

AIRLIFE MEMORIAL



15th Annual AIRLIFE Memorial 5k/10K Run and 5k Walk & EMS Celebration

Proceeds go to the maintenance of the AIRLIFE Memorial Park, EMS education, and charitable assistance for air and emergency medical personnel.

Sunday, May 20th, 2012

7:00am-2:00pm

**Presented by THE HUDSON GARDENS AND EVENTS CENTER
Littleton, Colorado**



AIRLIFE Memorial 5k/10k Run, 5kWalk, & EMS Celebration

Why sponsor these events?

Proceeds from the events help maintain the *AIRLIFE* Memorial Park built in 1998 in honor of those who lost their lives in the December 1997 car accident and related *AIRLIFE* helicopter crash in Littleton. The *AIRLIFE* Memorial Park was constructed with funds raised from private donations and contributions from the City of Littleton, Swedish Medical Center-HealthONE and Centura Littleton Hospital medical staffs, the HealthONE *AIRLIFE* Golf Tournament and the 1st Annual *AIRLIFE* Memorial Run/Walk, along the South Platte River bike trail. The *AIRLIFE* Memorial Park includes a fountain, stone seating and a place for private reflection in a beautifully landscaped setting.

Incorporated as a nonprofit 501 (c) (3), The Friends of AIRLIFE is committed to remembering those who lost their lives, while contributing to the future of air medical and emergency services personnel through training and education.

Help us honor the memory of those who lost their lives: Julie Olmstead and the AIRLIFE crew: Pete Abplanalp, Beth Barber, and Leslie Feldmann.

What is “Friends of AIRLIFE”?

Friends of AIRLIFE is a Colorado nonprofit organization grown out of the grassroots effort to build the *AIRLIFE* Memorial Park and is comprised of individuals representing multiple EMS, fire and ambulance services, both private and public. Each year additional agencies and individuals join “Friends” in planning and accomplishing this Annual Memorial & EMS Celebration. In addition to maintaining the Memorial Park, the proceeds from this year's *AIRLIFE* Memorial & EMS Celebration events go toward the Jim Ulrich Silver Falcon EMS Award for outstanding dedication to the EMS Profession, EMS education, EMS and Air Medical safety education, and charitable assistance for air and emergency medical personnel injured or killed in the line of duty as determined by the Friends of *AIRLIFE* Board of Directors, Officers and event committee members.

2012 Board of Directors:

<i>Linda Gray, President</i>	<i>AIR LIFE Chief Flight Nurse</i>
<i>Wayne Zygowicz, Vice President</i>	<i>Littleton Fire Rescue</i>
<i>Andrea Johnson, Treasurer</i>	<i>AIR LIFE</i>
<i>Courtney Morehouse, Secretary</i>	<i>Rural Metro</i>
<i>Jana Williams, Board Member</i>	<i>AIR LIFE</i>
<i>Stephen Green, Board Member</i>	<i>Englewood Fire Rescue</i>

Event Description

The 2012 *AIRLIFE* 5k/10k Run (3.1 miles/6.2 miles) & 5k Walk start and finish within the grounds of The Hudson Gardens and Events Center just southwest of Arapahoe Community College at Santa Fe south of Bowles in Littleton, CO. The Run/Walk proceeds through the beautiful grounds and along the Platte River past the *AIRLIFE* crash site and Memorial Park just south of Prince Street. A fun run and walk for families and children takes place on the pathway surrounding the quiet ponds within Hudson Gardens.

This annual event coincides with the beginning of National Emergency Medical Services Week. In honor of these everyday heroes, the EMS Celebration includes a traditional Fire Muster involving a display of equipment and apparatus from local and regional EMS/Fire agencies, live

safety/rescue demonstrations, booths with educational material, and an EMS Volleyball Tournament. It is a day full of fun activities for the whole family.

Sunday, May 20th is uncluttered in terms of recreational runs and walks in the southwest section of the metropolitan area which positions this event as a premier summer kick-off recreational event, particularly with one of the largest running events in the country occurring in Boulder nine days later. The *AIRLIFE* 10K and 5K are both official USTAF certified qualifiers for the BoulderBoulder 2012!

