



SPONSORSHIP PACKET

Hosted by the Springdale Police Department

DATE:

June 15, 2019

LOCATION:

2915 Platt Springs Road • Springdale, South Carolina 29170

Proceeds will be donated to the **Midlands Fatherhood Coalition**
to support dads rebuilding their lives and families.



SERVE & CONNECT





Dear Sir/Ma'am,

We are preparing for our annual Daddy & Me 5K. The message is quite simple: "Dads Matter." We know that a father figure is an important role in the household and we want to bring awareness to that. As a child, I experienced parts of my life where I did not have a positive father figure in my life. There were times when my father was not a father at all or was simply absent from my life. I experienced moments where a step-parent stepped in to fill that void and then experienced his departure from my life. I spent most of my teenage years without a father figure to help guide me. I taught myself to shave and to properly tie a tie. I learned to be a gentleman from television and from the random people that touched my life in some way.

I entered law enforcement and saw that many of the young men we were arresting came from homes like the one I grew up in. I have seen how easy it is to find a father figure somewhere else. Often, it turns out to be from something like a gang, a local drug dealer, or "the streets." I have seen both personally and as a law enforcement officer that the absence of a father figure has all too often led a young man down the road of crime.

Now, I am a father with four awesome little boys. Those little boys are learning to be a gentleman and so many life lessons from me. I have experienced the lack of a father and the life decisions that I had to navigate, and now I have seen just how important a dad is and the impact I am making on my sons' lives. So, help us to share the message; "Dads Matter" through our Daddy & Me 5K.

If there are any questions or concerns, please do not hesitate to contact me.

Sincerely,
Kevin Cornett
Chief of Police
Springdale Police Department

SPONSORSHIP LEVELS

Presenting Sponsor - \$5,000

- “Brought to you by” sponsor with company name featured on all media placements
- Large Company logo on back of race t-shirt
- Company name featured on all social media advertisements promoted through Serve & Connect
- Recognition on Serve & Connect, Springdale Police Department, and Midlands Fatherhood Coalition Social Media
- Full-sheet ad on event program
- Invitation to speak during our opening ceremony
- Special thank you during opening speech
- Large logo placed on all signage and banners throughout event

Hope for Families - \$2,500

- Large Company logo on back of race t-shirt
- Recognition on Serve & Connect, Springdale Police Department, and Midlands Fatherhood Coalition Social Media
- Half-page ad on event program
- Special thank you in opening speech
- Medium logo placed on all signage and banners throughout event

Community Champion - \$1,000

- Medium Company logo on back of race t-shirt
- Recognition on Serve & Connect, Springdale PD, And Midlands Fatherhood Coalition Social Media
- Quarter-page ad on event program
- Small logo placed on all signage and banners throughout the event

Friend of Fathers - \$500

- Medium Company logo on back of race t-shirt
- Logo included in event program
- Small logo placed on all signage and banners throughout the event

Daddy Olympics - \$250

- Small company logo on back of race t-shirt
- Logo featured on Daddy Olympics signage

About the Daddy and Me 5k

This run is all about celebrating and supporting dads. We will kick-off with opening ceremonies. Father-child duos are encouraged for the run. Daddy Olympics will be held after the event with fun – and funny! – games for dads. Awards will be presented for age-categories along with a Gold Medal to the Daddy Olympics winner. DJ Rick Smooth will keep us moving throughout the event.

About Midlands Fatherhood Coalition

Midlands Fatherhood Coalition is a holistic organization whose mission is to engage fathers in the positive support of their children and enhance support for fatherhood throughout the Midlands. Services are free and include education, job readiness, men's health education, legal education, parenting, spiritual development, referrals and job assistance, drug/alcohol education, and peer support. Last year, Midlands Fatherhood Coalition served 1311 fathers across the Midlands and saved taxpayers \$2.84 million in incarcerated costs through the Jobs Not Jail program component.

A Message from Kassy Alia with Serve & Connect

Chief Kevin Cornett knows first-hand how important it is to have an involved father in the home. When he shared his vision for a run that would celebrate dads and also raise money for the Midlands Fatherhood Coalition, we knew it was a perfect fit for Serve & Connect. We are coordinating the run to support the partnership between Springdale Police Department and Midlands Fatherhood Coalition.

We believe dads matter – so let's help them. Your donations help build bridges between police, the community and our dads. Together, we can build stronger, more connected families.



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