



BENEFITING:



April 12, 2018 • ISC West  
Sunset Park • Las Vegas

**RUN WALK**  
OR  
AND  
HELP  
**SAVE LIVES**

**SECURITY SYSTEMS NEWS**



## BECOME A SECURITY 5/2K SPONSOR!

The Security 5/2K is a one-of-a-kind event where the security industry comes together and raises money for children in need. Last year, the Security 5/2K raised \$125,000 for Mission 500, a nonprofit organization that works closely with the security industry to serve the needs of children living in severe poverty across the United States. The 2018 race will mark our 9th year, and we'd love for you to be a part of it. We hope you'll consider joining us and other leading industry companies. Sponsorships range between \$500 and \$10,000 and come with variety of marketing benefits that will enhance your brand at ISC West .

### SPONSORSHIP BENEFITS

- Enhance brand equity by becoming a “trusted partner” with a social cause
- Increase your show exposure by having your logo appear in 5K marketing
- Integrate the 5K as part of your show strategy
- Provide a team building exercise for your on site staff
- Motivate and inspire your staff and even customers while rallying them behind an important cause

**For more information, please contact Kat at [krobinson@mission500.org](mailto:krobinson@mission500.org) or 305-790-4114.**



# [www.security5k.com](http://www.security5k.com)



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MISSION 500



## About MISSION 500:

Mission 500 is a nonprofit 501(c)3 organization that works closely with the security industry to serve the needs of children living in severe poverty across the United States. Through corporate sponsorships and donations, the volunteer-driven initiative has distributed more than 13,000 book bags filled with school supplies to students attending Title One schools, provided almost 50,000 weekend meals to children who aren't promised a meal outside of a school setting, and most recently, donated 300 hope packs filled with school supplies and essential hygiene items for children misplaced by natural disasters. Mission 500 also serves as an advisory team for partners in Canada and Latin America. Through this partnership, Mission 500 LATAM is currently sponsoring 1,000 impoverished children around the world.

## Our Mission:

We **advocate** for underserved children and families the United States. We **inspire** companies and individuals towards excellence in their community service involvement and corporate sustainability initiatives. We **mobilize** resources to be used to help children and families across the United States.



## Over the past seven years:

- Over 2,900 security professionals have registered for Security 5/2K
- 39 companies have sponsored the Security 5/2K
- \$745,000 has been raised for children in need

**Sponsor the Security 5/2K and join us in helping children and families in the USA!**



**For more information, please contact Kat at [krobinson@mission500.org](mailto:krobinson@mission500.org) or 305-790-4114.**





## SPONSORSHIP OPPORTUNITIES

### CARE PACK SPONSOR: \$10,000

#### BENEFITS INCLUDE

- *Signage in ISC West registration area (Hall G)*
- *Logo on large race banners at ISC West and event (13' x 4')*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Recognition at race and post race awards ceremony
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 10 complimentary race registrations



### EVENT SPONSORS: \$5,000 (10 SPOTS AVAILABLE)

#### BENEFITS INCLUDE

- *Logo on large race banners at ISC West and event (13' x 4')*
- Logo displayed on screen during reception
- Option to fill race bag with literature and/or sponsor item
- Recognition at race start and post race awards ceremony
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 3 years
- Logo on racer-received items that come with their entry fee including, but not limited to: postcards, t-shirts, sign-up forms, and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 5 complimentary race registration passes



### RACE MEDAL SPONSOR: \$4,500

#### BENEFITS INCLUDE

- *Logo on lanyard of race medals*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Recognition at race and post race awards ceremony
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 4 complimentary race registrations





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## SPONSORSHIP OPPORTUNITIES...continued

### T-SHIRT SPONSOR: \$4,000

#### BENEFITS INCLUDE

- *Main logo on race t-shirt*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Recognition at race and post race awards ceremony
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 4 complimentary race registrations



### TIMING SPONSOR: \$4,000

#### BENEFITS INCLUDE

- *Signage on timing kiosk*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Recognition at race and post race awards ceremony
- Logo on website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 4 complimentary race registrations



### RACE BAG SPONSOR: \$4,000

#### BENEFITS INCLUDE

- *Main logo on race bags*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Recognition at race and post race awards ceremony
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 4 complimentary race registrations



SECURITY SYSTEMS NEWS

Security Systems News (SSN) also provides marketing and promotion support through the use of its 30,000 email subscribers, 24,000 print subscribers and 25,000 monthly website visitors. There will be at least eight promotional emails sent out, two junior page ads in the print issue of Security Systems News and a poster ad on [www.securitysystemsnews.com](http://www.securitysystemsnews.com), starting in Q1 of 2018 and running through the day of the race. Ads promoting the 5K will also run in open positions on the SSN NewsWire and other editorial emails.