Friends of *AIRLIFE* once again utilizes BKB Event Management for a professional and smooth-flowing 15th Annual *AIRLIFE* Memorial & EMS Celebration. Management and risk are not the concern of the sponsors. Each sponsor, however, is encouraged to provide volunteers on event day.

Event Promotion

There are several avenues planned to promote the 2012 *AIRLIFE* Memorial/EMS Celebration that may include the following:

- Dedicated 9 News TV sponsor 
- Dedicated local print media sponsor (Englewood, Highlands Ranch, Littleton)
- Free listings in print and electronic resources
- Distribution of applications to community-wide locations
- Distribution of race applications at other events preceding the run
- Event notification through sponsor publications, newsletters and mailings
- Specific public relations campaign to encourage media coverage
- Community calendar listings

Event Activities

- 6:00 AM Apparatus & Registration Set-up Completed
- 7:00 AM Race Day Registration -- Bib Pick up -- Apparatus in-place for Muster
- 8:00 AM 5K/10K Run -- Race Start
- 8:05 AM 5K -- Walk Start
- 9:30 AM Children's Fun Run/Walk
- 10:00 AM Awards Ceremony/Prize Drawings
- 10:30 AM Volleyball Challenge
- 2:00 PM Event Ends

Participant Gifts

Special gifts for the race participants include:

- Tee Shirt
- Post-Run/Walk Refreshments
- Awards Ceremony/drawings for prizes
- Free Admission to Hudson Gardens & the Fire Muster

Races and Awards

The course is designed with one thing in mind, to provide a safe and fun venue for participants and family members. The concurrent Fire Muster and Volleyball Tournament make this a family-oriented event. Start and finish in Hudson Gardens allows easy access to parking as well as pre- and post-event activities.

The 5k/10k Run & 5k Walk not only offers access to the beautiful Hudson Gardens, walkers and runners can appreciate the *AIRLIFE* Memorial Park and the natural beauty of the S. Platte River. This flat, fast course layout provides an excellent qualifying race for the serious competitor while encouraging participation by even the most novice race enthusiast. Awards are issued to the top five men and women overall and Masters male and female for the 5k/10k Run and the 5k Walk.

The *AIRLIFE* Memorial/EMS Celebration is actively promoted. Clearly in the national perspective, walking is growing as a fitness activity at a rate proportionally faster than running. Awards are given to the top three men and women overall with “race-walk” judging by USA Track and Field, the national governing body for the sport.

The Children’s Fun Run provides a fun and non-competitive opportunity for young people to enjoy the day plus visit the Muster, including an *AIRLIFE* Helicopter, fire trucks, ambulances and other emergency vehicles.

Insurance

Insurance is provided through USA Track and Field at or above mandated levels required by Arapahoe County, the City of Littleton, and the State of Colorado. These limits and stipulations are set forth in a Certificate of Insurance provided by the carrier that lists all necessary parties. BKB manages certificate processing. Any requesting sponsors are named as additional insured.

Sponsorship Opportunities

The *AIRLIFE* Memorial/EMS Celebration offers many exciting sponsorship opportunities. Please take time to review the following sponsorship levels and benefits:

Inclusion in printed material is subject to printing deadlines

Sponsor approval is retained by the Friends of *AIRLIFE* Board of Directors

Title Sponsor -- \$5,000

\$5,000 (cash contribution or equal to in-kind value)

Benefits:

6 complimentary race registrations

Your name/logo prominently displayed on the start/finish line banner

Logo and organization name prominently displayed on front of race Tee Shirt

Local and organization name prominently displayed on all printed materials to include but not limited to registration brochure, poster, fliers, etc. (subject to printing deadlines)

Organization name included in all calendar listings, press releases,

Logo and link on AIRLIFE and BKB Web site

Organization logo displayed with link in two email blasts to BKB race participant list

