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Support our everyday  
heroes as they help  
raise awareness and  
funds for local  
charities.

As a sponsor, you are part of a select group committed to supporting this extraordinary mission that will have a lasting impression.

Sponsors have a unique opportunity to stand out and deliver additional value to thier mission through this special relationship.

# SPONSOR KIT

1200 Athletes From  
Across the State  
Converge on Conroe



## 33RD ANNUAL FIREFIGHTER SUMMER GAMES

**The Texas Firefighter Summer Games is an annual gathering of courageous men and women from across the state of Texas to raise awareness and funds for charitable organizations that directly serve our communities.**

The Texas Firefighter Summer Games is an annual gathering of courageous men and women from across the state of Texas to raise awareness and funds for charitable organizations that directly serve our communities. These men and women are the first to respond to those in need or when tragedy strikes. They risk their lives day in and day out to keep our loved ones and us safe and now they are asking for your support.

These games present a unique opportunity to reach the loyal and influential First Responder market and to give back to our community by supporting these four charitable organizations; Memorial Herman Hospital, Parkland Hospital, Shriner's Hospital for Children, and the Local IAFF Chapter. With 15,000+ firefighters in Texas and over 1 million nationwide, firefighters are a dynamic target market for partners to honor and

support through their association with the Texas Summer Games. Over 1,200 athletes, representing over 70 fire departments across the State of Texas, will compete in 20 sports over 5 days in the 33rd Annual Summer Games. All proceeds from the games will go directly to the four charitable organizations mentioned above.

The Summer Games would not be possible without the support of local, regional, and national partners. Again, money raised from corporate partnerships will directly benefit the organizations mentioned above. As a result, 2015 partners are in a unique position to build direct and personal relationships with those who are dedicated to serve our great state and to help fund programs that help thousands of Texans every year.



### **2014 Summer Games**

Over 1200 firefighter athletes from across the state participated in 20 sports over 5 days.



# SUMMER 2015



## More about The Games

In 1983, professional firefighters representing cities all across Texas began participating in various sporting events against other Texas Fire Departments. The Texas Firefighter Games were born and is now held annually in a different host city every year.

## The Games offer a select group of partners a customizable approach to deliver value to thier business.

Through unique and engaging opportunities the games can cut through the clutter in today's saturated media market by leveraging on-premise, digital and traditional media ownership opportunities to interact with an expansive demographic.

The events leading up to and including the Games provide ample opportunities for partners to interact with the athletes, fans, and greater local and state communities through targeted initiatives designed to meet each partner's goals and objectives.

The Games offer partners a variety of ways to maximize exposure and build brand loyalty throughout the event. Opportunities include, but are not limited to:

- Community outreach and initiatives
- Signage
- Digital and Social Media Marketing
- Traditional Media
- Rights and Logo Usage
- Event Marketing
- Hospitality

Official partners will be fully integrated into the branding of the Games and have maximum access to the expansive and loyal First Responder market.

Join us as an Official Partner for this memorable, once a year event to deliver sustained value for your company while honoring those individuals that protect and serve our communities around the state every day!

## Facts about The Games:

- 1,200 Athletes
- 2,000 Family visitors
- 70+ Fire Departments
- 15,000+ Firefighters in Tx
- 1Million+ Firefighters in the U.S.
- Charity Run (Open to Public)
- Reaches across the entire state

## For more information:

For information on the Partner program contact: Eric Harr at [tffgpresident@yahoo.com](mailto:tffgpresident@yahoo.com) or call 512-468-4277.



# SPONSOR DETAILS

We are proud to offer a limited number of Official Sponsors for the 2015 Games.

A  
Partnership  
You Can Be  
Proud Of

PACKAGE LEVEL	INDIVIDUAL SPORT	BRONZE	SILVER	GOLD	TITLE
	\$750	\$1000	\$2,500	\$5,000	\$10,000
PARTICIPATION IN CHARITY PRESENTATIONS					Title
INCLUSION IN PRESS RELEASE					Title
LOGO ON SHIRTS (2016)				Select	VIP
INCLUSION IN EMAIL BLASTS			Select	Select	VIP
PROGRAM AD	1/8 Page	1/4 Page	1/2 Page	Full Page	Full Page
ON PREMISE SIGNAGE	2' x 4'	2' x 4'	3' x 5'	4' x 6'	4' x 10'
SEATING AT CEREMONIES	Select	Select	Select	VIP	VIP
LOGO/MENTION ON SOCIAL MEDIA	Select	Select	Select	VIP	VIP
LOGO ON WEBSITE	On Sponsor Tab	On Sponsor Tab	On Sponsor Tab	Main Page (Scrolling)	Main Page (Constant)

\*\*Ask about Participant Sponsorship Level(\$500)

\*\*Ask about Advertising Rates; Ad rates start at \$150 for 1/4 Page Color Ad

## BENEFITING

Memorial Herman Hospital  
Parkland Hospital  
Shiners Hospital For Children  
Texas LODD Task Force  
IAFF LOCAL 4650



## CONTACT

Eric Harr  
2005 Wells Bend Ct  
Hutto, Tx 78634  
512-468-4277