



# RUN FOR THE FALLEN

WITH EVERY STEP, WE REMEMBER

## 2020 EVENT INFORMATION

**Event Date:** September 12th, 2020 | 6<sup>th</sup> 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:** Run for the Fallen is a 9/11 memorial run/walk event dedicated to the fallen members of the Port Authority Police Department, New York City Police Department and New York City Fire Department that gave their lives saving others in the attacks on the World Trade Center on September 11th, 2001. Hosted by the Village of Kronenwetter Fire Department, Run for the Fallen 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.

Along with t-shirts and promotional items, 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 after 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. 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.

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, speeches by National Fallen Firefighters Foundation representatives, Ground Zero volunteers, Wausau Firefighters Honor Guard services, Prayer for the Fallen, 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 an extremely supportive and inclusive environment for all those participating. Whether participants have never done an organized run/walk event, or are seasoned athletes, we make sure that they are cheered for at the finish line. We also partner with the organization, myTeam Triumph, who provide a one of a kind experience for athletes with disabilities, by pushing them in specialized strollers so they can share in the experience as well. Run for the Fallen facilities and routes are all handicapped and stroller accessible. Run for the Fallen is also family and dog-friendly.

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% benefit 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 2015-2019, this event has raised \$61,100.00 for the National Fallen Firefighters Foundation and another \$19,247.00 for the Kronenwetter Fire Department, totaling over \$80,300.00 raised to directly support first responders in our community and beyond.

We spend well over a year planning each Run for the Fallen to ensure that it is expertly coordinated and impeccably organized, making Run for the Fallen the only 9/11 memorial event of its kind in the State of Wisconsin. The cause and dedication of our committee has made this event grow exponentially in a few short years. Run for the Fallen attracts well over 700 participants, nearly 100 volunteers and hundreds of spectators from Wisconsin, Illinois, Michigan, Minnesota and beyond.

We have the honor of having the backing and partnerships of over 70 area businesses, assisting us with monetary and in-kind donations and volunteers. Without the incredible support of our community, this event would not be possible. Donations of any size, type, value are always appreciated, but never expected.

We wanted to take the opportunity to see if your organization was interested in a possible partnership for the 2020 event. We recognize that event sponsors and donors play a critical role in the continued success of Run for the Fallen and 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.

More information on our sponsorship packages is attached to this email and our friendly Event Organizers are always available to answer any questions you might have. We look forward to the possibility of working with you on the 2020 Run for the Fallen.

Thank you for your consideration and valuable time.

Warm Regards,

Becky Hensel

*Event Organizer*

**RUN FOR THE FALLEN**

runforthe fallen@outlook.com | 715-370-8370

runforthe fallenwi.com



# RUN FOR THE FALLEN

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

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](mailto: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 1<sup>ST</sup>, 2020 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!