

SPONSORSHIP PACKET

2023



SEPTEMBER 15TH

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Greenville Downtown Airport
100 TOWER DRIVE
GREENVILLE, SC 29607

LETTER FROM THE FOUNDER

Friends,

For the past eight years, LEAD Upstate has recognized the men and women in law enforcement who courageously dedicate their lives to protect and serve the citizens of Greenville County.

The weeklong event will be September 11-15, 2023 and culminates on Friday morning where over 600 officers from various law enforcement agencies drive through our venue to receive a free breakfast and a bag packed with gift certificates and prizes from local businesses. Every officer has a chance to enter their name in the prize drawing, and for the 200 or so lucky ones, they may win a set of tires, a shotgun, a recliner, a television, a golf outing, and much more.

Our event is made possible through the generosity of our donors who contribute not only financially, but with their time and resources. We would like to invite you to be a part of our 2023 LEAD Upstate event starting on September 11 and running through September 15.

This year we have a special sponsorship opportunity in memory of Tim Brett. Tim was a longtime member of LEAD Upstate, a former officer, and lifelong supporter and friend of law enforcement. Tim passed away in December 2022. This special sponsorship honors his life and work to always "Back the Blue."

You will find the enclosed sponsorship packet which outlines the numerous opportunities there are for you and your company to become involved and show our law enforcement community your appreciation for their dedication to keeping Greenville safe for all.

Thank you for your consideration.

FOUNDING SPONSOR:



Seabrook Marchant
Chairman, LEAD Upstate, Inc.



MARCHANT
REAL ESTATE

OUR HISTORY



The LEAD Upstate event signifies bringing community and law enforcement together in the name of appreciation and gratitude. Each year, this event gains more participation and sponsorships while amassing abounding appreciation for the selfless individuals who pledged to protect and serve their communities.

OUR FOUNDER

Seabrook Marchant, the founder of LEAD Upstate, has always held a special appreciation for law enforcement officers. He was a member of the Civil Service Commission for Greenville which was responsible for hiring police and firefighters for the city of Greenville. Through his service, he became well acquainted with the needs, concerns and triumphs of law enforcement officers.

It was Seabrook's numerous encounters with officers at Tommy's Ham House that conceived the LEAD Upstate event 8 years ago. After seeing an inordinate amount of officers at Tommy's Ham House waiting for breakfast, Seabrook and a friend decided to buy their meals as a token of their appreciation. This was a catalyst for the event, as Seabrook sought out more sponsors to continue this tradition. There came a need for a bigger venue as the law enforcement breakfast at Tommy's Ham House gained more popularity amongst different municipal offices. After arranging accommodations at Westin Poinsett, officers were invited to come in between shifts to enjoy breakfast and fellowship with one another. In addition to the breakfast, each officer receives valor bags which are filled with gifts from local businesses and organizations.



GET IN THE KNOW

THE EVENT:

In its early years, LEAD Upstate was a sit down breakfast hosted at Tommy's Ham House and The Westin Poinsett in downtown Greenville. However, due to COVID-19, we shifted the event to a drive-through venue in 2020. To our surprise, this event venue was the most successful one to date! The drive-through format allowed officers to stop by the event in between their shifts, and we were able to serve so many more officers. We are excited to be returning to The Greenville Downtown Airport for the 2023 event.



VALOR BAGS:

When an officer comes to the event, they will receive a complimentary valor bag filled with great giveaway items. The reusable tote bags are graciously donated by an event sponsor, as are many of the contents inside. Items often include gift certificates to local restaurants, coupons, and various promotional items from local businesses. Each and every law enforcement officer will receive this bag when they attend the LEAD Upstate event.

PRIZES:

Another fan favorite of the LEAD Upstate event is always the prize drawings! A large portion of the funds raised are used to buy big ticket gifts to give away to officers who register for the event. In past years, we've given away televisions, iPads, Apple Watches, Amazon Alexas, shotguns, free rounds of golf, overnight hotel stays, grills, recliners, and much more!



