



Law Enforcement Torch Run® 2016 Partnership Commitment



PARTNERSHIP / SPONSORSHIP LEVEL

- _____ **Gold Torch State Partner - \$5,000**
- _____ **Silver Torch State Partner - \$3,000**
- _____ **Bronze Torch State Partner - \$1,500**
- _____ **Local Agency (Adopt-A-Cop) Partner - \$100, \$500, or \$1,000**

CONTACT INFORMATION

Company Name: _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ FAX: _____ Email: _____
 Signature: _____ / Date: _____
 Total Amount Due: \$ _____

METHOD OF PAYMENT

1. Return this form with check payable to:

Special Olympics New Mexico
Attn: LETR Director of Operations
6600 Palomas NE, Suite 207
Albuquerque, NM 87109



2. Pay with credit card

Visa _____ MasterCard _____ American Express _____
 Card # _____ Expiration Date ____ / ____ CVV Number _____
 Card Holder Name _____
 Billing Address _____
 Signature _____ Date _____

Please keep a copy of this form for your records and return the other copy to:

Special Olympics New Mexico
Attn: LETR Director of Operations
6600 Palomas NE, Suite 207
Albuquerque, NM 87109

For LETR Agency Coordinators ONLY: Please initial below when t-shirts and pins have been received by your Adopt-A-Cop partner:

<i>Soliciting Officer Name</i> _____	<i>LETR Agency</i> _____
_____ Received T-shirts	_____ Officer initials
_____ Received Pins	_____ Officer initials
_____ Thank you letter sent	_____ Staff Initials



LETR State Program Partner Benefits

	Gold Partner \$5,000	Silver Partner \$3,000	Bronze Partner \$1,500
Rights & Logo			
Usage of LETR Logo (according to LETR guidelines)	X	X	X
Usage of LETR webpage link on partner website	X	X	X
Marketing & Collateral Inclusion			
Logo ID/Name ID on LETR Page in SONM Summer Games Event Program (500 copies*)	LOGO	LOGO	Name ID
Logo ID/Name ID on LETR webpage with partner link	LOGO	LOGO	Name ID
Logo ID/Name ID on all LETR promotional materials year-round (Brochures, Posters, Email Blast)	LOGO	Name ID	Name ID
Logo ID/Name ID on year-round & statewide LETR Social Media communications (500+ LETR Facebook Fans*)	LOGO	Name ID	Name ID
Name ID on annual LETR program t-shirt (3,500 - 4,000 shirts*)	X	X	X
Name ID on all LETR press releases (Sent to State and Local Media Outlets)	X	X	X
Annual press release announcing partnership (Sent to State and Local Media Outlets)	X	X	X
Acknowledgement in bi-weekly SONM e-newsletter - a.k.a. SO Brief (1,420 subscribers*)	X	X	X
Title banner at select LETR state events	X		
Competitions & Special Events			
Invitation to selected LETR VIP/Honored Guest outings (Kick Off & Awards Luncheon / Final Leg & Dinner)	5 guests	3 guests	1 guest
Opportunity for partner representatives to participate in the LETR Summer Games Final Leg (3 Mile Fun Run)	X	X	X
Recognition at statewide LETR events (Kick Off & Awards Conference and State Relay - Final Leg & Dinner)	X	X	X
Opportunity for partner representatives to present LETR Agency Awards (Kick Off & Awards Luncheon)	X		
Additional Benefits			
Complimentary LETR Program T-shirts & Pins	5 of each	3 of each	1 of each
Partnership Recognition Award (presented at partner's discretion)	X	X	X
Year-round partnership	X	X	X

*Based on 2014 LETR program

LETR Local Agency Partner Benefits

	\$1,000	\$500	\$100
Adopt-A-Cop			
Complimentary LETR Program T-shirts & Pins (delivered by LETR Agency)	4 of each	3 of each	2 of each
Thank You Letter (delivered by LETR State Office)	X	X	X
Opportunity for partner representatives to participate in local LETR Agency Torch Runner Relay Route	X	X	
Recognition at local LETR Agency events & State LETR Kick Off/Celebration Conference	X		