

# Sponsorships Available

Partnering with the Law Enforcement Torch Run® for Special Olympics supports your local Law Enforcement Officers and Special Olympics athletes while offering your business exposure throughout New Mexico. LETR partnerships offer a variety of marketing benefits, your choice of events, opportunities for employee involvement, and provide positive association with our highly recognized and respected charity.

**Community sponsorships**  
Starting at \$100

**Statewide sponsorships**  
Starting at \$1,500

PLEASE CONTACT:

**Oscar Solis**

*Operations Director*

**Barbara McRae**

*Agency Manager*

**505-856-0342**  
**torchrun@sonm.org**

## THANKS TO THE SPONSORS OF THE 2020 LAW ENFORCEMENT TORCH RUN®

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Contact Your Local Agency Coordinator:

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

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

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





# Heart Behind the Badge

## What is the Law Enforcement Torch Run®?

The Law Enforcement Torch Run® is the largest community-building organization in the world that promotes and empowers law enforcement agencies to raise awareness and funds year-round for Special Olympics – while providing opportunities, encouragement, and hope to SONM athletes and families. All 50 states and more than 35 foreign countries participate in LETR annually raising more than \$62 million for Special Olympics in 2019.



## Our Community Policing Program

Our officer-led state Torch Run program provides LETR Agencies and Officers a rewarding experience through community policing activities that raise funds and awareness with and for people with intellectual disabilities, who train and compete in Special Olympics sports.

Throughout the year hundreds of New Mexico law enforcement personnel from more than 60 federal, military, state, county, tribal and municipal agencies engage their community through fundraising and non-fundraising activities, such as: Adopt-A-Cops, Special Events & Campaigns, Challenge Events, and Local Agency and State Program Sponsorships. Our annual New Mexico Law Enforcement Torch Run for Special Olympics program is proudly presented by Wells Fargo.



## The History

The Law Enforcement Torch Run® began in 1981 when Wichita, Kansas Police Chief Richard LaMunyon saw an urgent need to raise awareness of and funds for Special Olympics. He conceived the idea of the Torch Run as a way to involve local law enforcement with their communities and Special Olympics, by running the torch in intra-state relays that converge at their local Summer Games. The LETR was quickly endorsed by Special Olympics Inc. (SOI) and the International Association of Chiefs of Police (IACP), now recognized as the Founding Law Enforcement Organization.

Find us online at [SONM.org](http://SONM.org)