First responders are one of the most important parts of a community. They wake up each day and make a decision to risk their lives to protect each and everyone of us. There is no community of people that deserve more gratitude than the individuals fighting crime, tragedy, nature and hatred, keeping us, our families and our friends safe.

Each year, Mid-Cape Home Centers hosts a First Responders Appreciation Day. This annual event was introduced in 2018, after Sergeant Sean M. Gannon of the Yarmouth Police Department was tragically killed in the line of duty. This heartbreaking event that rocked our community to its' core, brought light to a subject that was not talked about often enough; the risks that come with being a first responder. As devastating as the loss of Sergeant Gannon was to his loved ones and our community, it brought us closer together and reminded us all that showing our gratitude for our first responders is imperative. After the Sean M. Gannon Memorial Fund was created to support local programs and organizations that align with the mission of promoting education, health, and leadership by encouraging service through action, Mid-Cape decided we wanted to help that mission.

Mid-Cape also participates in the E.J. Jaxtimer Charter Cup each year. A unique fundraiser that encourages local businesses to sponsor a local nonprofit of choice. Businesses then compete to fundraise the most for their charity. This Year, the Mid-Cape team voted on causes most prevalent to them and decided they would be fundraising on behalf of a Mental Health nonprofit.

It is no surprise that with the stressful jobs of first responders, they are at elevated risks for suicide. The environment in which first responders work is often associated with increased risk of mental health issues spanning from acute depression or anxiety to suicide. While there is a gap in data, in 2019, 114 firefighters and 228 police officers died of suicide compared to 52 firefighters and 132 police officers that died in the line of duty. It is also known that EMS providers are 1.39 times more likely to die by suicide than the public. Furthermore, studies have found that up to 24% of public safety telecommunicators have symptoms of PTSD.

This years 4th Annual First Responder Appreciation Day will be focused around mental health awareness, training and aid for first responders. All funds raised through both sponsorships and event activities will be allocated to both the Sean M. Gannon Fund and BFree Wellness' new First Responder, "Supporting the Front Lines" program. Learn more at www.bfreewell.com/

We hope you can see the need for this as much as we can and will consider helping us through sponsorship or donation for this truly deserving cause.

https://midcape.com/first-responder-appreciation-day/
501c3 Tax ID 86-1531893
# 2022 Sponsorship Opportunities

4th Annual First Responder Appreciation Day | Presented by Mid-Cape

https://midcape.com/first-responder-appreciation-day/

## Chief Sponsor (Limit One)

- Brand acknowledgement in all event advertising: radio, print, digital
- Individual Sponsorship of Jumbo Yard Game area
- Premium logo sizing and placement on event T-Shirts (200)
- Social Media Post across all Mid-Cape platforms devoted to your brand and its message (2500+ impressions)
- All below benefits

Cost: $10,000

## Deputy Sponsor (Limit Two)

- Shared sponsorship of the Car Show (not included with Chief)
- Promotional table at event
- Recognition on all event related social media on all platforms included boosted posts (20k+ impressions)
- Logo on event T-Shirts
- Mention during event commencement announcements
- All below benefits

Cost: $7,500

## Lieutenant Sponsor (Limit Four)

- Shared Snow Cone (or Similar) Station Sponsor (Not included with Chief or Captain)
- Company logo on event flyer
- Mention on all event promotional email marketing (30k+ impressions)
- Option to provide approved banner for event
- Inclusion in all press releases, often featured in Cape Cod Times, LBM Journal and Cape Cod Chronicle
- Inclusion on all event promo signage in all Mid-Cape locations and distributed via multiple channels and organizations such as Dennis chamber of commerce, the Cape Cod Foundation, CapeCod.com, etc
- All below benefits

Cost: $5,000

## Sergeant Sponsor

- Logo on event webpage with link to your website
- Logo on sponsorship banner
- Tagged in social media posts (20k+ impressions)
- All below benefits

Cost: $2,500

## Community Sponsor

- Company or individual name on webpage with link to your website
- Shared Sponsorship of a Significant Auction Item

Cost: $500

## Dunk Tank Sponsor

- Signage at the most photographed and social media shared part of the event, THE DUNK TANK!