One complimentary exhibit booth at the finish line

Organization name and logo on four HealthONE hospital banners

Public address announcer mentions your company at start, finish and awards ceremony

Presenting Sponsor(s) -- \$2,500

\$2,500 cash contribution

Benefits:

4 complimentary race registrations

Your name/logo displayed on the start/finish line banner

All printed material, including posters, use your name and logo (subject to printing deadlines)

Your company name and logo displayed on the event tee shirt for all registrants

One complimentary exhibit booth at the finish line
Public address announcer mentions your company at start, finish and awards ceremony
Opportunity to provide free sampling to all participants
Generate consumer traffic by creating a coupon to include in all participant entry packets

Bib Sponsor(s) -- \$1,500 (Limit of 3)

\$1,500 cash contribution

Benefits:

5K/10K Run, 5K Walk, *or all* participant bibs with your name and logo displayed
2 complimentary race registrations
Your banner may be displayed near the start/finish line
All entrants receive a Tee shirt with your name and logo displayed
One complimentary exhibit booth at the finish line
Public address announcer mentions your company at start, finish and awards ceremony
Opportunity to provide free sampling to all participants
Generate consumer traffic by creating a coupon to include in all participant entry packets

Kids Events and Fun Run Sponsor(s) -- \$1,500

\$1,500 cash contribution (Sponsoring organization to provide volunteers for Kids Run event management)

Benefits

2 complimentary race registrations
Your company logo on the Kids Fun Run Banner
Opportunity to provide printed collateral/giveaways to contestants
All entrants receive a beautifully designed Tee shirt with your name and logo displayed
One complimentary exhibit booth at the finish line
Public address announcer mentions your company at start, finish and awards ceremony
Generate consumer traffic by creating a coupon to include in all participant entry packets

Volleyball Challenge Sponsor(s) -- \$1,500

\$1,500 cash contribution

Benefits:

1 complimentary volleyball team registration
Your banner may be displayed near the 5/10k start/finish line and at the volleyball registration area
All entrants receive a beautifully designed Tee shirt with your name and logo displayed
One complimentary exhibit booth at the finish line
Public address announcer mentions your company at 5/10k and during volleyball competition
Opportunity to provide free sampling to all participants
Generate consumer traffic by creating a coupon to include in all participant entry packets

Mile Marker Sponsor -- \$1,000 (Limit of 1)

\$1,000 cash contribution

Benefits

One sign posted for every mile and every kilometer on the race course with your company logo
2 complimentary race registrations
One complimentary exhibit booth at the finish line

Opportunity to provide free sampling to all participants
Generate consumer traffic by creating a coupon to include in all participant entry packets

Dove Sponsor(s) -- \$500

\$500 cash contribution

Benefits:

- One complimentary exhibit booth at the finish line
- Public address announcer mentions your company at Dove release, start, finish and awards ceremony
- Opportunity to provide free sampling to all participants
- Generate consumer traffic by creating a coupon to include in all participant entry packets

Booth Sponsors -- \$100

\$100 cash contribution

Benefits

- One complimentary exhibit booth at the finish line
- Opportunity to provide free sampling to all participants
- Generate consumer traffic by creating a coupon to include in all participant entry packets

Individual Sponsors / Donations (Unlimited)

Any contribution amount

Benefits

- Your name and or company will be mentioned during the event and announced as a contributing sponsor.
- An invoice for your **tax deductible** donation/contribution will be sent to all contributors upon request
- All Proceeds from the event go to the Friends of *AIRLIFE* Organization for the Jim Ulrich Silver Falcon EMS Award, ongoing care and maintenance of the *AIRLIFE* Memorial Park near the site of the helicopter crash, EMS Education, and charitable assistance for air and emergency medical personnel and their families as determined by the Friends of *AIRLIFE* board of directors.

Your donations of prizes or drawing gifts are acknowledged during the Run/Walk announcements and the Awards ceremony. For more information on the event, please visit the information page at:

www.airlifedenver.com

303-338-7338

THANK YOU FOR YOUR SUPPORT

