



NATIONAL FIRST RESPONDERS FUND 2022 STAIR CLIMB



PRESENTED BY



FARMERS[™]
INSURANCE



WHY WE CLIMB

On a daily basis, Firefighters, Paramedics, and Police officers witness numerous tragic incidents while on duty. This recurrent, cumulative exposure to horrific events is the reason that more than 20% of First Responders suffer from Post-traumatic Stress Injuries (PTSI). Treatment options are available, but many of them are not covered by health insurance, and must be paid for out-of-pocket. Oftentimes, these costs are prohibitive for a hero in need of help and can create obstacles for them to ask for the help. Our goal is to eliminate the barriers and allow them to get the help they need.

JOIN US ON 9/10/22

- Join us in person at 555 California Street in San Francisco, CA – or ANYWHERE virtually!
- Our 2022 goal is to raise \$250,000
- Climb alongside heroes in one unforgettable day to honor sacrifices made by First Responders



MEDIA REACH

A \$275,000 VALUE!

- **Media Sponsor: Audacy**
- Recorded promotional mentions on KLLC, KGMZ, KCBS, KITS, and KGMZ
- Logo with station fundraising landing pages with drive to register/donate across all station websites
- Event listings on all stations
- 6x station eblasts (across cluster) with drive to register/donate across all stations reaching
- Over 120,000 opt in listeners per group eblast
- 12 E-blasts to NFRF database of over 8,000
- Social media mentions on NFRF social platforms reaching over 30K monthly

WHO WE ARE

First Responders are there for us on our worst days for this reason the National First Responders Fund was founded. The NFRF is a 501C3 charitable organization founded to care for those who care for us. It is our vision to be the national leader in first responder mental health support, education, advocacy and resiliency.

(Tax ID# 82-3266569)

Email Carlye@NFRF.org for more information

Sponsorship Level	HERO \$100,000	GUARDIAN \$50,000	PROTECTOR \$25,000	RESCUER \$10,000	CHAMPION \$5,000	ANGEL \$2,500
Sponsorship Opportunities	SOLD	2	5	10	34	52
Event marketed as "The National First Responders' Stair Climb presented by (your name here)" Name & logo included in all event marketing	X					
Name and logo integrated into pre-event social content branding	X					
Name and logo on event awards, certificates, and gifts	X					
Name inclusion in media announcements (TV and radio)	X					
Right of first refusal for 2023 event Sponsorship	X					
Personalized Firefighters Axe framed for your company	X					
Recognition in post virtual event thank you correspondence and press releases	X	X				
Opportunity for company team to climb shoulder to shoulder with initial group of First Responders	X	X				
Product or service category exclusivity, including 1 year online/offline license as an official sponsor of the NFRF. restrictions apply.	X	X	X			
Logo placement on Step and Repeat, T-shirts on-site, 2x3 ft. company branded finish line banner <i>Champion level: logo placement on step and repeat only</i>	X	X	X	X	X	
Free in-person event registrations <i>(must still meet fundraising goal)</i>	25	20	15	10	5	2
Logo used in social media outlets - Hero: all - Guardian, Protector, Rescuer: four mentions - Champion, Angel: two mention	ALL	4	4	4	2	2
Opportunity for 10'x10' booth at in-person event finish plaza (pending SF permit approval).	X	X	X	X	X	
Table, two chairs and item or literature in the event goodie bag (virtual and in-person). Item is at sponsor's expense <i>Angel level: 6' table and 2 chairs; sponsor must provide own décor, signage, and activation</i>						
ALL BOOTHS – ON A FIRST BOOKED BASIS						