WEBSITE:

Head to our website to learn more about what we do, why we do it, and who we are serving. You can also find more sponsorship and contact information if you need!

www.leadupstate.com

PRESENTING SPONSOR



\$10,000



SOLD

SPONSOR BENEFITS:

Limited to 1 company

"Presented by (your company name)" on all event information, collateral, and logo

Opportunity to have 1 company representative on the LEAD committee

Acknowledgment in all press releases and media coverage

Designated presence on LEADupstate.com

Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner

Logo included on event promotional advertising

Banner ad placement on LEADupstate.com (rotating with Premier Sponsors)

Static ad placement on LEADupstate.com

1 social media shout-out per week for 2 months leading up to the event

- Facebook and Instagram
- Can be used for company branding, specials, new offers, etc.

Logo on 600+ event t-shirts given to law enforcement

Opportunity to feature special offers for your business through social media posts as well as e-blasts

Private consultation with our marketing agency to make the most of your sponsorship

Acknowledgment in thank you ad to be run after the event



VENUE SPONSOR



SPONSOR BENEFITS:

Acknowledgment in all press releases and media coverage

Designated presence on LEADupstate.com

Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner

Logo included on event promotional advertising

- 1 social media shout-out per week leading up to the event
 - Facebook and Instagram
 - Can be used for company branding, specials, new offers, etc.

Logo on 600+ event t-shirts given to law enforcement

Opportunity to feature special offers for your business and through social media posts as well as e-blasts

Private consultation with our marketing agency to make the most of your sponsorship

Acknowledgment in thank you ad to be run after the event

SPONSOR RESPONSIBILITIES:

Provide the venue for the 2023 LEAD Greenville Appreciation event

- Please note that the venue must have the capacity to host a drive-through event that will accommodate up to 600 law enforcement officers coming through in the span of 3-4 hours

Provide additional space to store and pack all valor bags & giveaway items in weeks leading up to the event



PREMIER SPONSORS



\$5,000

3 LEFT

SPONSOR BENEFITS:

Limited to 5 companies

Acknowledgment in all press releases and media coverage

Designated presence on LEADupstate.com

Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner

Logo included on event promotional advertising

Banner ad placement on LEADupstate.com (rotating with other Premier Sponsors)

Static ad placement on LEADupstate.com

1 social media shout-out per week leading up to the event

- Facebook and Instagram
- Can be used for company branding, specials, new offers, etc.

Logo on 600+ event t-shirts given to law enforcement

Opportunity to feature special offers for your business and through social media posts as well as e-blasts

Private consultation with our marketing agency to make the most of your sponsorship

Acknowledgment in thank you ad to be run after the event



VIP RECEPTION SPONSOR



SPONSOR BENEFITS:

Limited to 1 company

The event is held 1-2 weeks prior to the event

The event is attended by law enforcement representatives from across the agencies in the Upstate

Acknowledgment in all press releases and media coverage

Includes complimentary event planning via our marketing agency (up to 20 hours)

Designated presence on LEADupstate.com

Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner

Logo included on event promotional advertising

Banner ad placement on LEADupstate.com (rotating with other Premier Sponsors)

Static ad placement on LEADupstate.com

1 social media shout-out per week leading up to the event

- Facebook and Instagram
- Can be used for company branding, specials, new offers, etc.

Logo on 600+ event t-shirts given to law enforcement

Opportunity to feature special offers for your business and through social media posts as well as e-blasts

Private consultation with our marketing agency to make the most of your sponsorship

\$5,000



SOLD



BLUE LIGHT SPONSOR



\$5,000

As a Blue Light sponsor, you allow LEAD Upstate to provide hundreds of free blue lights to homes and businesses across Greenville County, where we ask citizens to light up their porch or front window with a blue bulb for the entire week of LEAD Upstate.

Now more than ever, the officers who risk their lives for the public need our support. The blue light concept is simple and is a way for everyone to come together in solidarity to honor and show the officers who serve and protect us that they are appreciated while honoring those who have died in the line of duty.

