

9/11 HEROES RUN

“IF NOT ME, THEN WHO...”



THE 9/11 HEROES RUN ACTIVATES AND UNITES COMMUNITIES TO HONOR THE SACRIFICES OF THE HEROES OF SEPTEMBER 11TH

and the wars since, to include veterans, active duty, first responders, and families of the fallen.

The 9/11 Heroes Run 5k and 1 mile fun run/walk welcomes runners, ruckers, and walkers of all ages, volunteers, friends and family. It's not about fitness or experience level but rather activating, uniting, and honoring our heroes.

RUN. VOLUNTEER. DONATE. CHEER...

BUT MOST OF ALL: HONOR.



“I loved the whole experience! The evening run. The sense of pride and patriotism. The joy of running with like-minded individuals through the streets of my hometown. The respect given to our fallen heroes. Honoring those heroes who still fight. A very humbling experience.”

- MADISONVILLE, KY

“Fantastic experience. Well organized, managed, and great participation from runners, volunteers, and sponsors.”

- ANNAPOLIS, MD



60,000+

PARTICIPATED IN A 9/11 HEROES RUN
in their community in 2019

\$4 MILLION+

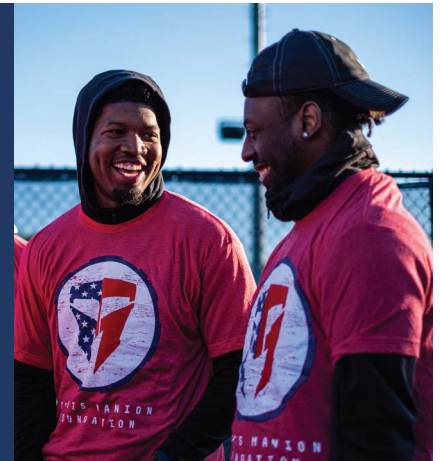
RAISED TO DIRECTLY SUPPORT VETERANS
and survivors in communities throughout the U.S.

65,000+

VETERANS AND SURVIVORS
SUPPORTED BY TMF PROGRAMS
Transition workshops, expeditions,
community service opportunities

400,000+

YOUNG ADULTS ACTIVATED BY VETERANS
AND SURVIVORS TO LIVE WITH CHARACTER
Character & leadership courses, character
presentations, community service projects



Started in 2007 by family of fallen hero 1stLt Travis Manion as a grassroots run in his hometown Doylestown, PA, the 9/11 Heroes run now unites more than 60,000 people yearly to celebrate. It began with 300 runners and now has over 90 race locations and a presence in 38 different US states. Race proceeds are used to directly support Travis Manion Foundation's mission to empower veterans and families of fallen heroes to develop character in future generations. As a result, communities prosper and the character of our nation's heroes lives on in the next generation.

911HEROESRUN.ORG

Travis Manion Foundation is a 501(c)(3) Organization. Employer Identification #41-2237951. Combined Federal Campaign #15968



SPONSOR THE 9/11 HEROES RUN

IMPACT YOUR COMMUNITY AND HONOR OUR NATION'S HEROES

PRESENTING SPONSOR \$20,000

- Customized Houston 9/11 Heroes Run Snapchat filter with logo recognition
- Facebook Live with TMF staff or race director on race day
- Opportunity to address guests during the Opening Ceremony
- One-time shoutout on national participant email
- Recognition in radio and social media promotions
- Recognition at pre-race packet pickup
- Premiere logo placement on race bibs
- Promotional video (max 3 min.) promoted on Houston 9/11 Heroes Run social media feeds
- Logo featured on 9/11 Heroes Run website
- Premiere logo recognition on event poster and Start/Finish banner
- Premiere logo recognition on promotional email blasts (pre- and post-event)
- Premiere logo recognition on online registration site
- Dedicated mentions on Houston 9/11 Heroes Run Facebook page
- Opportunity to include promotional item/coupon in runner packets
- 10x20 booth space with premiere placement at post-race party
- Logo recognition on finisher dog tags (distributed at finish line)
- Recognition on main stage (sponsor to provide banner; 6'x3' max size)
- 30 complimentary race registrations with event t-shirt

GOLD SPONSOR \$15,000

- Opportunity to address guests during the Opening Ceremony
- One-time shoutout on national participant email
- Recognition in radio and social media promotions
- Priority logo recognition on race bibs
- Promotional video (max 3 min.) promoted on Houston 9/11 Heroes Run social media feeds
- Logo featured on 9/11 Heroes Run website
- Priority logo recognition on event poster and Start/Finish banner
- Priority logo recognition on promotional email blasts (pre- and post-event)
- Priority logo recognition on online registration site
- Dedicated mention on Houston 9/11 Heroes Run Facebook page
- Opportunity to include promotional item/coupon in runner packets
- 10x20 booth space with priority placement at post-race party
- Recognition at Finish Line water stop
- 24 complimentary race registrations with event t-shirt

ADDITIONAL HOUSTON 9/11 HEROES RUN SPONSORSHIP OPPORTUNITIES:

