

# Heart Behind the Badge



## 2019 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**



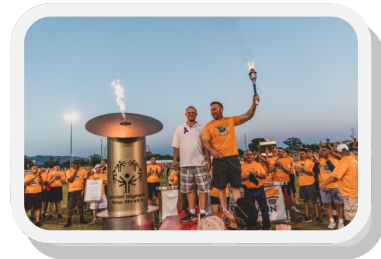
### CONTACT INFORMATION

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:

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



## LETR State Program Partner Benefits

Marketing Collateral Inclusion (Year-round & Statewide Impact)	Gold Partner	Silver Partner	Bronze Partner
	\$5,000	\$3,000	\$1,500
Logo ID/Name ID on SONM State Summer Games Event Program (LETR Page)	LOGO	LOGO	Name ID
Logo ID/Name ID on LETR webpage with partner link	LOGO	LOGO	Name ID
Logo ID/Name ID on LETR Brochures & Posters	LOGO	Name ID	Name ID
Logo ID/Name ID on LETR & SONM Social Media pages (Facebook, Twitter)	LOGO	Name ID	Name ID
Logo ID/Name ID on LETR annual program shirts	LOGO	Name ID	Name ID
Name ID on LETR press releases	X	X	X
Name ID in bi-weekly SONM e-newsletter - a.k.a. SO Brief	X	X	X
Name ID in monthly LETR e-blast - a.k.a. Agency Memo	X	X	X
Title banner at LETR & SONM state events	X		
<b>Engagement Opportunities</b>			
Invitation & recognition at Kick Off & Awards Conference / Final Leg & Dinner (ABQ)	5 guests	3 guests	1 guest
Invitation to join LETR agencies' in the LETR Summer Games 5K Final Leg Run (ABQ)	X	X	X
Invitation to present LETR Agency Awards at Kick Off & Awards Banquet	X		
<b>Additional Benefits</b>			
Complimentary LETR Program Memorabilia: Shirts, Challenge Coins, Pins, Decals, etc.	5 of each	3 of each	1 of each
Annual press release announcing partnership (Sent to State and Local Media Outlets)	X	X	X
Partnership Recognition Award (presented at partner's discretion)	X	X	X
Usage of LETR Logo (according to LETR guidelines)	X	X	X
Usage of LETR webpage link on partner website	X	X	X

## LETR Local Agency Partner Benefits

Adopt-A-Cop (Local Community Impact)	\$1,000	\$500	\$100
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
Invitation & recognition at local LETR Agency events	X	X	X
Opportunity for partner representatives to "run" in local LETR Agency Torch Runner Relay Route	X	X	
Invitation & recognition at State LETR Kick Off/Awards Banquet	X		