SPONSOR BENEFITS:

Limited to 1 company

Designated press release to announce this new sponsorship engagement

Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner

Logo included on event promotional advertising

Designated presence on LEADupstate.com

Banner ad placement on LEADupstate.com (rotating with Premier Sponsors)

1 social media shout-out per week leading up to the event

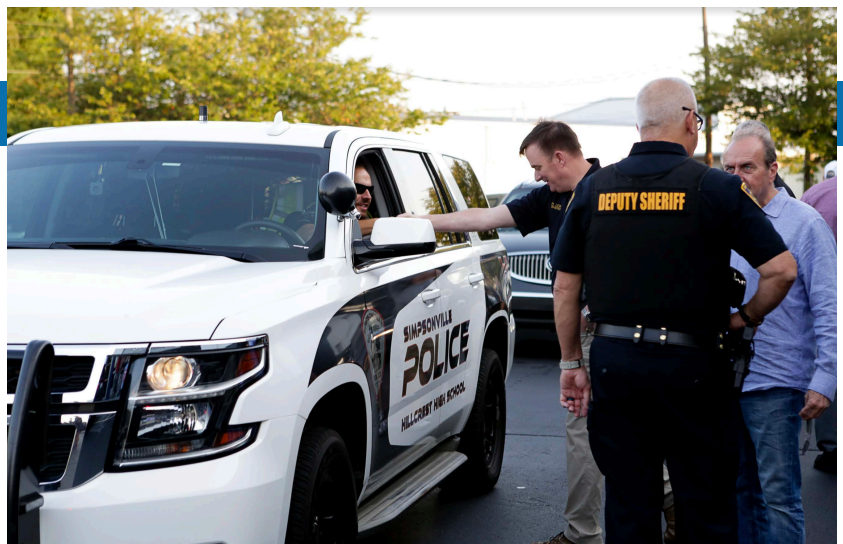
- Facebook and Instagram
- Can be used for company branding, specials, new offers, etc.

Logo on 600+ event t-shirts given to law enforcement

Opportunity to feature special offers for your business and through social media posts as well as e-blasts

Private consultation with our marketing agency to make the most of your sponsorship

Acknowledgment in thank you ad to be run after the event



K9 SPONSOR



\$5,000



PROSOURCE

A LUXURY PLUMBING, LIGHTING & HARDWARE SHOWROOM

SOLD

SPONSOR BENEFITS:

Limited to 2 companies

A portion of funds from this sponsorship level will go towards the needs of the K9s and their handlers

Designated press release to announce this new sponsorship engagement

Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner

Designated presence on LEADupstate.com

Banner ad placement on LEADupstate.com (rotating with Premier Sponsors)

1 social media post per week leading up to the event

- Facebook and Instagram
- Can be used for company branding, specials, new offers, etc.

Logo on 600+ event t-shirts given to law enforcement

Opportunity to feature special offers for your business and through social media posts as well as e-blasts

Private consultation with our marketing agency to make the most of your sponsorship

Acknowledgment in thank you ad to be run after the event



T-SHIRT SPONSOR



SOLD

SPONSOR BENEFITS:

Limited to 1 company

Acknowledgment in all press releases and media coverage

Designated presence on LEADupstate.com

Logo displayed on all law enforcement gift bags

Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner

Logo included on event promotional advertising

1 social media shout-out per month leading up to the event.

- Facebook and Instagram
- Can be used for company branding, specials, new offers, etc.