Cost: $1,000

## Food Sponsor

Food Truck or Trailer Stationed at event on Route 134, South Dennis with road facing exposure. If monetary sponsorship, $1,000 is requested for the Food Sponsorship. Signage of sponsorship will be placed in front of the grilling station.

## Raffle/Silent Auction Sponsor

Raffle Donations may include items or gift cards from your business or purchased by your business. Items under a $100 value may be paired. Raffle signage will include company logo. Any Raffle or Silent Auction items used in promotional communications will include sponsor mention.
Please mark your selection(s) below. See brochure for full descriptions & instructions.

- **Chief Sponsor**
  - $10,000
- **Deputy Sponsor**
  - $7,500
- **Lieutenant Sponsor**
  - $5,000
- **Sergeant Sponsor**
  - $2,500
- **Community Sponsor**
  - $500
- **Dunk Tank Sponsor**
  - $1,000
- **Food Sponsor**
  - Type of Food Served: __________________________
  - Monetary Food Sponsor: $1,000
- **Raffle / Silent Auction Sponsor**
  - Item Donated: __________________________
  - Value: __________________________

Please email completed form to Fallon Rice at Frice@midcape.com by 5/20. Feel free to reach out with any questions via email or phone, 508-409-8014

**Primary Contact**

**Company Name**

**Contact Email**

**Contact Phone**

**Mailing Address**

**Name on Card** *(if paying by card)*

**Billing Address** *(if different from Mailing)*

**Visa, Master Card, AMEX, Discover**

**Card Number**

**CVV**

**EXP**

**Signature**

**Date**

Please make checks payable to: **Mid-Cape Home Centers**

**465 Route 134**

**South Dennis, MA 02660**

**Memo: First Responder Sponsorship**

*Please return by May 20th for ample advertising opportunities*
☐ Raffle / Silent Auction Sponsor

- Item Donated: ______________________________
- Value: ______________________________
- Item Description: ______________________________
- Restrictions: ______________________________

☐ Cash/Check/ Card Donation

Please email completed form to Fallon Rice at Frice@midcape.com by 6/3/22.

Feel free to reach out with any questions via email or phone, 508-409-8014

Please make checks payable to:
BFree Wellness
2B Harold Street
Harwichport, MA 02646
Memo: First Responder Day

Primary Contact

Company Name

Contact Email

Contact Phone

Mailing Address

Name on Card  (if paying by card)

Billing Address  (if different from Mailing)

Visa, Master Card, AMEX, Discover

Card Number

CVV

EXP

Signature

Date

***Donations may include items or gift cards from your business or purchased by your business. Items under a $100 value may be paired. Items valued at more than $500 will be featured in promotional radio commercials and on social media with a donor mention.***
Big Rigs and Fire Trucks and Bulldozers, Oh My!

Mid-Cape’s Annual First Responder Appreciation Day is an exciting day for our little ones. We love seeing their faces light up when they get to climb into one of their heroes Fire Trucks or their invincibility when hoping into a bulldozer. That is why we ask our community to come together and donate their impressive trucks/equipment and time. Great opportunity for business exposure!

4th Annual First Responder Appreciation Day
Saturday, June 18th, 2022
Mid-Cape Home Centers
465 Route 134, South Dennis
11am - 2pm

Some vehicles we are looking for are listed below. If you are interested in participating, please fill out the form below and send to Fallon and Frice@midcape.net

- Big Rig
- Bulldozer
- First Responder
- Excavator
- Cement Truck
- Crane
- Dump Truck
- Big Rig
- Other

Ex. ______________________

Company Name: __________________________
Contact Name: __________________________
Contact Phone: __________________________
Contact E-mail: __________________________
Volunteer Name: __________________________
(If different from Contact Person)
Volunteer Phone: __________________________

I commit to having a vehicle or piece of machinery on site at Mid-Cape Home Centers for the 4th Annual First Responder Appreciation Day on Saturday, June 18th, 2022 11am-1pm (Rain date, Saturday June 25th)

Signature: __________________________ Date: ____________

Please return as soon as possible for ample advertising opportunities