



2017

Comprehensive Event Sponsorship Opportunities

A Night in Blue	April 13, 2017
Link Up Against Crime Golf Tournament	May 15, 2017
Atlanta's Finest 5K	August 19, 2017
Crime is Toast Breakfast	September 14, 2017
Blue Jean Ball	October 21, 2017

Cutting Edge, Cutting Crime: Partnering for a Model City

A Model City For Public Safety

From Nation's Most Dangerous City to Public Safety Leader

For much of the previous three decades, Atlanta was regarded as one of the nation's most dangerous cities – plagued by violent crime, a police department with a damaged reputation, and an anemic population in decline.

Today Atlanta boasts the lowest crime rates since 1969, a world class police force regarded as the pre-eminent police department in the southeast, and a thriving business climate with the nation's third largest concentration of Fortune 500 companies. Atlanta is flourishing because of the unwavering commitment and investment the City, businesses and residents have made to make public safety a priority.

Spearheaded by the Atlanta Police Foundation (APF) and its business, civic and philanthropic partners, the Atlanta Police Department (APD) has orchestrated a public safety strategy focused on increasing the size of the police force, establishing strong leadership and marrying cutting-edge policing with state-of-the-art technology.

The statistics speak for themselves; crime continues to drop across the board, and residents are feeling that change. The challenge before us today is maintaining the momentum and continuing to advance innovation in public safety to drive down crime and make Atlanta the safest large city in the nation.

Join the Force: Complete a Sponsorship Package Today!

The suite of events designed and delivered by the Atlanta Police Foundation to support our programs provides a dynamic and impactful opportunity for audience outreach by our corporate sponsors.

In 2016, the *Crime is Toast Breakfast* hosted over 1,000 guests, while our Gala, *A Night in Blue*, supported the efforts of the Atlanta Police Department and the Foundation by hosting a select group of 400 distinguished patrons. 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 on all our events!

EVENT	PACKAGE #1	PACKAGE #2	PACKAGE #3	PACKAGE #4	PACKAGE #5	PACKAGE #6
<i>A Night in Blue</i>	\$25,000 Chief Sponsor	\$15,000 Deputy Chief Sponsor	\$10,000 Major Sponsor	\$10,000 Major Sponsor	\$5,000 Captain Sponsor	\$2,500 Patron Sponsor
<i>Link Up Against Crime Golf Tournament</i>	\$15,000 Deputy Chief Sponsor	\$10,000 Major Sponsor	\$5,000 Captain Sponsor	\$2,500 Lieutenant Sponsor	\$2,500 Lieutenant Sponsor	\$700 Individual Golfer
<i>Atlanta's Finest 5K</i>	\$7,500 Deputy Chief Sponsor	\$5,000 Major Sponsor	\$2,500 Captain Sponsor	\$1,000 Lieutenant Sponsor	\$1,000 Lieutenant Sponsor	\$1,000 Lieutenant Sponsor
<i>Crime is Toast Breakfast</i>	\$20,000 Chief Sponsor	\$10,000 Deputy Chief Sponsor	\$5,000 Major Sponsor	\$5,000 Major Sponsor	\$3,500 Captain Sponsor	\$1,500 Lieutenant Sponsor
<i>Blue Jean Ball</i>	\$7,500 Texas Ranger	\$5,000 Sheriff's Deputy	\$2,500 Wyatt Earp's Posse	\$500 Gunslinger	\$1,000 Buckin Broncos	\$500 Gunslinger
Total Package Value	\$75,000	\$45,000	\$25,000	\$19,000	\$13,000	\$6,200
Total Package Savings	\$15,000	\$10,000	\$5,000	\$4,000	\$3,000	\$1,200
TOTAL COST	\$60,000	\$35,000	\$20,000	\$15,000	\$10,000	\$5,000



2017 Comprehensive Event Sponsorship Opportunities

I/ we will support the Atlanta Police Foundation at the following levels:

- | | | |
|-------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Package #1 | <input type="checkbox"/> Package #3 | <input type="checkbox"/> Package #5 |
| <input type="checkbox"/> Package #2 | <input type="checkbox"/> Package #4 | <input type="checkbox"/> Package #6 |

