



Fire, Rescue & EMS

Serving
Bethesda
Chevy Chase
NW Washington DC

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BETHESDA-CHEVY CHASE RESCUE SQUAD, INC

RES1CUE Run 8K & Kids' Ambulance Chase

presented by the Leonard A. and Linda K. Greenberg Charitable Foundation

Sunday, May 1, 2016



The RES1CUE Run is a USATF certified 8K road race in Bethesda, MD hosted by the Bethesda-Chevy Chase Rescue Squad. The race begins and ends at our station at 5020 Battery Lane, in Bethesda, and winds through part of the rescue squad's response area. In addition to the 8K race, a Kids Ambulance Chase fun run will be held at the rescue squad on race day. Our 2014 inaugural race was a huge success as was our 2015 event. The third annual RES1CUE run, on May 1, 2016, will feature expanded entries and a new

finish line festival with food, family activities, music and exhibits for runners, families, and friends. All proceeds go to the rescue squad.

The Bethesda-Chevy Chase Rescue Squad is a philanthropic organization that provides state of the art emergency medical, fire, and rescue services to the Bethesda-Chevy Chase area and surrounding Maryland communities. The rescue squad also provides emergency medical services to upper Northwest D.C., continuing a long-standing tradition of serving Northwest residents since the 1930's. Our personnel are available 24 hours a day, seven days a week to respond to emergencies.

Since the start of our pioneering organization, the Bethesda-Chevy Chase Rescue Squad has proudly operated as Montgomery County Rescue Company One. One of two volunteer fire companies in Montgomery County dedicated to operating a heavy rescue squad and emergency medical service units, BCCRS functions as an integral component of Montgomery County Fire and Rescue Services.

The rescue squad does not receive regular appropriated funds from any government. Instead, we raise almost all of our \$2 million annual operating budget from individual donors, foundations, businesses, and occasional state and federal grants. BCCRS is registered under Section 501(c)(3) of the Internal Revenue Code, and contributions are tax-deductible as permitted by law.

Your business can support our lifesaving mission – and reach local runners, volunteers, families, friends, and supporters - by joining the rescue squad as a sponsor of this event.



Your sponsorship dollars at work:

- **\$250** will buy an Epi-Pen auto injector to treat acute allergic reactions, or a backboard to stabilize a patient after a traumatic injury.
- **\$500** pays for a pulse oximeter, which indicates a patient’s blood oxygen levels.
- **\$1500** funds a video laryngoscope, used to intubate patients who are not getting sufficient oxygen.
- **\$2500** will buy a multi-gas monitor detection device, like the one that alerted responders to the carbon monoxide emergency on Battery Lane in 2013.
- **\$5000** pays for ropes and other technical rescue equipment used to evacuate victims from steep terrain such as highway embankments, or vertical environments like high rise buildings.
- **\$7500** is nearly the cost of a thermal imaging camera, used to search for victims in a fire.

2016 Sponsorship Opportunities

	Presenting \$7500	Platinum \$5000	Gold \$1000	Silver \$500	Bronze \$250
Exclusive Race Title (The RES1CUE Run 8K, presented by YOUR COMPANY)					
Name/logo included on all runner premiums					
Name/logo included in all advertising and on all printed promotional materials		X			
Name/logo printed on RES1CUE RUN 8K start and finish banners		X			
Name/logo displayed on race bibs		X			
Participation in pre- & post-race ceremonies on stage		X			
Verbal recognition in pre-race announcements and post-race ceremonies	SOLD	X			
Category exclusivity		X			
Logo displayed on race t-shirts		X	X		
Banner displayed on race day (provided by sponsor)		X	X	X	
Name/logo, and link on official RES1CUE Run race website and Facebook page		X	X	X	
Banner displayed at packet pickup (provided by sponsor)		X	X	X	X
Name/logo on official RES1CUE Run race website and Facebook page		X	X	X	X
Exhibit space at post-race festival		X	X	X	X
Printed “Sponsor Appreciation” page in runners’ bags		X	X	X	X
Opportunity to include ad/coupon in runners’ bags		X	X	X	X



Other 2016 Sponsorship Opportunities

Title Kids' Ambulance Chase Sponsor - **SOLD**

- Exclusive sponsor: Kids' Ambulance Chase presented by YOUR COMPANY
- Logo displayed on Kids' Ambulance Chase t-shirts
- Name/logo printed on Kids' Ambulance Chase start/finish banner
- Mentioned during announcements before and after race
- Participation in pre- and post-race ceremonies on stage
- Also includes all benefits of Gold Sponsor

The Cut Above Fire/Rescue Contest Title Sponsor - \$1500

- Exclusive sponsor: the Cut Above Fire/Rescue Contest presented by YOUR COMPANY
- Logo displayed on the Cut Above Contest trophy
- Name/logo printed on all Cut Above Contest promotional materials
- Mentioned during announcements before and after race
- Participation in pre- and post-race ceremonies on stage
- Also includes all benefits of Gold Sponsor

2016 Underwriting Opportunities

Underwriters help pay for the cost of event-related expenses, increasing the dollars raised that go directly to rescue squad operations. Underwriting opportunities are limited – ACT NOW!

- **Porta-potty sponsor** (1 available) - \$1500 (logo on all porta-potty signs + Gold benefits)
- **Water station sponsor** (2 available) - \$750 (logo displayed at water station + Silver benefits)
- **Mile marker sponsor** (4 available) - \$750 (logo displayed on mile marker + Silver benefits)

2016 In-Kind Opportunities

In-kind sponsors provide goods and services for the RES1CUE Run 8K and Kids' Ambulance Chase. This increases the dollars raised that go directly to squad operations. In-kind sponsorship benefits are comparable to cash sponsorships based on the approximate value of the in-kind contribution.





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Sunday, May 1, 2016

Sponsorship Form

Sponsor Name: _____
(name or company as you would like it to be listed on event materials)

Contact Name: _____

Title: _____

Address: _____

City, State & Zip: _____

Phone: _____

Email: _____

Website: _____

Facebook: _____

Sponsorship Level

~~Presenting: \$7500~~ (No longer available for the 2016 event)

Platinum: \$5000

Gold: \$1000

Silver: \$500

Bronze: \$250

Title Kids' Ambulance Chase Sponsor: \$2500

Cut Above Fire/Rescue Contest Title Sponsor: \$1500

Underwriter/Designated sponsor We would like to underwrite for: _____

In-Kind Sponsor: _____ Fair Market Value: \$ _____

We are unable to sponsor, but wish to support the race with a donation in the amount \$ _____ of: _____

Please make checks payable to BCCRS and mail to:

Bethesda-Chevy Chase Rescue Squad
5020 Battery Lane, Bethesda, MD, 20814
Attn: James Hamilton

Please email company logo as an EPS file (or other vector artwork) to Res1cueRunSponsorship@bccrs.org.