



# LEAD UPSTATE

## 2026 SPONSORSHIP OPPORTUNITIES



HONORING THOSE WHO SERVE ★ SUPPORTING THOSE WHO PROTECT

# ABOUT LEAD UPSTATE

LEAD Upstate is the biggest annual THANK YOU to law enforcement officers serving Greenville County (Greenville, Greer, Travelers Rest, Mauldin, Simpsonville, and Fountain Inn). The LEAD event brings the community and law enforcement together in the name of appreciation and gratitude.

**Our sponsors play a vital role in hosting this event for the men and women who courageously dedicate their lives to serve the citizens of their communities.**



## OUR HISTORY

Seabrook Merchant's encounters with officers at Tommy's Ham House where he would buy their meals became the catalyst for something bigger – an annual event to thank them for their service.

LEAD Upstate, 501(c)3 was launched in 2015. The first few events were breakfasts with limited capacity.

After several years, the initiative evolved to a drive thru event allowing us to serve and thank even more officers.



## THE EVENT TODAY

Today, LEAD Upstate proudly serves 9 Greenville law enforcement agencies via the annual drive thru event.

In 2025, more than 600+ officers came through the line in three hours.

More than 900 participated in the event's prize drawings.

As business and community support increases our capacity to serve continues to grow.



## OUR WHY

Law enforcement officers put on the uniform to serve their community every day, knowing the risk they take.

We believe it is our duty and honor to come together as a community to show these men and women how much they are appreciated.

A spirit of giving and gratitude toward law enforcement makes Greenville an incredible place to live, work, and play!

## OUR 2025 IMPACT



**9** GREENVILLE AGENCIES SERVED



**600+** OFFICERS THANKED IN 3 HOURS



**900+** OFFICERS PARTICIPATED IN PRIZE DRAWINGS



**4** K-9 UNITS SUPPORTED



**\$10,000** DONATED TO SUPPORT K-9 UNITS

As business and community support increases, so does our capacity to serve!  
**Will you join us in showing appreciation to our dedicated law enforcement?**



## LAW ENFORCEMENT APPRECIATION DAY 2026

Greenville Downtown Airport  
Friday, September 18, 2026 | 6:00 - 9:00 AM

*The 2026 LEAD event is expected to exceed 700 law enforcement officers!*

## FINANCIAL SUPPORT

Become an event sponsor at various levels with corresponding benefits. Financial gifts support the mission of LEAD Upstate and are used to organize the annual "thank you" event each year.

## DONATE ITEMS FOR OFFICER DRAWING

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



“ ”

*"In today's law enforcement environment, support and encouragement are more important than ever. LEAD plays a meaningful role in reminding officers why they chose this profession and why their work still matters. That kind of support helps retain good officers and strengthens agencies from the inside out."*

**– Sheriff Hobart Lewis | Greenville County**

Together we can show these dedicated men and women how much they are appreciated. **Your support matters.**

# 2026 SPONSORSHIP OPPORTUNITIES

## \$50,000 – PRESENTING SPONSOR

*Exclusive Presenting Sponsor – "Presented by [Company Name]"*

- "Presented by [Company Name]" on all LEAD 2026 branding, signage, website, and collateral
- Exclusive top-tier recognition; logo integrated into official LEAD 2026 logo
- Strategy session with LEAD Marketing Director to maximize exposure
- Speaking opportunity during the VIP Reception
- Acknowledgment in all press releases and media coverage; invitation to all press conferences
- Feature radio interview with Joey Hudson on 98.9 WORD
- Sponsor mention in all K-9 related stories
- Premium logo placement on step-and-repeat banner, 700 officer t-shirts, and 700 valor bags
- Social Media: Sponsorship announcement upon payment, monthly recognition posts (Jan–Aug), weekly posts in September
- Recognition in post-event press release and thank-you letters to law enforcement agencies
- VIP Reception access and direct engagement with law enforcement leaders

## \$35,000 – TITLE SPONSOR

*"In Partnership With [Company Name]"*

- Recognition directly under Presenting Sponsor in all branding, signage, website, and collateral
- Recognition during VIP Reception program
- Feature radio interview with Joey Hudson on 98.9 WORD
- Prominent logo placement on step-and-repeat banner, t-shirts, and valor bags
- Invitation to attend VIP Reception and press events
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September
- Recognition in post-event recap and thank-you communications

