



ATLANTA POLICE FOUNDATION

2015 EVENTS

SPONSORSHIP OPPORTUNITIES

<i>Link Up Against Crime Golf Tournament</i>	April 20, 2015
<i>A Night in Blue Gala</i>	May 16, 2015
<i>Atlanta's Finest 5K</i>	August 22, 2015
<i>Crime is Toast</i>	September 22, 2015
<i>Blue Jean Ball</i>	October 17, 2015

Partnering to Drive the Next Generation of Public Safety

Vision for a Safer City

The Atlanta Police Foundation (APF) has a vision of a safe, welcoming city; a city that is vibrant and prosperous, drawing industry and people to work, live and play. That vision starts with a police department at the forefront of policing strategies and technologies – a department that other police agencies reference as the model at all levels of policing.

Over the past eleven years, the APF has designed, funded and managed programs and initiatives that have transformed public safety and made Atlanta a safer, more welcoming city and helped the Atlanta Police Department (APD) rival leading police agencies across the U.S. The APD's commitment to excellence and its efforts to suppress crime has made Atlanta the safest it has been since 1969, and the city is on its way to being the safest large city in the nation.

The APF's impact on public safety is evident in the continual reduction and prevention of crime and is further enhanced through the strong partnerships forged with the APD, city leaders, business leaders and the philanthropic community.

Join the Force

Atlanta Police Foundation events reach some incredibly large audiences for nonprofit events in Atlanta. Our 2014 *Crime is Toast* breakfast had nearly 1,000 guests, and our Gala, *A Night in Blue* had close to 600 in attendance. These events provide a valuable opportunity to entertain clients, network and associate your brand with important civic experiences.

By purchasing a sponsorship package, you will enjoy a discounted rate!

EVENT	PACKAGE #1	PACKAGE #2	PACKAGE #3	PACKAGE #4
<i>Link Up Against Crime</i> Golf Tournament	\$5,000	\$5,000	\$2,500	\$1,000
<i>A Night in Blue</i> Gala	\$5,000	\$5,000	\$3,000	\$1,500
<i>Atlanta's Finest 5K Race</i>	\$5,000	\$2,500	\$2,500	\$1,000
<i>Crime is Toast</i> Breakfast	\$5,000	\$3,000	\$3,000	\$1,500
<i>Blue Jean Ball</i> to benefit Crime Stoppers	\$5,000	\$2,500	\$1,000	\$1,000
Value	\$25,000	\$18,000	\$12,000	\$6,000
Savings	\$5,000	\$3,000	\$2,000	\$1,000
TOTAL	\$20,000	\$15,000	\$10,000	\$5,000

Corporate Team Building

An ideal opportunity for corporate team-building, the Atlanta Police Foundation in partnership with the APD, offers a ***Drive and Shoot*** at the APD's Training Academy. Individuals will engage in training exercises including tactical driving, defensive measures, range shooting, and SWAT tactics. Teams will even get the chance to tackle the obstacle course. The *Drive and Shoot* can be scheduled at your convenience, and teams can range in size from 20-75 participants for a fee of \$25,000.

For more information on the full portfolio of benefits, marketing assets associated with various packages or to customize your sponsorship package, please contact

Sandy Smith at ssmith@atlantapolicefoundation.org or 404.586.0180.

Individual Event Details

Link Up Against Crime – Monday, April 20, 2015
Capital City Club Brookhaven – 11:30am - 6:00pm

Join the Atlanta Police Foundation and the Atlanta Police Department for the 8th Annual *Link Up Against Crime* **golf tournament**. Players will enjoy a day of friendly competition with members of the APD Command Staff and special guests. The day includes a round of golf at Capital City Club Brookhaven, one of the south's oldest and most prestigious clubs, lunch and beverages on the course, an awards reception and a gift bag.



