

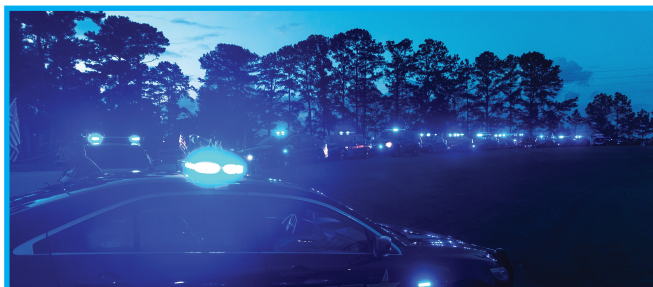


Want more information on how to be a sponsor, vendor or runner?

- Visit our website at www.raceforthefallen.com
- Follow us on Facebook at Race for the Fallen for event updates!
- Put together a team and get a special rate!
- Contact Justin Blackburn at 1-800-233-3506 ext. 734 or jblackburn@sspba.org for more information.

What do I get when I register to run/walk the race?

- Each registered participant receives a neon race shirt, glow gear, race bag, finisher medal and more!



What are you waiting for? Let's **GLOW!**

Race for the Fallen Glow Run

Glow Run

#R4TF

For race locations near you visit:
www.raceforthefallen.com

www.pbfi.org

1-800-233-3506



What is the Race for the Fallen Glow Run?


The Race for the Fallen Glow Run is the signature fundraising event hosted by the Police Benevolent Foundation (PBF). The Police Benevolent Foundation is a tax-deductible 501(c)(3) organization that was established by the Southern States Police Benevolent Association in 2005 as a way to aid officers in their time of need. The PBF works to assist officers and their families after natural disasters. The PBF also provides scholarships for children of PBA members as well as those majoring in criminology and criminal justice. The PBF educates thousands of officers and family members about post traumatic stress disorder and the effects it has on law enforcement officers.

How does the PBF provide this help?

Through the donations of businesses and individuals and through the Race for the Fallen Glow Run. All money raised through the Glow Run events enable the Foundation to help officers and their families. The harsh reality is, that each year, more than 100 officers leave for work and do not return home to the families who love and support them. The Race for the Fallen Glow Run was created to honor the families of fallen law enforcement officers.

Want to be a sponsor?

You can show your support for the law enforcement community and help by being a sponsor. See the chart below for more info!

| <div>  </div> | | | | |
|---|------------------|--------------|----------------|-----------------------------|
| SPONSORSHIP BENEFITS | Glimmering Green | Radiant Pink | Intense Yellow | Shine like a Thin Blue Line |
| SPONSORSHIP LEVEL | \$100+ | \$500+ | \$1,000+ | \$2,000+ |
| # OF FREE RACE ENTRIES | 1 | 3 | 6 | 8 |
| PRE-EVENT RECOGNITION | | | | |
| Social media promotion (on our Race For The Fallen Facebook page with nearly 10,000 likes and growing) | ● | ● | ● | ● |
| Website presence | ● | ● | ● | ● |
| Email blast to runners | | | ● | ● |
| Press release announcing sponsorship (sent to all local media outlets) | | | | ● |
| Sponsorship recognition on any promo video releases | | | | ● |
| RACE DAY RECOGNITION | | | | |
| Your logo featured on digital display | ● | ● | ● | ● |
| Verbal recognition as sponsor (announced before and after race) | ● | ● | ● | ● |
| Free 10x10 exhibit space | | ● | ● | ● |
| Promotional items in race bags (approx. 750) | | ● | ● | ● |
| Your logo featured on mile marker along course | | | | ● |
| POST-EVENT RECOGNITION | | | | |
| Featured in our annual magazine with full color logo (reaches our 55,000+ members across the southeast) | | | ● | ● |
| Thank you email blast to all participants | | | ● | ● |
| | | | | |