OR

A Night in Blue

- | | | |
|---------------------------------|--------------------------------|-----------------------------|
| ___ \$50,000 Presenting Sponsor | ___ \$10,000 Major Sponsor | ___ \$2,500 Patron Sponsor |
| ___ \$25,000 Chief Sponsor | ___ \$5,000 Captain Sponsor | ___ \$500 Individual Ticket |
| ___ \$15,000 Dep. Chief Sponsor | ___ \$3,500 Lieutenant Sponsor | |

Link Up Against Crime Golf Tournament

- | | | |
|---------------------------------|--------------------------------|-----------------------------|
| ___ \$35,000 Presenting Sponsor | ___ \$10,000 Major Sponsor | ___ \$700 Individual Golfer |
| ___ \$25,000 Chief Sponsor | ___ \$5,000 Captain Sponsor | ___ \$500 Hole Sponsorship |
| ___ \$15,000 Dep. Chief Sponsor | ___ \$2,500 Lieutenant Sponsor | |

Atlanta's Finest 5K Race

- | | | |
|---------------------------------|--------------------------------|--------------------------------|
| ___ \$15,000 Presenting Sponsor | ___ \$5,000 Major Sponsor | ___ \$500 Booth Sponsor |
| ___ \$10,000 Chief Sponsor | ___ \$2,500 Captain Sponsor | ___ \$50 Run & Sponsor Officer |
| ___ \$7,500 Dep. Chief Sponsor | ___ \$1,000 Lieutenant Sponsor | ___ \$35 Individual Runner |

Crime is Toast Breakfast

- | | | |
|---------------------------------|--------------------------------|-----------------------------|
| ___ \$50,000 Presenting Sponsor | ___ \$5,000 Major Sponsor | ___ \$100 Individual Ticket |
| ___ \$20,000 Chief Sponsor | ___ \$3,500 Captain Sponsor | |
| ___ \$10,000 Dep. Chief Sponsor | ___ \$1,500 Lieutenant Sponsor | |

Blue Jean Ball

- | | | |
|----------------------------------|--------------------------------|-----------------------------|
| ___ \$30,000 Presenting Sponsor | ___ \$7,500 Texas Ranger | ___ \$1,000 Buckin' Broncos |
| ___ \$15,000 New Sheriff in Town | ___ \$5,000 Sheriffs' Deputy | ___ \$500 Gunslinger |
| ___ \$10,000 U.S. Marshal | ___ \$2,500 Wyatt Earp's Posse | ___ \$300 Lone Ranger |



2017 Comprehensive Event Sponsorship Opportunities

DONOR LISTING

Please indicate how you would like to be listed for recognition.

I / we prefer to remain anonymous.

BENEFITS (check one)

I / we will utilize all of our benefits.

Please waive the benefits that have a fair market value.

GIFT INFORMATION

Check enclosed (make payable to the Atlanta Police Foundation).

Please invoice me on _____.
(date)

Pay by credit card on _____.
(date)

Credit Card Number: _____ Exp. Date: _____ Security Code _____

Name on card: _____

Signature: _____

Billing Address: _____

CONTACT INFORMATION

Company: _____

Contact Name: _____

Address: _____

Phone: _____ Email (required): _____

Thank you for your commitment!

Please return this form to:

Atlanta Police Foundation

Attn: Marshall B. Freeman, Director of Annual Giving & Events

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

P: 404.586.0180 | F: 404.586.0414 | mfreeman@atlantapolicfoundation.org

Or register by credit card online at www.AtlantaPoliceFoundation.org



2017

Individual Event Sponsorship Opportunities



April 13, 2017

Loudermilk Park and Buckhead Theatre

Join us for the newly re-developed and innovative A Night in Blue 2017! This will be an evening of show stopping entertainment, dinner and fun at Loudermilk Park and Buckhead Theatre!

Tired of the same black tie affairs? Are you ready for interactive fun, surrounded by some of Atlanta's elite? Join us, mid-week, Thursday, April 13, 2017 for a gorgeous evening with the SWAT team, The Force of the Future, Mounted Patrol & so much more! Check out some of the latest technology used to help fight crime, and travel through the different stages of guiding Atlanta's youth.

