



2018 Sponsorship Packet

Dear Community Partner,

Thanks to you and our Midlothian-area community, over the last five years The Heroes of Midlothian Foundation (HMF) has been able to provide a combined \$45,000-plus in educational scholarships and in assistance to the families of local law enforcement, firefighters, and military personnel and veterans. **Continuing this important mission, and continuing to support our local community, HMF asks for your support as a 2018 Community Partner and Sponsor.**

About HMF

HMF is an established, local charity. After identifying a 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 local community. HMF is an IRS-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 and donors. All this maximizes the charitable impact of every dollar and donation that comes in.

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

Memorial Scholarship Program

Honoring the 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 just two years, HMF's program awarded four \$4,000 scholarships (\$16,000 total!) to deserving and exceptional graduates of Midlothian I.S.D. Two things differentiate our scholarship program. First, it's a *four-year scholarship*—not just a one-time, one-year award. Our commitment to the student is to *finish*, not just start, their education. 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.

Local Hero Assistance Program

Giving back to those who give every day to our community – 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

HMF 2018 Sponsorship Packet

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 families in, sometimes, the hardest of times.

About Sponsorship

Your sponsorship is principally what funds our mission. In the past, we've asked our community partners to sponsor particular events. More recently, we ask you to sponsor our charity, in all its activities, throughout 2018. In exchange for your sponsorship, you or your business will receive recognition at both our annual events (detailed below), on our website and Facebook page, and in our forthcoming newsletter. Additionally, since HMF is a 501(c)(3) charity, your donation and sponsorship are tax deductible in accordance with applicable law.

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. The 6th Annual Hero's Run 5K will be held Saturday, May 19, 2018. The run has historically been one of Midlothian's larger 5Ks and typically draws between 300 to 500 participants, plus all the cheering spectators.

HMF OktoberFest! occurs each year in late September or early October. The 4th Annual Oktoberfest! will be held Saturday, September 29, 2018. 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 at events is received on event t-shirts, signage at the event, in raffle or silent auction prizes, and in pre-event promotions on the website, Facebook, and other advertisement.

We hope that you will consider becoming a 2018 Community Partner and Sponsor of HMF. Additional information concerning HMF, our mission, and our events can be located on our website: www.heroesofmidlothian.org. Enclosed is a Sponsorship Package and Silent Auction Form 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*

James Bailey, *Director*
Scott Koelker, *Director*
Bryan Rury, *Director*

HEROES OF MIDLOTHIAN FOUNDATION 2018 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 2018 *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 2018
- HMF Facebook and newsletter (*forthcoming*) recognition throughout 2018
- Five complimentary Hero's Run 5K race entries and 150 coupons for Oktoberfest!

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

- Medium company logo on event shirts, signage, and advertisements
- Medium company logo on HMF website, hyperlinked, throughout 2018
- HMF Facebook and newsletter (*forthcoming*) recognition throughout 2018
- Two complimentary Hero's Run 5K race entries and 60 coupons for Oktoberfest!

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

- Small company logo on event shirts, signage, and advertisements
- Small company logo on HMF website, hyperlinked, throughout 2018
- HMF Facebook and newsletter (*forthcoming*) recognition throughout 2018

Silver Sponsorship **\$500 Donation**

- Company name (not logo) on event shirts, signage, and advertisements
- Company name on HMF website throughout 2018

Bronze Sponsorship **\$250 Donation**

- Promotional flyers/coupons (Company provided) in race bags at HMF Hero's Run 5K
- Game sponsorship signage at Oktoberfest (Company to provide small game prizes)

Raffle Sponsorship

- Donation of an item or service, valued in excess of \$500, in or before March 2018
- Company logo printed on raffle tickets; recognition during raffle drawing

Silent Auction Sponsorship

- Donation of an item or service, any value, in or before September 2018
- Company recognition on silent auction promotions and basket

HEROES OF MIDLOTHIAN FOUNDATION
2018 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 (\$500)
- 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.** 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 to request a credit card transaction.

THANK YOU FOR YOUR SUPPORT!