Presenting Sponsor \$15,000

- o Recognition as the Presenting Sponsor in advertising and publicity
- o Two teams of 4
- o Prominent logo placement on event signage
- o Prominent logo placement and web link on Sponsor page of APF website
- o Two prominent Hole Sponsor signs
- o Opportunity to place promotional item in event gift bag

Chief Sponsor \$10,000

- o Team of 4
- o Prominent logo placement on event signage
- o Prominent logo placement on Sponsor page of APF website
- o Prominent Hole Sponsor sign

Deputy Chief Sponsor \$5,000

- o Team of 4
- o Logo placement on event signage
- o Logo placement on Sponsor page of APF website
- o Hole Sponsor sign

Major Sponsor \$2,500

- o Team of 4
- o Name listed on event signage
- o Name listed on Sponsor page of APF website

Hole Sponsor \$500

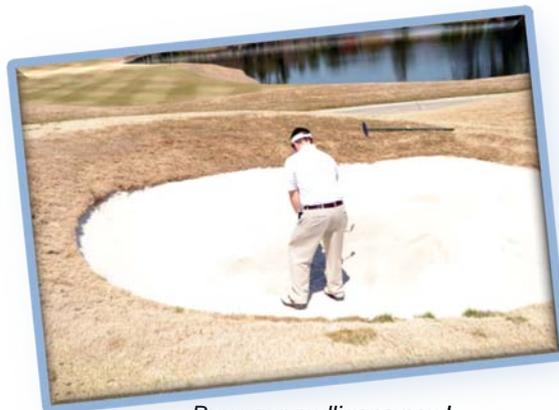
- o Sponsor sign on one of eighteen holes

Sponsor an Officer \$500

- o Sponsor an APD officer for 18 holes at Capital City Club Brookhaven, boxed lunch, reception and a gift bag

Individual Golfer \$500

- o A round of 18 holes at Capital City Club Brookhaven, boxed lunch, reception and a gift bag



Buy your mulligans now!



A Night in Blue: The Atlanta Police Foundation Gala – Saturday, May 16, 2015

6:30pm - 11:00pm



A Night in Blue is the Atlanta Police Foundation's annual gala to spotlight the tremendous work of the men and women of our Atlanta Police Department. Guests will enjoy an evening of dinner, dancing, fun music and world-class auctions. Close to **600 guests** attended this event in 2014.

Presenting Sponsor \$50,000

- o Recognition as the Presenting Sponsor in advertising and publicity
- o Name listed on hard copy and electronic event invitations
- o Name listed in the event program
- o Logo placement and web link on Sponsor page of APF website
- o Logo placement on event signage
- o Three tables of 10 and an opportunity to host the Mayor at your table

Chief Sponsor \$25,000

- o Recognition as the Chief Sponsor in advertising and publicity
- o Name listed on hard copy and electronic event invitations
- o Name listed in the event program
- o Logo placement and web link on Sponsor page of APF website
- o Logo placement on event signage
- o Two tables of 10 and an opportunity to host the Police Chief at your table
- o VIP seating at the Gala

Deputy Chief Sponsor \$15,000

- o Name listed on hard copy and electronic event invitations
- o Name listed in the event program
- o Logo placement and web link on Sponsor page of APF website
- o Logo placement on event signage
- o One table of 10
- o VIP seating at the Gala

Major Sponsor \$10,000

- o Name listed on hard copy and electronic event invitations
- o Name listed in the event program
- o Logo placement on Sponsor page of APF website
- o Logo placement on event signage
- o 8 tickets to the Gala
- o VIP seating at the Gala

Captain Sponsor \$5,000

- o Name listed on hard copy and electronic event invitations
- o Name listed in the event program
- o Logo placement on Sponsor page of APF website
- o Logo placement on event signage
- o 8 tickets to the Gala
- o Priority seating at the Gala

Lieutenant Sponsor \$3,000

- o Name listed on event invitation
- o Name listed in the event program
- o Name listed on event signage
- o 6 tickets to the Gala
- o Priority seating at the Gala

Patron Sponsor \$1,500

- o Name listed on event invitation
- o Name listed in the event program
- o Two tickets for the Gala
- o Priority seating at the Gala

Individual Ticket \$300

One ticket to the Gala



Guests had fun with the complimentary "green screen" photos!

Atlanta's Finest 5K Race – Saturday, August 22, 2015

Pemberton Place at the World of Coca-Cola – 7:30am - 10:00am

Directed by the Atlanta Track Club

Join us at *Atlanta's Finest 5K* with more than **1,200 participants** that include corporate teams, community and civic leaders, more than 25 area law enforcement agencies and over 300 APD Officers who take part in this annual event.

Atlanta's Finest 5K provides **entertainment for the whole family**, including a Gumshoe Gallop race just for kids, and the opportunity to view police gear including the bomb squad, SWAT gear, patrol cars and the mounted patrol. All proceeds benefit Crime Stoppers Greater Atlanta.