Donation Amount	Sponsorship Level Recognition	Benefits	Amenities
\$50,000	Presenting Sponsor	30 VIP Tickets to A Night in Blue	1-4
\$25,000	Chief Sponsor	20 VIP Tickets to A Night in Blue	5-6
\$15,000	Deputy Chief Sponsor	10 VIP Tickets to A Night in Blue	5-6
\$10,000	Major Sponsor	8 VIP Tickets to A Night in Blue	5-6
\$5,000	Captain Sponsor	8 Tickets to a Night in Blue	6-7
\$3,500	Lieutenant Sponsor	6 Tickets to a Night in Blue	7-8
\$2,500	Patron Sponsor	2 Tickets to a Night in Blue	8
\$500	Individual Ticket	1 Ticket to a Night in Blue	

2017 A Night in Blue @ Loudermilk Park Sponsorship Amenities:

1. Prominent recognition as the Presenting Sponsor in all event outreach
2. Large logo placement listed on event signage, all forms of invitation, APF website, and event program
3. VIP Seating at event with opportunity to host the Chief of Police with your group
4. Sponsor representative speaking opportunity during a Night in Blue
5. VIP Seating at A Night in Blue
6. Logo placement on event signage, all forms of invitation, APF website, and event program
7. Priority Seating at A Night in Blue
8. Name listed on all forms of invitation, APF website, and event program

2017 A Night in Blue

- Presenting Sponsor (\$50,000) Major Sponsor (\$10,000) Patron Sponsor (\$2,500)
- Chief Sponsor (\$25,000) Captain Sponsor (\$5,000) Individual Ticket(s): ____ (\$500)
- Deputy Chief Sponsor (\$15,000) Lieutenant Sponsor (\$3,500)

DONOR LISTING

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- I / we prefer to remain anonymous.

BENEFITS (check one)

- I / we will utilize all of our benefits. Please waive the benefits that have a fair market value.

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(date)

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Signature: _____

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LINK ^{UP} AGAINST CRIME GOLF TOURNAMENT

May 15, 2017

Capital City Club Brookhaven

Golf with a purpose! Join the Atlanta Police Foundation and the Atlanta Police Department for the 2017 Link Up Against Crime Golf Tournament.

Players will enjoy a day of friendly competition with members of the APD Command Staff. The day includes a round of golf at Capital City Club Brookhaven, one of the south's oldest and most prestigious clubs, along with lunch and beverages on the course, an awards reception and a tee gift for all participants.

Donation Amount	Sponsorship Level Recognition	Benefits	Amenities
\$35,000	Presenting Sponsor	2 Foursome Teams 3 Sponsored Holes	1-4, 7
\$25,000	Chief Sponsor	2 Foursome Teams 2 Sponsored Holes	2-4, 7
\$15,000	Deputy Chief Sponsor	1 Foursome Team 2 Sponsored Holes	3-4, 7
\$10,000	Major Sponsor	1 Foursome Team 1 Sponsored Hole	4-5, 7
\$5,000	Captain Sponsor	1 Foursome Team	5, 7
\$2,500	Lieutenant Sponsor	1 Foursome Team	6-7
\$700	Individual Golfer	Ind. Tournament Entry	7
\$500	Hole Sponsorship	1 Hole Sponsor Sign	

Mulligans may be purchased at the event!

2017 Link Up Against Crime Sponsorship Amenities:

1. Prominent recognition as the Presenting Sponsor in all event outreach
2. Opportunity to include promotional item in event tee gift bags
3. Large logo placement on event signage and APF website
4. Prominent Hole sponsorship
5. Logo placement on event signage and APF website
6. Name listed on event signage and APF website
7. Access to tournament, luncheon, reception and event tee gift

2017 Link Up Against Crime Golf Tournament

- Presenting Sponsor (\$35,000) Major Sponsor (\$10,000) Individual Golfer(s) ____ (\$700)
- Chief Sponsor (\$25,000) Captain Sponsor (\$5,000) Hole Sponsorship(s) ____ (\$500)
- Deputy Chief Sponsor (\$15,000) Lieutenant Sponsor (\$2,500)

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BENEFITS (check one)

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August 19, 2017

Pemberton Place

Sprint, jog or walk for safety with the Atlanta Police Foundation during the 2017 Atlanta's Finest 5K. This event provides family-friendly entertainment, including a One-Mile Fun Run for ages 7 and up, as well as a 50m Dash for kids 6 and under. Attendees will also have the opportunity to view police gear including the Bomb Squad, SWAT, patrol cars, Mounted Patrol and much more!