SILVER SPONSOR \$10,000

- One-time shoutout on national participant email
- Priority logo recognition on race bibs
- Promotional video (max 3 min.) promoted on Houston 9/11 Heroes Run social media feeds
- Logo featured on 9/11 Heroes Run website
- Priority logo recognition on event poster and Start/Finish banner
- Priority logo recognition on promotional email blasts (pre- and post-event)
- Priority logo recognition on online registration site
- Dedicated mention on Houston 9/11 Heroes Run Facebook page
- Opportunity to include promotional item/coupon in runner packets
- 10x20 booth space with priority placement at post-race party
- 20 complimentary race registrations with event t-shirt

BRONZE SPONSOR \$5,000

- Logo recognition on race bibs
- Promotional video (max 3 min.) promoted on Houston 9/11 Heroes Run social media feeds
- Logo featured on 9/11 Heroes Run website
- Logo recognition on event poster and Start/Finish banner
- Logo recognition on promotional email blasts (pre- and post-event)
- Logo recognition on online registration site
- Mention on Houston 9/11 Heroes Run Facebook page
- Opportunity to include promotional item/coupon in runner packets
- 10x10 booth space with priority placement at post-race party
- 16 complimentary race registrations with event t-shirt

RED SPONSOR \$2,500

- Logo featured on 9/11 Heroes Run website
- Logo recognition on Start/Finish banner
- Logo recognition on promotional email blasts (pre- and post-event)
- Logo recognition on online registration site
- Mention on Houston 9/11 Heroes Run Facebook page
- Opportunity to include promotional item/coupon in runner packets
- 10x10 booth space at post-race party
- 12 complimentary race registrations with event t-shirt

BLUE SPONSOR \$1,000

- Logo featured on 9/11 Heroes Run website
- Logo recognition on online registration site
- Opportunity to include promotional item/coupon in runner packets
- 10x10 booth space at post-race party
- 8 complimentary race registrations with event t-shirt

WHITE SPONSOR \$500

- Logo recognition on online registration site
- Opportunity to include promotional item/coupon in runner packets
- 10x10 booth space at post-race party
- 4 complimentary race registrations with event t-shirt

*Contingency plans are in place in the event that the in-person race becomes a virtual race.



THE 9/11 HEROES RUN RACE SERIES OFFERS SPONSORSHIPS FOR ALL BUDGETS. To partner with us locally at any level please reach out to Greg Fremin at houston@911heroesrun.org.

In order to receive full benefits of sponsorship, please return commitment form by August 13, 2021.



SPONSOR THE 9/11 HEROES RUN

IMPACT YOUR COMMUNITY AND HONOR OUR NATION'S HEROES

TARGETED SPONSORSHIP OPPORTUNITIES:

RACE PHOTO SPONSOR **\$7,500** (2 AVAILABLE)

- Logo recognition on race bibs
- Promotional video (max 3 min.) promoted on Houston 9/11 Heroes Run social media feeds
- Logo featured on 9/11 Heroes Run website
- Logo recognition on race photos (course candids OR finish line photos)
- Logo recognition on event poster and Start/Finish banner
- Logo recognition on promotional email blasts (pre- and post-event)
- Logo recognition on online registration site
- Mention on Houston 9/11 Heroes Run Facebook page
- Opportunity to include promotional item/coupon in runner packets
- 10x20 booth space at post-race party
- 18 complimentary race registrations with event t-shirt

FOOD TRUCK SPONSOR **\$1,500**

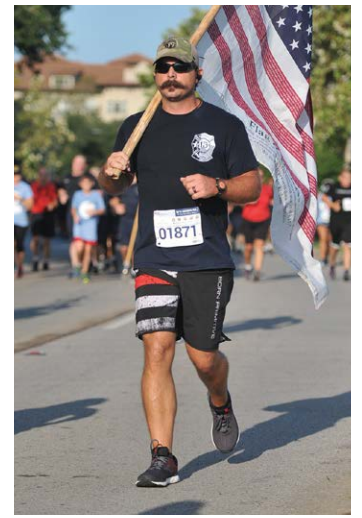
- Logo featured on 9/11 Heroes Run website
- Logo recognition on Food Truck signage
- Logo recognition on online registration site
- Opportunity to include promotional item/coupon in runner packets
- 10x10 booth space at post-race party
- 10 complimentary race registrations with event t-shirt

WATER STATION SPONSOR **\$100**

- Logo recognition on route water station
- 1 complimentary race registration with event t-shirt

KIDS ZONE SPONSOR **\$3,000**

- Logo recognition on race bibs
- Logo featured on 9/11 Heroes Run website
- Logo recognition on Kids Zone signage
- Logo recognition on promotional email blasts (pre- and post-event)
- Logo recognition on online registration site
- Mention on Houston 9/11 Heroes Run Facebook page
- Opportunity to include promotional item/coupon in runner packets
- 10x10 booth space at post-race party
- 14 complimentary race registrations with event t-shirt



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