



# 10 Years. 1 Mission.

LEAD Upstate is the biggest annual THANK YOU to law enforcement officers in Greenville County. The LEAD Upstate event brings the community and law enforcement together in the name of appreciation and gratitude. LEAD Upstate sponsors are honored to host this event for the men and women who courageously dedicate their lives to serve the citizens of their communities.

[www.leadupstate.com](http://www.leadupstate.com)



# About LEAD UPSTATE



## How it Started

- Seabrook Marchant's numerous encounters with officers at Tommy's Ham House and buying their meal was the catalyst for something bigger—an annual event to thank them for their service.
- LEAD Upstate, 501c3 was launched in 2015.
- The first few events were breakfast events with limited capacity.
- After several years of the breakfast event, the initiative evolved to the drive thru event with the purpose of serving and thanking even more officers.

## What It Looks Like Today

- The event has grown into a drive thru event with members of 9 law enforcement agencies supporting Greenville driving through a line of appreciation.
- In 2023 more 600+ law enforcement officers came through the line in a three hour time frame.
- More than 800 officers signed up for the prize drawings that take place in the days just before the drive thru.
- Business and community support for the event continues to grow.

## Why It Matters

- Law enforcement officers put on the uniform to serve their community every day, knowing the risk they take.
- It's important that the community come together to show our law enforcement officers how much they are appreciated.
- A spirit of giving and thanks to law enforcement makes Greenville an incredible place to live, work, and play.



# Support LEAD 2024



## Financial Support

Become a sponsor at various levels with corresponding benefits

Financial gifts support the mission of LEAD Upstate and are used to put on the annual "thank you" event each year. 2024 attendance expected to exceed 700 law enforcement officers.



## Donate Items for Officer Drawing

Officers sign up for a large prize drawing and the winners of items are announced during LEAD week. Items range from dining experiences and hotel stays, to services, sets of tires, jewelry, grills, handguns, recliners, tvs and more.





# LEAD 2024 – Law Enforcement Appreciation Day

FRIDAY, SEPTEMBER 20, 2024 – 6:00 - 9:00 AM

Held at the Greenville Downtown Airport



- Expected to exceed the car line of officers in 2023 of 650
- Officers Receive
  - Valor bag of specially selected gifts
  - Bundlet Cake by Nothing Bundt Cakes
  - Aquafina by Pepsi
  - Breakfast – biscuits, coffee and water
  - Commemorative t-shirt
  - LEAD Upstate challenge coin
  - A big THANK YOU







	Neighborhood Partner (5) \$3K	Tim Brett Memorial - Back the Blue (20) \$2.5K	Food Sponsor (2) \$2K	Supporting Sponsor \$2K	Individual Sponsors \$1K and below
Sponsorships Remaining					
Sponsor Benefits:					
Presented by "name of company" on all event collateral, website etc.					
Company name incorporated into LEAD Logo					
One Company Rep on LEAD Committee					
Consultation with LEAD marketing director to maximize sponsorship					
Moment at Mic at VIP Reception					
Acknowledgement in all press releases and media coverage					
Sponsor acknowledgement in any stories re K9 programs					
Logo on featured step ad repeat banner at LEAD event					
Logo on 700+ event t-shirts given to law enforcement officers					
Opportunity to attend VIP Reception					
Social Media Shout Out monthly leading up to September					
Social Media Shout Out weekly in September					
Logo on LEAD Upstate website as designated level sponsor					
Logo on 700+ Valor bags					
Acknowledgement in final press release post event					
Listing in letter sent to supported law enforcement agencies post event					
Unlimited Appreciation from LEAD Upstate and the supported law enforcement agencies					





2023 was a great success, help us make 2024 even better!









# Our Why



*City of Greenville  
Police Department*



*Greenville County  
Sheriff's Department*



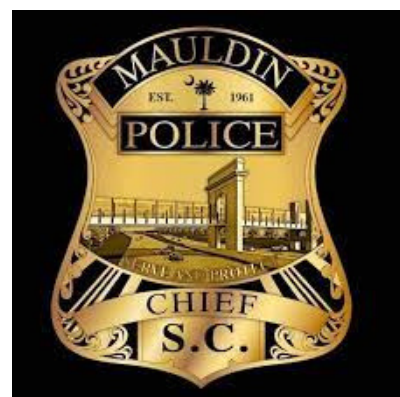
*South Carolina Highway  
Patrol- Group 3  
Headquarters*



*City of Greer Police  
Department*



*City of Travelers Rest  
Police Department*



*City of Mauldin  
Police Department*



*City of Simpsonville  
Police Department*



*City of Fountain Inn  
Police Department*



*SLED Law  
Enforcement*



# Contact

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