Presenting Sponsor \$15,000

- o Logo placement and web link on Sponsor page of APF website
- o Recognition in Atlanta Track Club magazine with a distribution list of 7,000+
- o Prominent logo placement on event application
- o Prominent logo placement on event signage
- o Prominent logo placement on event t-shirt
- o 50 complimentary runners in the race
- o 10' x 10' booth for distribution of promotional materials *

Chief Sponsor \$10,000

- o Logo placement on Sponsor page of APF website
- o Recognition in Atlanta Track Club magazine with a distribution list of 7,000+
- o Prominent logo placement on event application
- o Prominent logo placement on event signage
- o Prominent logo placement on event t-shirt
- o 30 complimentary runners in the race
- o 10' x 10' booth for distribution of promotional materials *

Deputy Chief Sponsor \$5,000

- o Logo placement on Sponsor page of APF website
- o Recognition in Atlanta Track Club magazine with a distribution list of 7,000+
- o Prominent logo placement on event application
- o Prominent logo placement on event signage
- o Prominent logo placement on event t-shirt
- o 20 complimentary runners in the race
- o 10' x 10' booth for distribution of promotional materials *

Major Sponsor \$2,500

- o Logo placement on Sponsor page of APF website
- o Logo placement on event application
- o Logo placement on event signage
- o Logo placement on event t-shirt
- o 15 complimentary runners in the race

Captain Sponsor \$1,000

- o Name listed on Sponsor page of APF website
- o Name listed on event application
- o Name listed on event signage
- o 10 complimentary runners in the race

Booth Sponsor \$500 *

- o 10' x 10' Tent, 8ft table and two folding chairs

Mile Marker Sign \$250

- o 18" x 24" sign with name or logo placed at mile Marker

Run & Sponsor an Officer \$50

- o One individual race entry
- o Sponsored entry for a participating officer

Individual Runner \$30

- o One individual race entry

Sponsor an Officer \$30

Sponsored entry for a participating officer



Fun for all ages!



* No sales make take place from booths.

Crime is Toast – Tuesday, September 22, 2015

Honorary Chair: Jeffrey Sprecher, Chairman & CEO, IntercontinentalExchange

The Georgia World Congress Center – 7:30am - 9:30am

Crime is Toast is highlighted by the annual State of Public Safety address from the Mayor and the State of the Force address from the Police Chief. In 2014 it was **standing room only** with nearly **1,000 guests** attending to recognize the brave men and women of the APD with outstanding service awards, including Meritorious Service, Purple Heart and Officer of the Year. Join us as we honor those who put their lives on the line daily for the safety of our city.

Presenting Sponsor \$50,000

- o Recognition as the Presenting Sponsor in advertising and publicity
- o Logo placement on hard copy and electronic event invitations
- o Logo placement in the event program
- o Logo placement and web link on Sponsor page of APF website
- o Logo placement on event signage
- o Three named tables of 10
- o VIP Seating

Chief Sponsor \$20,000

- o Recognition as the Chief Sponsor in advertising and publicity
- o Logo placement on hard copy and electronic event invitations
- o Logo placement in the event program
- o Logo placement and web link on Sponsor page of APF website
- o Logo placement on event signage
- o Two named tables of 10
- o VIP Seating

Deputy Chief Sponsor \$10,000

- o Logo placement on hard copy and electronic event invitations
- o Logo placement in the event program
- o Logo placement and web link on Sponsor page of APF website
- o Logo placement on event signage
- o One named table of 10
- o VIP seating



2014 Honorary Chair Paul Bowers
Chairman, President & CEO, Georgia Power

Major Sponsor \$5,000

- o Logo placement on hard copy and electronic event invitations
- o Logo placement in the event program
- o Logo placement on APF web site
- o Logo placement on event signage
- o One named table of 10
- o Priority seating

Captain Sponsor \$3,000

- o Name listed on event invitation
- o Name listed in the event program
- o Name placement on event signage
- o Table of 10

Lieutenant Sponsor \$1,500

- o Name listed on event invitation
- o Name listed in the event program
- o Name placement on event signage
- o 8 tickets

Individual Ticket \$75

- o One ticket to the breakfast



Blue Jean Ball – Saturday, October 17, 2015

6:30pm - 11:00pm



The Blue Jean Ball is known as the **most comfortable gala** in metro Atlanta, and raises awareness and support for Crime Stoppers Greater Atlanta. We invite you to don your denims and enjoy a night of music, food and fun to benefit the Crime Stoppers Greater Atlanta reward fund.