Over 1,700 participants from the community, corporate and civic teams, and over 500 Atlanta Police Department Officers and their families joined us in 2016 to raise awareness and funding for the Crime Stoppers Greater Atlanta program. Don't miss out in 2017!

Donation Amount	Sponsorship Level Recognition	Benefits	Amenities
\$15,000	Presenting Sponsor	100 Runners for Safety	1-4
\$10,000	Chief Sponsor	75 Runners for Safety	4-5
\$7,500	Deputy Chief Sponsor	50 Runners for Safety	4-5
\$5,000	Major Sponsor	30 Runners for Safety	5
\$2,500	Captain Sponsor	20 Runners for Safety	6
\$1,000	Lieutenant Sponsor	15 Runners for Safety	6
\$50	Run for Safety & Sponsor an Officer	1 Runner for Safety 1 Sponsored Officer Entry	
\$35	Individual Runner	1 Runner for Safety	
\$500	Booth Sponsor	1 10' x 10' booth space (*No sales from booths)	

2017 Atlanta's Finest 5K Sponsorship Amenities:

1. Prominent recognition as the Presenting Sponsor in all event outreach
2. Dedicated stage signage
3. Large logo placement listed on event signage, APF website, all forms of invitation, and race T-shirt (Deadline May 2017)
4. 10' x 10' booth space for distribution of promotional materials
5. Logo listed on event signage, APF website, all forms of invitation and race T-shirt (Deadline May 2017)
6. Name listed on event signage, APF website, and all forms of invitations

2017 Atlanta's Finest 5K

- | | | |
|---|---|---|
| <input type="checkbox"/> Presenting Sponsor (\$15,000) | <input type="checkbox"/> Major Sponsor (\$5,000) | <input type="checkbox"/> Run & Sponsor an Officer____(\$50) |
| <input type="checkbox"/> Chief Sponsor (\$10,000) | <input type="checkbox"/> Captain Sponsor (\$2,500) | <input type="checkbox"/> Individual Runner(s) ____(\$35) |
| <input type="checkbox"/> Deputy Chief Sponsor (\$7,500) | <input type="checkbox"/> Lieutenant Sponsor (\$1,000) | <input type="checkbox"/> Booth(s) ____(\$500) |

DONOR LISTING

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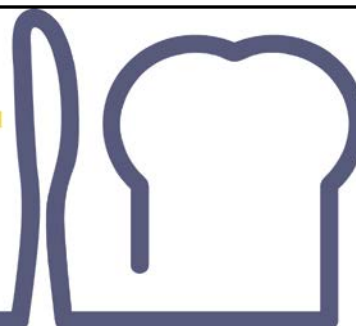
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CRIME IS TOAST

BREAKFAST



September 14, 2017

Join us for the 14th Annual Crime is Toast Breakfast to honor those who put their lives on the line daily for the safety of our city. Crime is Toast is one of the Atlanta Police Foundation's signature event highlighted by the annual State of Public Safety address from the Mayor of Atlanta and the State of the Force address from the Atlanta Police Department Police Chief.

In 2016 over 1,000 guests gathered to recognize the brave men and women of APD with outstanding service awards, including awards for Meritorious Service, Purple Heart and Officer of the Year.

