



# 11 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

## 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 2024 more 600+ law enforcement officers came through the line in a three hour time frame.
- More than 900 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 2025



## 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. 2025 attendance expected to exceed 650 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 2025 – Law Enforcement Appreciation Day

FRIDAY, SEPTEMBER 19, 2025 – 6:00 - 9:00 AM

Held at the Greenville Downtown Airport

- Anticipate serving over 650 officers in 2025
- Officers Receive:
  - Valor bag of specially selected gifts
  - Pepsi products
  - Chick-fil-A biscuit
  - Commemorative t-shirt
  - LEAD Upstate challenge coin
  - A big THANK YOU





	Presenting Sponsor (1) \$15K	VIP Reception Sponsor (1) \$7.5K	Founding Sponsor (1)	K-9 Sponsor (3) \$6K	Premier Sponsor (5) \$5K	T-Shirt Sponsor (1) \$5K	Valor Bag Sponsor (1) \$5K	Wellness Warrior Sponsor \$4K
Sponsorships Remaining:			0					
Sponsor Benefits:								
Presented by "name of company" on all event collateral, website etc.								
Company name incorporated into LEAD Logo for 2025								
Consultation with LEAD Mktg Dir. to maximize sponsorship								
Speaking Opportunity during VIP Reception								
Acknowledgement in all press releases and media coverage								
Invitation to attend all press conferences								
Radio interview with Joey Hudson on 98.9								
Sponsor mention in any K-9 related stories								
Logo featured on step and repeat banner								
Logo featured on 650+ LEO t-shirts								
Opportunity to attend VIP reception								
Social Media Shout outs Monthly leading up to Sept.								
Social media shout outs weekly in September								
Logo listed on website as designated level sponsor								
Logo on 650+ valor bags								
Acknowledgement in final press release post event								
Recognition in letter sent to Law Enforcement Agencies post event								
Unlimited appreciation from LEAD Upstate and the supported Law enforcement agencies								



	Neighborhood Partner (5) \$3K	Back the Blue Sponsor \$2 ,500	Lights and Sirens Sponsor \$2,000	Supporting Sponsor \$1,999-\$1K	Individual Sponsor \$999 and below	Venue Sponsor - In Kind	Beverage Sponsor - In Kind	Food Sponsor - In Kind (3)
Sponsorships Remaining:								
Sponsor Benefits:								
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2024 was a HUGE success, help us make 2025 even better!









# Who We Serve



*City of Greenville  
Police Department*



*Greenville County  
Sheriff's Department*



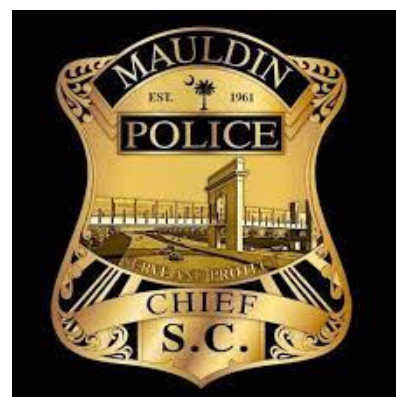
*South Carolina Highway  
Patrol- Group 3  
Headquarters*



*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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