



5TH ANNUAL FIRST RESPONDER APPRECIATION DAY

Saturday, May 17th, 10am-2pm

**Mid-Cape Home Centers
465 Route 134, South Dennis**

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 every one 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.

Since 2018, Mid-Cape Home Centers has hosted a First Responders Appreciation Day. This, once annual, now bi-annual event was introduced 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.

This years' 5th Annual First Responder Appreciation Day will take place on Saturday, May 17th from 10am-2pm in our South Dennis Location's Transformed parking lot. All funds raised through both sponsorships and event activities will be allocated to the Sean M. Gannon Fund of the Cape Cod Foundation working to promote education, health, and leadership by encouraging service through action.

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.



2025 SPONSORSHIP OPPORTUNITIES

5th Annual First Responder Appreciation Day | Presented by Mid-Cape

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

CHIEF SPONSOR *(Limit One)*

\$10.000

- Listed Co-presenter Brand acknowledgement in all event advertising: radio, print, digital
- Individual Sponsorship of Jumbo Card Game (200)
- 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**



DEPUTY SPONSOR *(Limit Two)*

\$2.500

- 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**

LIEUTENANT SPONSOR *(Limit Four)*

\$1.000

- Shared cotton candy (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**

SERGEANT SPONSOR

\$500

- Individual Yard Sign on Route 134 for 2 Weeks leading up to event
- Logo on event webpage with link to your website
- Logo on sponsorship banner
- Tagged in social media posts (20k+ impressions)
- **All below benefits**

DUNK TANK SPONSOR *(Limit One)*

\$2.000

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

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 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 items used in promotional communications will include sponsor mention.



SPONSORSHIP COMMITMENT FORM

5th Annual First Responder Appreciation Day | Presented by Mid-Cape

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

Please mark your selection(s) below. See brochure for full descriptions & instructions.



Chief Sponsor

\$10,000

☐ Deputy Sponsor

\$2,500

☐ Lieutenant Sponsor

\$1,000

☐ Sergeant Sponsor

\$500

☐ Dunk Tank Sponsor

\$2,000

☐ Food Sponsor

Type of Food Served: _____

☐ Monetary Food Sponsor: \$1,000

☐ Raffle Sponsor

Items preferred by May 7th

Item Donated: _____

Value: _____

Please email completed form to Nadia Amaral by April 11th at nadia.amaral@midcape.com. Feel free to reach out with any questions via email or phone, 508-237-5433

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:

The Cape Cod Foundation
261 Whites Path Unit 2
South Yarmouth, MA 02664

Memo: First Responder Appreciation Day

Please return by April 11th for ample advertising opportunities



TOUCH - A- TRUCK VOLUNTEER FORM

5th Annual First Responder Appreciation Day | Presented by Mid-Cape

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



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!

5th Annual First Responder Appreciation Day

Saturday, May 17th

10am-2pm

Mid-Cape Home Centers

465 Route 134, South Dennis

Some vehicles we are looking for are listed below. If you are interested in participating, please fill out the form below and send to Nadia at Nadia.Amaral@midcape.com

- | | | |
|--|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Big Rig | <input type="checkbox"/> Excavator | <input type="checkbox"/> Dump Truck |
| <input type="checkbox"/> Bulldozer | <input type="checkbox"/> Cement Truck | <input type="checkbox"/> Big Rig |
| <input type="checkbox"/> First Responder | <input type="checkbox"/> Crane | <input type="checkbox"/> Other |

Ex. _____

Ex. _____

Company Name: _____ Contact Name: _____

Contact Phone: _____ Contact E-mail: _____

Volunteer Name: _____ Volunteer Phone: _____
(if different from Contact Person)

☐ I commit to having a vehicle or piece of machinery on site at Mid-Cape Home Centers for the 5th Annual First Responder Appreciation Day on Saturday, May 17th **by 9am**

Signature: _____ Date: _____

Please return as soon as possible for ample advertising opportunities