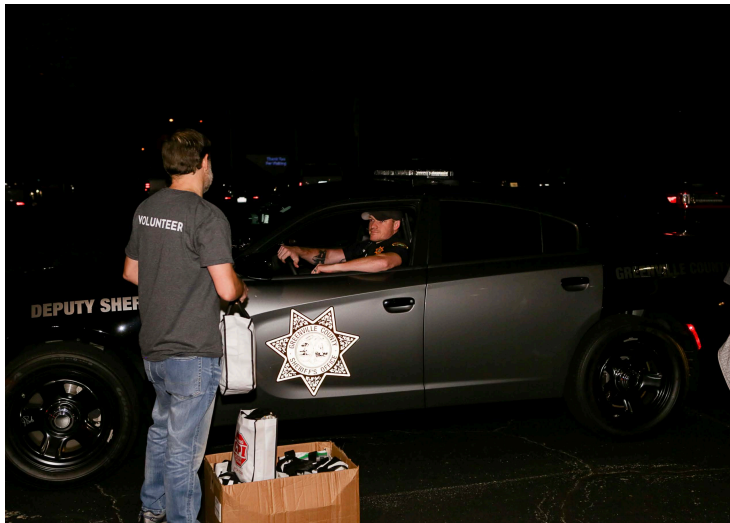
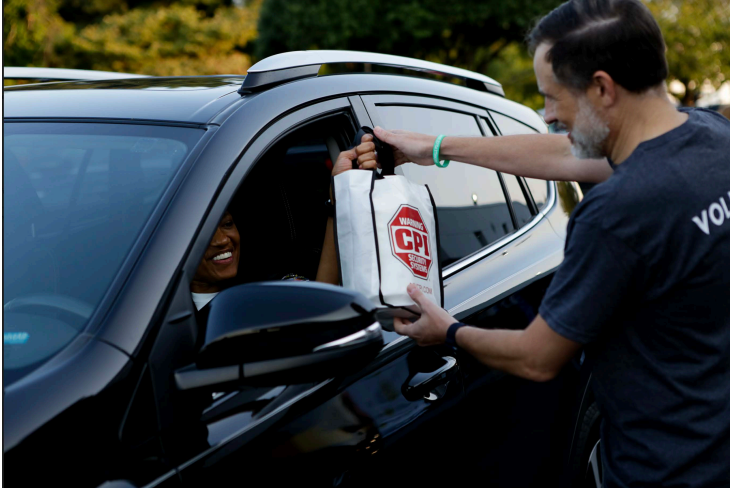
Acknowledgment in thank you ad to be run after the event.

SPONSOR RESPONSIBILITIES:

Provide custom t-shirts for 600+ law enforcement officers at the event



VALOR BAG SPONSOR



SPONSOR BENEFITS:

- Limited to 1 company
- Acknowledgment in all press releases and media coverage
- Designated presence on LEADupstate.com
- Logo displayed on all law enforcement gift bags
- Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner
- Logo included on event promotional advertising
- 1 social media shout out per month leading up to the event

- Facebook and Instagram
- Can be used for company branding, specials, new offers, etc.

Acknowledgment in thank you ad to be run after the event

\$4,000
SOLD



FOOD SPONSORS



1 LEFT

SPONSOR BENEFITS:

- Limited to 2 companies
- Acknowledgment in all press releases and media coverage
- Designated presence on LEADupstate.com
- Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner
- Special signage at the food & beverage station during the event
- Option to provide branded materials such as napkins or to-go containers for the event
- Logo included on event promotional print & digital advertising
- 1 social media shout-out every other week on Facebook and Instagram leading up to the event
- Acknowledgment in thank you ad to be run after the event

SPONSOR RESPONSIBILITIES:

- Provide to-go breakfast for 600+ law enforcement officers at the event
- Provide staff members to deliver food the morning of the event
- Supply necessary utensils and food supplies (i.e. napkins, forks, to-go plates, etc.)



BEVERAGE SPONSORS



SO LD



SPONSOR BENEFITS:

Limited to 2 companies (coffee, water bottle, other)

Acknowledgment in all press releases and media coverage

Designated presence on LEADupstate.com

Logo prominently displayed on the event invitation, e-blast and the event step & repeat banner

Special signage at the food & beverage station during the event

Option to provide branded materials such as napkins or cups for the event

Logo included on event promotional print & digital advertising

1 social media shout-out every other week on Facebook and Instagram leading up to the event

Acknowledgment in thank you ad to be run after the event

SPONSOR RESPONSIBILITIES:

Provide to-go coffee and breakfast beverages for 600+ law enforcement officers at the event

Provide staff members to deliver hot/cold beverage the morning of the event

Supply necessary beverage supplies (i.e. napkins, cups, cream, sugar, etc.)