The 2014 Blue Jean Ball was our most successful in history with more guests than in 2013. This momentum will continue so we encourage you to purchase your tickets now to avoid missing out in 2015!

Presenting Sponsor \$30,000

- o Recognition as the Presenting Sponsor in advertising and publicity
- o Name listed on hard copy and electronic event invitations
- o Logo placement and web link on Sponsor page of APF website
- o Logo placement on event signage
- o Fourteen tickets to the Blue Jean Ball & VIP Reception with the Mayor
- o Invitation for 14 to VIP Briefing with the Police Chief

U.S. Marshal \$10,000

- o Recognition as the U. S. Marshal Sponsor in advertising and publicity
- o Name listed on hard copy and electronic event invitations
- o Logo placement and web link on Sponsor page of APF website
- o Logo placement on event signage
- o Ten tickets to the Blue Jean Ball & VIP Reception with the Mayor
- o Invitation for 10 to a private APD Briefing with the Police Chief

Texas Ranger \$5,000

- o Name listed on hard copy and electronic event invitations
- o Logo placement on Sponsor Page of APF website
- o Logo placement on event signage
- o Eight tickets to the Blue Jean Ball & VIP Reception with the Mayor
- o Invitation for 8 to a private APD Briefing with the Police Chief



Sheriffs' Deputy \$2,500

- o Name listed on hard copy and electronic event invitations
- o Logo placement on Sponsor Page of APF website
- o Logo placement on event signage
- o Six tickets to the Blue Jean Ball & VIP Reception with the Mayor
- o Invitation for 4 to a private APD Briefing with the Police Chief

Wyatt Earp's Posse \$1,000

- o Name listed on event invitation
- o Name listed on event signage
- o Two tickets to the Blue Jean Ball & VIP Reception with the Mayor
- o Invitation for 2 to a private APD Briefing with the Police Chief

Gunslinger \$500

- o Name listed on event invitation
- o Two tickets to the Blue Jean Ball

Lone Ranger \$175

- o One ticket to the Blue Jean Ball



2015 Comprehensive Sponsorship Package Commitment Form

April 20 - Golf Tournament | May 16 – Gala | August 22 – 5K Race
September 22 – Crime is Toast | October 17 – Blue Jean Ball

Package # 1 \$20,000 (value: \$25,000)

- **Golf** – team of 4; logo on event signage, APF website sponsor page; hole sponsor
- **Gala** – 8 tickets; logo on invitations, program, APF website sponsor page, event signage
- **5K** – 20 complimentary runners; logo on APF website sponsor page, event application, signage, t-shirt; recognition in “The Wingfoot” magazine (7,000+ distribution); 10’ x 10’ booth
- **Crime is Toast** – 10 tickets; logo on event signage, invitations, program, APF website sponsor page
- **Blue Jean Ball** – 8 tickets; logo on event signage, invitations, APF website sponsor page; 8 tickets to a VIP Briefing with the Police Chief

Package # 2 \$15,000 (value: \$18,000)

- **Golf** – team of 4; logo on event signage, APF website sponsor page; hole sponsor plus 1 mulligan for each golfer
- **Gala** – 8 tickets; logo on invitations, program, APF website sponsor page, event signage
- **5K** – 15 complimentary runners; logo on APF website sponsor page, event application, signage, t-shirt
- **Crime is Toast** – 10 tickets; logo on event signage, invitations, program, APF website sponsor page
- **Blue Jean Ball** – 6 tickets; logo on APF website sponsor page, invitations, event signage; 4 tickets to a VIP Briefing with the Police Chief

Package # 3 \$10,000 (value: \$12,000)

- **Golf** – team of 4; name listed on event signage and APF website sponsor page
- **Gala** – 6 tickets; name listed on invitation, program and signage
- **5K** – 10 complimentary runners; logo on APF website sponsor page, event application, signage, t-shirt
- **Crime is Toast** – 10 tickets; logo on event signage, invitations, program, APF website sponsor page
- **Blue Jean Ball** – 4 tickets; name on invitations, event signage; 2 tickets to a VIP Briefing with the Police Chief

Package # 4 \$ 5,000 (value: \$6,000)

- **Golf** – individual golfer; sponsor of an APD officer; boxed lunch, reception and gift bag
- **Gala** – 2 tickets; name listed on invitation, program
- **5K** – 6 complimentary runners; name on application, event signage, APF website sponsor page
- **Crime is Toast** – 8 tickets; name on invitations, program, event signage
- **Blue Jean Ball** – 4 tickets; name on invitations, event signage; 2 tickets to a VIP Briefing with the Police Chief

Drive and Shoot Corporate Team Building \$ 25,000

- Held at the APD’s Training Academy, your team will engage in training exercises used by the APD, including tactical driving, defensive measures, range shooting, SWAT tactics and the obstacle course.
- The *Drive and Shoot* is scheduled at your convenience, and teams can range in size from 20-75 participants. The APF will contact you to schedule the event.

