



HARTLAND DEERFIELD FIRE AUTHORITY
FIRE MARSHALS OFFICE

Hartland Area Fire Dept.
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Hartland, MI. 48353-1825

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March 7, 2019

To: Local Businesses
Re: Sponsorship of the Firefighter Combat Challenge at Balloonfest 2019

Hello,

My name is Jennifer Whitbeck and I am a firefighter with Hartland Deerfield Fire Authority. I compete in a competition called the Firefighter Combat Challenge. This is an event that brings awareness to the community about the endurance it takes to do our jobs on a daily basis and gives an outlet for us to put our skills to the test against one another in a friendly competitive way.

These challenges are hosted all over the country and attached to huge events to draw on as many people as possible. I would like to offer the opportunity to join forces with the Hartland Deerfield Fire Authority and bring this event to the Michigan Challenge Balloonfest, June 28-30, 2019. My husband and I have crewed for the pilots at this amazing event for around 7 years now. I believe this would be a huge mutual benefit for local businesses as well as bringing a positive look into what we do as firefighters.

Your business will receive recognition locally and across the world. Balloonfest draws in upwards of 100,000 patrons from all over Michigan and its surrounding states. The Firefighter Combat Challenge is promoted on a local, national and world stage. Competitors come from all over the US, Canada and across the world wanting to qualify, so they can compete at Nationals and Worlds, at the end of the year. What a great partnership for the business community and local fire departments.

Here is a link for you to see what the competition is about._
<https://www.youtube.com/watch?v=37s01PFd6kM&feature=youtu.be>

Attached you will find the sponsorship packet. Please contact me if you have any questions.

Thank you for your time.

Sincerely,

Jenn Whitbeck
Hartland Deerfield Fire Authority



Sponsor Participation Levels

Sponsor Levels

Presenting Sponsor (\$10,000 or greater)

- Right to use (RTU) organization's name and/or likeness to title for the regional event (e.g., Pepsi Challenge)
- Event promotion through the FCC official website - www.firefighterchallenge.com
- Signage space on the competition tower, subject to approval, with size dimensions to conform to current requirements
- Right to use (RTU) the official Firefighter Combat Challenge logo for event promotion, subject to approval
- Acknowledgement of Presenting Sponsor with dignitaries on dais during opening ceremony
- Right to establish exhibit space for the purpose of promotion and literature distribution, booth to be supplied by sponsor
- Live promotional mentions by FCC announcer within the context of the competition
- Opportunity to insert coupons and promotional materials into competitor "goody bags"; material to be provided by sponsor
- Option to sponsor a competition category (i.e. Fastest Individual), with proper recognition provided at awards ceremony
- Opportunity to participate in Corporate Challenge

Gold Sponsor (\$5,000)

- Right to use (RTU) organization's name and/or likeness to title for the regional event (e.g., Pepsi Challenge) – Not applicable if presenting sponsor is involved
- Signage space on the competition tower, subject to approval, with size dimensions to conform to current requirements
- Right to use (RTU) the official Firefighter Combat Challenge logo for event promotion, subject to approval
- Right to establish exhibit space for the purpose of promotion and literature distribution, booth to be supplied by sponsor
- Live promotional mentions by FCC announcer within the context of the competition
- Opportunity to insert coupons and promotional materials into competitor "goody bags"; material to be provided by sponsor
- Option to sponsor a competition category (i.e. Fastest Individual), with proper recognition provided at awards ceremony
- Opportunity to participate in Corporate Challenge



Silver Sponsor (\$2,500)

- Right to use (RTU) the official Firefighter Combat Challenge logo for event promotion, subject to approval
- Right to establish exhibit space for the purpose of promotion and literature distribution, booth to be supplied by sponsor
- Live promotional mentions by FCC announcer within the context of the competition
- Opportunity to insert coupons and promotional materials into competitor “goody bags”; material to be provided by sponsor
- Option to sponsor a competition category (i.e. Fastest Individual), with proper recognition provided at awards ceremony

Bronze Sponsor (\$1,000 or less)

- Live promotional mentions by FCC announcer (PSA) within the context of the competition
- Opportunity to insert coupons and promotional materials into competitor “goody bags”; material to be provided by sponsor
- Option to sponsor a competition category (i.e. Fastest Individual), with proper recognition provided at awards ceremony
- Acknowledgement at the awards ceremony – assuming donation of prizes

In-Kind Sponsor

- Acknowledgement at the awards ceremony – assuming donation of prizes