sponsor our charity, in all its activities, for and throughout 2017. In exchange for your sponsorship of HMF, you or your business will receive recognition at both our annual events (detailed below), on our website and Facebook page, and in our forthcoming quarterly newsletter. Additionally, since HMF is a 501(c)(3) public charity, your donation and sponsorship are tax deductible in accordance with applicable law. Enclosed is a Sponsorship Package for your review.

### Annual Events

Our annual events also help raise funds for our charity. Two large events occur annually and provide an opportunity for us to brag about you as our community partner.

*HMF Hero’s Run 5K* occurs each May on Armed Forces Day. For 2017, the 5th Annual Hero’s Run 5K will be held Saturday, May 20th. The run has historically been one of Midlothian’s larger 5Ks and typically draws between 400 to 500 participants. Depending on sponsorship level, recognition is received on the race t-shirt, promotional material in race bags, signage at the event, and in pre-race promotions on the website, Facebook, and other advertisement.

*HMF OktoberFest* occurs each year in late September or early October. The 3rd Annual Oktoberfest will be held in 2017. This family-friendly event typically draws 2,500 to 3,000 people to enjoy the food, drinks, and family entertainment. Depending on sponsorship level, recognition is received on the Oktoberfest t-shirt, signage at the event, in raffle and silent auction prizes, and in pre-event promotions on the website, Facebook, and other advertisement.

**HEROES OF MIDLOTHIAN FOUNDATION**

P.O. BOX 1427 | MIDLOTHIAN, TEXAS 76065

*[www.heroesofmidlothian.org](http://www.heroesofmidlothian.org)*

## HMF 2017 Sponsorship Packet

We hope that you will consider becoming a 2017 Community Partner and Sponsor of HMF. Additional information concerning HMF, our mission, and our events can be located on our website: [www.heroesofmidlothian.org](http://www.heroesofmidlothian.org). Enclosed is a Sponsorship Package for your review. If you have questions or ideas for a unique form of sponsorship or contribution, please contact us. HMF appreciates your time, consideration, and your continued support.

Sincerely,

*Heroes of Midlothian Foundation*

Candi Wann, *President*  
Stephanie Frankiewicz, *Secretary*  
Toby Gonzalez, *Treasurer*

*HMF Board of Directors:*

James Bailey  
Scott Koelker  
Bryan Rury

## HEROES OF MIDLOTHIAN FOUNDATION 2017 SPONSORSHIP PACKAGES

### ~~*Hero's Run 5K Presenting Sponsor*~~ ~~(one available)~~ ~~\$3,500 Donation~~

- Event Naming: "HMF Hero's Run 5K *presented by* [Your Company]"
- Other recognition (including at Oktoberfest) at Diamond Level
- Includes all Diamond Level benefits

### ~~*Oktoberfest Presenting Sponsor*~~ ~~(one available)~~ ~~\$6,000 Donation~~

- Event Naming: "HMF Oktoberfest 2017 *presented by* [Your Company]"
- Other recognition (including at Hero's Run 5K) at Diamond Level
- Includes all Diamond Level benefits

### *Diamond Sponsorship* **\$2,500 Donation**

- Large company logo on event shirts, signage, and advertisements
- Large company logo on HMF website, hyperlinked, throughout 2017
- HMF Facebook recognition throughout 2017
- Prominent company logo or feature section in 2017 quarterly newsletters
- Five complimentary Hero's Run 5K race entries

### *Platinum Sponsorship* **\$1,500 Donation**

- Medium company logo on event shirts, signage, and advertisements
- Medium company logo on HMF website, hyperlinked, throughout 2017
- HMF Facebook recognition throughout 2017
- Medium company logo in 2017 quarterly newsletters
- Two complimentary Hero's Run 5K race entries

### *Gold Sponsorship* **\$1,000 Donation**

- Small company logo on event shirts, signage, and advertisements
- Small company logo on HMF website, hyperlinked, throughout 2017
- Small company logo in 2017 quarterly newsletters

### *Silver Sponsorship* **\$750 Donation**

- Company name on event shirts, signage, and advertisements
- Company name on HMF website throughout 2017
- Company name in 2017 quarterly newsletters

### *Bronze Sponsorship* **\$250 Donation**

- Promotional flyers/coupons (Company provided) in race bags and at Oktoberfest
- Company name in 2017 quarterly newsletters

### *Raffle Sponsorship*

- Donation of an item or service, valued in excess of \$500, on or before March 2017
- Company logo printed on raffle tickets; recognition during raffle drawing

### *Silent Auction Sponsorship*

- Donation of an item or service, any value, on or before September 2017
- Company recognition on silent auction promotions and basket

**HEROES OF MIDLOTHIAN FOUNDATION**  
**2017 SPONSORSHIP SELECTION FORM**

I would like to commit to the following sponsorship:

- Hero's Run 5K Presenting Sponsor ~~(\$3,500)~~
- Oktoberfest Presenting Sponsor ~~(\$6,500)~~
- Diamond Sponsor (\$2,500)
- Platinum Sponsor (\$1,500)
- Gold Sponsor (\$1,000)
- Silver Sponsor (\$750)
- Bronze Sponsor (\$250)

I would like to donate the following item:

- Silent Auction Item: \_\_\_\_\_ \$ \_\_\_\_\_  
(description) (est. value)
- Raffle Item: \_\_\_\_\_ \$ \_\_\_\_\_  
(description) (value; over \$500)

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

*I understand the sponsorship levels as outlined in the description in this packet and I have enclosed a check in the appropriate amount for the sponsorship level I am selecting, or will contact HMF to process a credit card transaction. **If applicable, I have or will promptly email a high-resolution copy of my company logo to [info@heroesofmidlothian.org](mailto:info@heroesofmidlothian.org).** I agree that the company logo may be used as indicated in the sponsorship descriptions. I further agree that the company name listed above is the correct company name to be used independently or in conjunction with the company logo. I understand contributions to Heroes of Midlothian Foundation (TIN 32-0401026) are tax deductible as allowed by applicable law, and that a copy of this executed form, with proof of payment, will serve as my tax receipt.*

Signature: \_\_\_\_\_ Dated: \_\_\_\_\_

Please make all checks payable to Heroes of Midlothian Foundation.  
Email [info@heroesofmidlothian.org](mailto:info@heroesofmidlothian.org) to request a credit card transaction.

**THANK YOU FOR YOUR SUPPORT!**

HEROES OF MIDLOTHIAN FOUNDATION  
P.O. BOX 1427 | MIDLOTHIAN, TEXAS 76065  
[www.heroesofmidlothian.org](http://www.heroesofmidlothian.org)