*For more information on the full portfolio of benefits, marketing assets associated with various packages or to customize your sponsorship package, please contact **Sandy Smith** at ssmith@atlantapolicefoundation.org or 404.586.0180.*

Individual Event Sponsorship Commitment Form

April 20 - Golf Tournament | **May 16** – Gala | **August 22** – 5K Race
September 28 – Crime is Toast | **October 17** – Blue Jean Ball

Link Up Against Crime

- Presenting Sponsor – \$15,000
- Chief Sponsor – \$10,000
- Deputy Chief Sponsor – \$5,000
- Major Sponsor – \$2,500
- Hole Sponsor – \$500
- Sponsor an Officer – \$500
- Individual Golfer – \$500

Crime is Toast

- Presenting Sponsor – \$50,000
- Chief Sponsor – \$20,000
- Deputy Chief Sponsor – \$10,000
- Major Sponsor – \$5,000
- Captain Sponsor – \$3,000
- Lieutenant Sponsor – \$1,500
- Individual Ticket – \$75

A Night in Blue:

The Atlanta Police Foundation Gala

- Presenting Sponsor – \$50,000
- Chief Sponsor – \$25,000
- Deputy Chief Sponsor – \$15,000
- Major Sponsor – \$10,000
- Captain Sponsor – \$5,000
- Lieutenant Sponsor – \$3,000
- Patron Sponsor – \$1,500
- Individual Ticket – \$300

Blue Jean Ball

- Presenting Sponsor – \$30,000
- U.S. Marshal – \$10,000
- Texas Ranger – \$5,000
- Sheriffs' Deputy – \$2,500
- Wyatt Earp's Posse – \$1,000
- Gunslinger – \$500
- Lone Ranger – \$150

Atlanta's Finest 5K Race

- Presenting Sponsor – \$15,000
- Chief Sponsor – \$10,000
- Deputy Chief Sponsor – \$5,000
- Major Sponsor – \$2,500
- Captain Sponsor – \$1,000
- Booth Sponsor – \$500
- Mile Marker Sign – \$250
- Run & Sponsor an Officer – \$50
- Individual Runner – \$30
- Sponsor an Officer – \$20

Drive and Shoot

- Corporate Team Building – \$ 25,000

For more information on the full portfolio of benefits, marketing assets associated with various packages or to customize your sponsorship package, please contact
Sandy Smith at ssmith@atlantapolicfoundation.org or 404.586.0180.



About the Atlanta Police Foundation

The Atlanta Police Foundation was established in 2003 to provide vital support to the Mayor, the Chief of Police and the Atlanta Police Department. The organization is based on a public-private partnership model that has proven to be highly effective in the prevention and reduction of crime in other major cities. Since its inception, the APF has worked to secure and leverage private resources to fund high priority projects designed to enhance the City of Atlanta's ability to fight and prevent crime.

As a result of the work of the APF, since 2003 there has been an increase in number of police officers on the streets and an increase in the engagement of Atlanta's business community and neighborhood residents in fighting crime. Additionally, the City has experienced a 58% reduction in the violent crime rate and a 41% reduction in crimes overall. Furthermore, Atlanta moved from being ranked the second most violent city in America to the twenty-fifth. So far in 2014, crime is down 23%.

Our programs are strategically focused to complement the Atlanta Police Department's vision of becoming the safest large city in America. We give high priority to programs that address the need for more police visibility and improved police operations.

We also provide strategic counsel for the APD and aid in bringing private and public sector resources together for short and long range security planning for the City.

We continue to partner with the business community and the citizens of Atlanta in an effort to make Atlanta the safest and most inviting city for all its residents, workers and visitors.

Atlanta Police Foundation
191 Peachtree Street NE, Suite 191
Atlanta, GA 30303

www.atlantapolicefoundation.org