## SPONSORSHIP OPPORTUNITIES...continued

### BOTTLED WATER SPONSOR: \$4,000

#### BENEFITS INCLUDE

- *Logo on bottled water*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Recognition at race and post race awards ceremony
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 4 complimentary race registrations



### RACE BIB SPONSOR: \$3,500

#### BENEFITS INCLUDE

- *Logo on race bibs*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Recognition at race and post race awards ceremony
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 3 complimentary race registrations



### STARTING LINE SPONSOR: \$3,000

#### BENEFITS INCLUDE

- *Logo on Security 5K starting line ribbon*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Recognition at race and post race awards ceremony
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 3 complimentary race registrations





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## SPONSORSHIP OPPORTUNITIES...continued

### 500 CLUB SPONSOR: \$2,500

#### BENEFITS INCLUDE

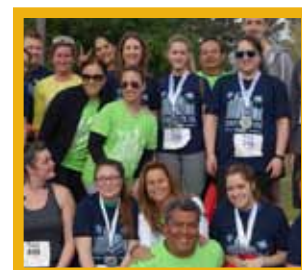
- *Logo displayed on screen during 500 Club Member acknowledgement at reception*
- Option to fill race bag with literature and/or sponsor item
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Recognition at race and post race awards ceremony
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 2 complimentary race registrations



### TOP FUNDRAISER SPONSOR: \$2,000

#### BENEFITS INCLUDE

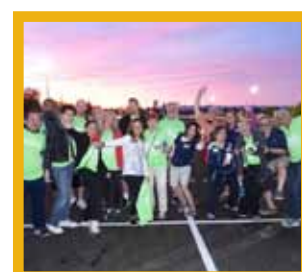
- *Logo on crystal trophy & chance to present trophy*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Recognition at race and post race awards ceremony
- Logo on Mission website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags
- Logo included on all email promos which SSN sends to over 20K subscribers
- 2 complimentary race registrations



### KILOMETER MARKER SPONSOR: \$2,000

#### BENEFITS INCLUDE

- *Signage at every kilometer*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags



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## SPONSORSHIP OPPORTUNITIES...continued

### COFFEE SPONSOR: \$1,500

#### BENEFITS INCLUDE

- *Branded sign by coffee table*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags



### WATER TABLE SPONSOR: \$1,000

#### BENEFITS INCLUDE

- *Branded half-way marker table cloth*
- Option to fill race bag with literature and/or sponsor item
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags



### BAG INSERT SPONSOR: \$750 (10 SPOTS AVAILABLE)

#### BENEFITS INCLUDE

- *Option to place promo item in race bag*
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags



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## NATIONAL ANTHEM SPONSOR: \$500

### BENEFITS INCLUDE

- *Option to choose National Anthem performer with company recognition before and after performance*
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags

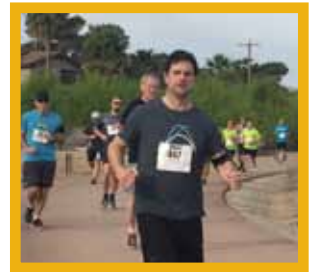
## PHOTO FRAME SPONSOR: \$500

### BENEFITS INCLUDE

- *Logo on frame*
- Logo displayed on screen during reception
- Logo on large race banners (7' x 3')
- Logo, company description and link on Security 5K web site for a full year
- Logo on Mission 500 website for 1 year
- Logo on racer-received items that come with their entry fee including, but not limited to: t-shirts and race bags

## IN KIND SPONSORSHIPS

Sponsorship level will be based on the value of the goods or services offered.



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