Donation Amount	Sponsorship Level Recognition	Benefits	Amenities
\$50,000	Presenting Sponsor	Three VIP Tables of 10	1-4
\$20,000	Chief Sponsor	Two VIP Tables of 10	4-6
\$10,000	Deputy Chief Sponsor	One VIP Table of 10	5-6
\$5,000	Major Sponsor	Named Table of 10 Priority Seating	6-7
\$3,500	Captain Sponsor	Named Table of 10	8
\$1,500	Lieutenant Sponsor	8 Tickets to Breakfast	8
\$100	Individual Ticket	1 Ticket to Breakfast	

2017 Crime is Toast Breakfast Sponsorship Amenities:

1. Prominent recognition as the Presenting Sponsor in all event outreach
2. Large logo placement on event signage, APF website, all forms of invitation, and Breakfast program
3. VIP Seating at Breakfast with opportunity to host the Chief of Police at one of your three tables
4. Sponsor representative video appearance opportunity shown during Breakfast
5. VIP Seating at Breakfast
6. Logo placement on event signage, APF website, all forms of invitation, and Breakfast program
7. Priority Seating at Breakfast
8. Name listed on APF website, event invitation, and Breakfast program

2017 Crime is Toast Breakfast

- Presenting Sponsor (\$50,000) Major Sponsor (\$5,000) Individual Ticket(s) _____ (\$100)
- Chief Sponsor (\$20,000) Captain Sponsor (\$3,500)
- Deputy Chief Sponsor (\$10,000) Lieutenant Sponsor (\$1,500)

DONOR LISTING

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BENEFITS (check one)

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(date)

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October 21, 2017

Join the Atlanta Police Foundation for the 7th Annual Blue Jean Ball to celebrate the accomplishments of the *Crime Stoppers Greater Atlanta* program.

Through an anonymous tip system, Crime Stoppers Greater Atlanta is a force multiplier that assists law enforcement to reduce the time it takes to investigate cases and put criminals behind bars. To date, Crime Stopper tips have led to more than 1,500 arrests in the Atlanta metro area.

This isn't a traditional Ball, we encourage our guests to throw on their favorite pair of jeans, slide into their boots and prepare for a night of dancing, BBQ, live music and fun under the stars!

Donation Amount	Sponsorship Level Recognition	Benefits	Amenities
\$30,000	Presenting Sponsor	20 VIP Tickets to Ball	1-6
\$15,000	New Sheriff In Town	14 VIP Tickets to Ball	3-7
\$10,000	U.S. Marshal	12 VIP Tickets to Ball	4-7
\$7,500	Texas Ranger	10 VIP Tickets to Ball	5-7
\$5,000	Sheriff's Deputy	8 VIP Tickets to Ball	6-7
\$2,500	Wyatt Earp's Posse	6 VIP Tickets to Ball	6-7
\$1,000	Buckin' Broncos	4 Tickets to Ball	8
\$500	Gunslinger	2 Tickets to Ball	8
\$300	Lone Ranger	1 Ticket to Ball	

2017 Blue Jean Ball Sponsorship Amenities:

1. Prominent recognition as the Presenting Sponsor in all event outreach
2. Large logo placement listed on event signage, all forms of invitation, APF website, and event program
3. Sponsor representative speaking opportunity during the Blue Jean Ball, VIP Reception with the Chief of Police
4. Opportunity to include promotional items at Blue Jean Ball and VIP Reception
5. Reserved Outdoor Firepit at Blue Jean Ball
6. Access to VIP reception
7. Logo placement on event signage, APF website and all forms of invitation (Deadline Oct. 1)
8. Name placement on event signage, APF website and all forms of invitation (Deadline Oct. 1)

2017 Blue Jean Ball

- | | | |
|---|---|--|
| <input type="checkbox"/> Presenting Sponsor (\$30,000) | <input type="checkbox"/> Texas Ranger (\$7,500) | <input type="checkbox"/> Buckin' Broncos (\$1,000) |
| <input type="checkbox"/> New Sheriff In Town (\$15,000) | <input type="checkbox"/> Sheriff's Deputy (\$5,000) | <input type="checkbox"/> Gunslinger (\$500) |
| <input type="checkbox"/> U.S. Marshal (\$10,000) | <input type="checkbox"/> Wyatt Earp's Posse (\$2,500) | <input type="checkbox"/> Lone Ranger (\$300) |

DONOR LISTING

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BENEFITS (check one)

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Or register by credit card online at www.AtlantaPoliceFoundation.org



For more information on specific events or our sponsorship packages, please contact:

*Marshall Freeman at mfreeman@atlantapolicfoundation.org
or 404.586.0180.*