

# Join Us IN HONORING FALLEN HEROES



## NUMBERS AT A GLANCE

**800+**

riders and their families including active & retired LEOs and law enforcement supporters

**10TH ANNUAL**

Memorial Ride

## 2020 ODMP REACH

**11.8M**

website visits

**9.3M**

LODD emails sent

**54,000K**

Reflections published

**70,000K**

mobile app users

**3.8M**

mobile app sessions

**600K**

Social media followers

This year's Officer Down Memorial Ride (ODMR)—our 10th annual event—will take place in Manassas, Virginia on Saturday, September 18, 2021.

The ODMR is an all-day event centered around a 60-mile motorcycle ride and featuring live music, food, and raffles. The event is held to raise awareness of law enforcement line of duty deaths.

The ODMR benefits the Officer Down Memorial Page (ODMP), a national, non-profit organization based in Fairfax, VA that honors the memories and sacrifices of the more than 24,000 law enforcement officers who have died in the line of duty in our nation's history. In addition to its primary mission of honoring the fallen, ODMP also partners with organizations that provide free bulletproof vests to officers, runs a No Parole program to help ensure that cop killers remain behind bars, and works with initiatives like Below 100 that aim to improve officer safety and awareness and reduce line of duty deaths across the country.

Since its inception, the Officer Down Memorial Ride has grown each year. In the last few years, ODMR has attracted over 800 riders and participants and raised over \$280,000 to support the Officer Down Memorial Page and other law enforcement causes.

Your participation in this event in the form of corporate sponsorship or in-kind donations for prizes and supplies would be greatly appreciated. Donors are recognized on the event website and in all ODMR communications, and on ODMR's and ODMP's social media sites (Facebook, Twitter, Instagram), which have a combined audience of over half a million people. Sponsors also have the opportunity to set up a tent in our vendor area. Please see the attached sponsor and donor fact sheet for more detailed information.

We hope that we can count on your support to benefit this cause and keep alive the memories of those officers who have made the ultimate sacrifice in the line of duty.

*Contact*

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# Sponsorship Opportunities

## PLATINUM SPONSOR (\$1,000+ DONATION)

- Listed on ODMR website Sponsor Page (sponsor must provide a square logo image .jpg or .png of 600x600px minimum and a link to the correct website)
- Listed and linked to in all email communications from the time of sponsorship until the ride in April
- Included in social media posts
- Eligible to host a tent in Vendor Row
- Can include insert/item in event swag bag if submitted by September 1, 2021

## GOLD SPONSOR (\$500-\$999 DONATION)

- Listed on ODMR website Sponsor Page (sponsor must provide a square logo image .jpg or .png of 600x600px minimum and a link to the correct website)
- Included in social media posts
- Eligible to host a tent in Vendor Row
- Can include insert/item in event swag bag if submitted by September 1, 2021

## SILVER SPONSOR (\$250-\$499 DONATION)

- Listed on ODMR website Sponsor Page (sponsor must provide a square logo image .jpg or .png of 600x600px minimum and a link to the correct website)
- Included in social media posts
- Eligible to host a tent in Vendor Row
- Can include insert/item in event swag bag if submitted by September 1, 2021

## PRIZE SPONSORS

- Donations of goods and services for prizes will be mentioned on social media and included on the ODMR website as a text link in the prize list.

## VENDORS

- Vendors are limited to prize sponsors, donors, and official ODMP partner organizations
- Listed/linked on the ODMR website Vendor Page
- Listed on social media upon confirmation of acceptance to Vendor Row
- Limited to one 10x10 canopy
- All tables, chairs, and canopies must be provided, setup, and broken down by vendor
- Vendors may only sell tangible products or provide information on services they provide
- Vendors cannot sell raffle tickets, or like items, for other fundraisers or charities
- Vendor booths must be setup by 9:00 am

*All sponsors and donors may include a card or ad info in the swag bags given to all participants as long as those are submitted by September 1, 2021.*



**ODMP**  
— ★ ★ ★ ★ ★ —  
OFFICER DOWN MEMORIAL PAGE

*Contact*

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