

# **LEOPARD Challenge**

## **2004 Sponsorship Prospectus**

This Sponsorship Prospectus provides an overview of the LEOPARD Challenge and the opportunities and benefits of becoming a sponsor.

### **General**

The LEOPARD Challenge is the competitive component of the LEOPARD Program. The LEOPARD stands for: **L**aw **E**nforcement **O**fficer **P**erformance **A**nd **R**eaction **D**rill. The LEOPARD Program is a fresh, comprehensive approach to law enforcement fitness developed by Dr. Paul Davis and Dr. Jack O'Connor. It offers a dynamic new paradigm for ensuring the physical readiness of police officers. Beginning with police recruits and extending to veterans, the LEOPARD uses a performance-based approach derived from the actual physical demands of policing rather than the traditional academic approach to fitness. The LEOPARD Challenge is a fitness evaluation tool designed as a pursuit obstacle course that uses street policing tasks common to all law enforcement officers. As such, it makes for a dynamic and exciting competitive event.

The LEOPARD Challenge, now in its second year, is the most unique and talked-about competition in law enforcement today. As a public competition, it is an attractive, "high fidelity" platform that showcases the demanding physical requirements of policing. To police officers, it is an outlet for their natural competitive instincts as well as a way to test their fitness— both individually and against their fellow officers. It is also the fastest-growing and most dynamic marketing opportunity in the Law Enforcement community.

This is the year to join the family of LEOPARD sponsors and share the expanding branding opportunities of an international athletic competition designed exclusively for police officers. It's about police officers performing policing skills in the friendly and spirited environment of head-to-head competition. Building on the successes of the 2003 season, the 2004 LEOPARD Tour will expand with more appearances at select venues across the US. It will also have a five-event tour in Canada.

### **Sponsorship**

In 2003 there was an 11-event national tour followed by the National Championship that aired on the ESPN network. The LEOPARD Challenge is not only an exciting competitive event, but it is also putting a fresh face on the law enforcement fitness equation. The highly decorated course is a media draw and a great way to be recognized for your support of our nation's finest. In cooperation with First Responder Institute, The LEOPARD Challenge is fast becoming the showcase of public safety gatherings everywhere.

Within the context of the LEOPARD, we have established sponsorship levels that

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provide exposure and visibility within the law enforcement community that can both establish a brand and/or reinforce the strength of an already successful company. Exposure via LEOPARD sponsorship can range from national TV commercial time, with product placement and banner ads, to local signage, literature distribution and product sampling. A sponsorship with the LEOPARD gives a brand *national* strength and an association with the “best of the best” from law enforcement, a unique association that cannot be matched by competitors. It is also an opportunity to earn goodwill within the law enforcement community by supporting its most dynamic and public face.

LEOPARD sponsorship offerings are designed to be inclusive and fit every level of interest. We offer both standardized packages and tailor-made sponsorship programs designed to provide sponsors the opportunity to receive a direct benefit from their participation. Whether it’s TV exposure, product awards, onsite exhibits, lead lists or a physical presence within the competition, we have something that will suit your marketing strategy and budget.

A Sponsorship Matrix is provided below as a quick reference of categories and benefits. There are numerous opportunities available that cannot all be constrained to a table. We pride ourselves on our ability to craft a customized program that will fit your requirements.

### **LEOPARD Challenge Sponsorship Categories and Benefits**

<b>Title Sponsor</b>	<b>Fee \$150,000</b>
<b>Benefit Features</b>	Custom package with competition naming rights and television exposure with additional features developed with Title Sponsor to maximize exposure

#### **Presenting Sponsor                      Fee \$50,000**

##### **Benefit Features**

- Two 30-second commercial slots during the ESPN telecast
- One opening/closing billboard eg: “...brought to you by BeamHit....”
- Select product placement, as available during the TV show
- Position will be exclusive to product category
- Opportunity for named award and product prizes
- Logo and hyperlink on LEOPARD home page
- Tower signage at all venues and select prop signage
- Booth space at the select venues and National Championships
- “Right to Use” of “LEOPARD Challenge” logo, photos, and video for advertising
- Literature/product distribution in competitor “goody bags”
- Logo on official competitor t-shirt
- Crowd sampling opportunities (as applicable)
- PA announcements (Mentions, Bumps, Promos) during the competition

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### **Associate Sponsors    Fee \$25,000**

#### **Benefits Feature**

- Select Associate Sponsors will get TV exposure opportunity
- Quarter-page ad in LEOPARD Illustrated magazine
- Logo and hyperlink on LEOPARD home page
- Opportunity for named award and product prize
- Position will be exclusive to product category
- Course signage at all venues (1 banner)
- Booth space at the select venues and National Championships
- Use of “LEOPARD Challenge” logo, photos and video for advertising
- Use of tag line “Official Sponsor of LEOPARD Challenge...”
- Name on official competitor t-shirt”
- Literature/product distribution in competitor “goody bags”
- Crowd sampling opportunities (as applicable)
- PA announcements during the competition

### **Participating Sponsor    Fee \$ 10,000**

#### **Benefits Feature**

- Logo and hyperlink on LEOPARD website home page
- Opportunity for named award and product prize
- Position will be exclusive to product category
- One course banner line sign
- Booth space at the select venues and National Championships
- Use of “LEOPARD Challenge” logo, photos and video for advertising
- Use of tag line “Official Sponsor of LEOPARD Challenge...”
- Name on official competitor t-shirt”
- Literature/product distribution in competitor “goody bags”
- Crowd sampling opportunities (as applicable)
- PA announcements during the competition

### **Prize Sponsors\_                      Fee \$1000 + \$3000 Merchandise**

#### **Benefits Feature**

- Hyperlink on LEOPARD home page
- One banner sign on bull ring
- Product prizes awarded at competitions and opportunity for special awards
- Use of tag line “official Prize Sponsor of the LEOPARD Challenge...”
- Literature/product distribution in competitor “goody bags”

At each level of sponsorship there is the ability to customize the benefit package to meet budget, marketing objectives and strategy. Further, in certain instances there is the possibility of offsetting fees with products and/or in-kind services.

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### **Summary**

The LEOPARD Challenge is the only dynamic marketing platform in the Law Enforcement community. It is a unique blend of sports competition and entertainment that exhibits the very best of law enforcement in an exciting and spirited competitive event.

It offers companies desiring to promote their products and services to the law enforcement market a unique opportunity to be associated with the finest men and women police officers in the nation. A LEOPARD sponsorship position gives strength to a brand in a manner that competitors cannot match while building goodwill within the market. This maximizes the investment and enhances access to the market.

LEOPARD Challenge sponsorship positions are flexible and can be customized to fit any marketing strategy, objectives and budget. Contact us about joining the LEOPARD Challenge family of companies today!