## \$25,000 – PEACEKEEPER SPONSOR (2 AVAILABLE)

*Standing Watch with Our Heroes.*

- Featured as Peacekeeper Sponsor on website, event signage, and collateral
- Recognition during VIP Reception program
- Mention in select press releases and media coverage
- Logo on step-and-repeat banner, valor bags, and t-shirts
- Invitation to attend VIP Reception
- Feature radio interview with Joey Hudson on 98.9 WORD
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September
- Recognition in post-event recap and thank-you communications

# 2026 SPONSORSHIP OPPORTUNITIES

## \$15,000 – “STAY WITH ME” MENTAL HEALTH & WELLNESS CHAMPION (2 AVAILABLE)

*The “Stay With Me” Champion sponsorships provide critical mental health & wellness resources that help keep our law enforcement healthy and whole while serving the community.*

- Recognition as “Stay with Me” Sponsor on signage, website, and select media
- Logo featured on step-and-repeat banner and valor bags
- Verbal recognition during VIP Reception
- Invitation to attend VIP Reception
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

## \$10,000 – VIP RECEPTION SPONSOR (1 AVAILABLE)

*Honoring Service. Celebrating Community.*

- Exclusive naming rights for VIP Reception
- Logo featured prominently on reception signage and materials
- Verbal recognition during the VIP program
- Speaking opportunity at VIP Reception
- Logo and link on website and social media
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

## \$7,500 – VALOR BAG SPONSOR (1 AVAILABLE)

*Encouraging Strength and Resilience.*

- Logo printed on 700 valor bags
- Recognition on website and social media
- Invitation to VIP Reception
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

## \$6,000 – K-9 SPONSORS (UP TO 3)

*Through our K-9 sponsorships, funds are provided directly to area agencies to help offset the expenses of acquiring, training, and caring for K-9 officers who serve Greenville.*

- Sponsor mention in all K-9 related media and posts
- Speaking opportunity at K-9 fund distribution press conference
- Logo featured on step-and-repeat banner and valor bags
- Recognition on website and social media
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

# 2026 SPONSORSHIP OPPORTUNITIES

## \$5,000 – PREMIER SPONSORS (UP TO 5)

*Proud Partners of LEAD Upstate.*

- Logo on website, event signage, t-shirts, and valor bags
- Mention in select media coverage
- Invitation to VIP Reception
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

## \$4,000 – MISSION SUPPORT SPONSOR

*Supporting the mission and those who serve.*

- Recognition in wellness-related stories and posts
- Logo featured on website
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

## \$3,000 – NEIGHBORHOOD PARTNER

*Building Stronger Communities Together.*

- Logo on website and select printed materials
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

## \$2,500 – BACK THE BLUE: TIM BRETT MEMORIAL SPONSOR (UP TO 20)

*Honoring a Legacy of Service.*

- Honor those who serve and the legacy of Tim Brett
- Logo on website and select printed materials
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

## \$2,000 – LIGHTS & SIRENS

*Recognizing Those Who Answer the Call.*

- Recognition on website and social media
- Social Media: Sponsorship announcement upon payment, monthly recognition posts leading up to September, and weekly posts in September

## \$1,000 AND BELOW – GIFT OF YOUR CHOICE

*Every Gift Makes a Difference.*

- Unlimited appreciation from LEAD Upstate and the supported Law enforcement agencies

# 2026 SPONSOR COMMITMENT FORM

## PLEDGING MY SUPPORT FOR LEAD 2026 & THE LAW ENFORCEMENT OFFICERS SERVING GREENVILLE COUNTY:

\$1,000    \$2,000    \$2,500\*    \$3,000    \$4,000    \$5,000\*    \$6,000\*

\$7,500\*    \$10,000\*    \$15,000\*    \$25,000\*    \$35,000\*    \$50,000\*

**FILLED**

*\*Limited availability*

Other: \$\_\_\_\_\_

### In-Kind Donation:

---

---

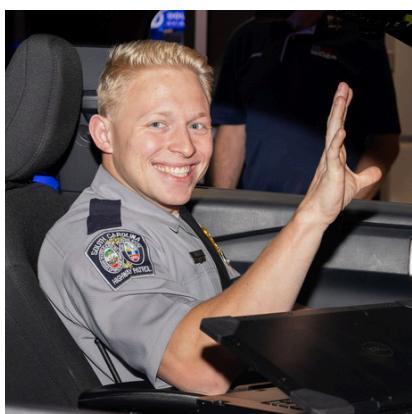
---

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



## CONTACT



Brenda Stewart | Marketing Director, LEAD Upstate  
[info@leadupstate.com](mailto:info@leadupstate.com)  
[www.leadupstate.com](http://www.leadupstate.com)  
(864) 449-7700



HONORING THOSE WHO SERVE



SUPPORTING THOSE WHO PROTECT