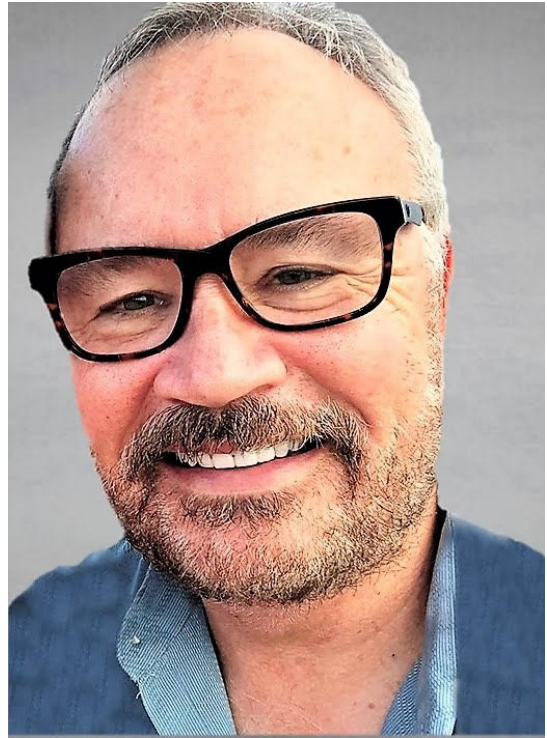


BACK THE BLUE SPONSOR

TIM BRETT MEMORIAL SPONSORSHIP

Tim Brett was a longtime member of LEAD Upstate, a former officer, and lifelong supporter and friend of law enforcement. Tim passed away in December 2022 and this special sponsorship honors his life and work to always “Back the Blue.”

A graduate of Newberry College (1974), Tim went to work for the Mauldin City Police Department. He was an honor graduate of the S.C. Criminal Justice Academy and received honorable mention for the J.P. Strom Award. Tim also graduated from six other criminal justice schools and was promoted to Sergeant, the youngest officer of that department ever to be elevated to that rank. On January 1, 1979, he resigned from the department to accept a position as Greenville County Field Representative for Congressman Carroll A. Campbell of South Carolina’s Fourth District. In 2022 Tim was made an honorary Deputy by Greenville County Sheriff Hobart Lewis.



SPONSOR BENEFITS: (Limited to 15 Sponsors)

Acknowledgment in feature press releases announcing your support

Featured listing on LEADupstate.com

Logo included on event promotional advertising

Social media shout out (Facebook and Instagram)

Acknowledgement in post event thank you video reel

\$2,500

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SUPPORTING SPONSOR



SPONSOR BENEFITS:

Designated Presence on LEADupstate.com

Logo prominently displayed on the event invitation & e-blast

Logo included on event promotional advertising

1 social media shout-out per month on Facebook and Instagram for 2 months prior to the event

Acknowledgment in thank you ad to be run after the event

\$2,000



INDIVIDUAL SPONSORSHIP LEVELS

\$500 CONTRIBUTION

Name listed separately with others at this designated level on one social media shout-out per month

Acknowledgment in thank you ad to be run after the event

Name listed with individual contributors on a designated page on the LEAD Upstate website

Pack of LEAD Upstate stickers and car magnets

LEAD Upstate Supporter t-shirt

Family name listed on "Thank You" banner at the event

\$1000 CONTRIBUTION

Name listed separately with others at this designated level one social media shout-out per month

Acknowledgment in thank you ad to be run after the event

Name listed with individual contributors on a designated page on the LEAD Upstate website

Pack of LEAD Upstate stickers and car magnets

LEAD Upstate Supporter t-shirt

Family name listed on "Thank you" banner at the event

Personal thank-you letter from law enforcement agency heads

CUSTOM BUDGET? CUSTOM EXPERIENCES?

WANT TO GET INVOLVED, BUT NOT SURE IF ANY OF THESE SPONSORSHIP OPTIONS ARE THE RIGHT FIT?

We are more than happy to work with you to customize a sponsorship package that is "just the right fit" for your business! Contact Brenda Stewart at info@LEADupstate.com for more information!

