

## What is LETR?

The Law Enforcement Torch Run® (LETR) for Special Olympics is the Special Olympics movement's largest grass-roots fundraiser and public awareness vehicle in the world. In 2015, dedicated law enforcement volunteers raised right at \$55 million for Special Olympics Programs around the world and surpassed \$619 million raised since the inception of the LETR.



The Law Enforcement Torch Run began in 1981 when Wichita, Kansas (USA) Police Chief Richard LaMunyon saw an urgent need to raise funds for and increase awareness of Special Olympics. The LETR was quickly endorsed by Special Olympics, Inc. and the International Association of Chiefs of Police (IACP), now recognized as the Founding Law Enforcement Organization of the Law Enforcement Torch Run for Special Olympics.



Over the past 35 years, the Law Enforcement Torch Run has evolved from a symbolic awareness run to a very significant, annual fundraising effort conducted by the law enforcement community. The LETR raises funds from Torch Run T-shirt and hat sales and a wide variety of special events, such as golf tournaments, Over the Edge, "Tip-A-Cop" events, Polar Plunges®, the World's Largest Truck Convoy®, Plane Pull and Cops on Top® fundraisers.

More than 97,000 law enforcement members in all 50 U.S. States, 12 Canadian provinces/territories, and 47 other countries contribute to LETR efforts annually as Guardians of the Flame®, ensuring the delivery of the Special Olympics Flame of Hope™ to the Opening Ceremonies of Special Olympics competitions.

## The North Carolina Law Enforcement Torch Run® Mission







The North Carolina Law Enforcement Torch Run conducts year-round fundraising and public awareness events in support of Special Olympics North Carolina by managing, promoting, and coordinating NCLETR activities throughout North Carolina. Those involved in the North Carolina Law Enforcement Torch Run serve as the guardians of the eternal 'Flame of Hope' and dedicate themselves to the purpose of supporting North Carolina's Special Olympics athletes, who through their involvement in Special Olympics, show the community the true meaning of sport and that there are no limits to human potential.

### In North Carolina

The North Carolina Law Enforcement Torch Run for Special Olympics began in 1987 and raises more than \$1 million for Special Olympics North Carolina (SONC) each year.

Over 2,500 law enforcement officers from more than 200 agencies volunteer their time and efforts to raise the funds used to provide Special Olympics North Carolina athletes with equipment, uniforms, training facilities, housing and meals at local, area and state-level competitions. The funds are also used to recruit, train and certify more than 5,000 volunteer coaches statewide. Thanks to Torch Run support and other successful fundraising efforts, Special Olympics athletes are never charged a fee to participate.

### Why Get Involved?

-  Improve your department's image in your community.
-  Fulfill community service goals for your department.
-  Gain positive media exposure.
-  Achieve personal fulfillment.
-  Improve leadership and organizational skills.
-  Bond and team build as a department.
-  **Change the lives of nearly 40,000 Special Olympics NC athletes, their families and communities!**

## Torch Run Relay and Final Leg

Each spring Law Enforcement officers from all over the state take part in the Torch Run relay. As Guardians of the Flame, officers carry the torch in a relay spanning over 2,000 miles in a 30-leg relay to pass the Flame of Hope throughout the state. All of the torches converge in Raleigh at the State Capitol for the Final Leg, where officers and athletes carry the Flame of Hope to the Opening Ceremonies to the state-level SONC Summer Games. The Final Leg culminates with a Circle of Honor and the lighting of



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*The Law Enforcement Torch Run® for Special Olympics is officially endorsed by the International Association of Chiefs of Police, the North Carolina Association of Chiefs of Police, the National Sheriff's Association, the North Carolina Sheriff's Association, the International Association of Campus Law Enforcement Administrators, the National Association of School Resource Officers, NC Association of School Resource Officers, NC Department of Justice and the NC Department of Public Safety.*



# 2017 Law Enforcement Torch Run Sponsorship Benefits

**Special  
Olympics**  
North Carolina



Support  
Special Olympics NC  
and become a  
**Guardian of the Flame**

For more information:

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For resources and calendar:  
[www.nctorchrun.com](http://www.nctorchrun.com)



*The mission of Special Olympics is to provide year-round sports training and competition in a variety of Olympic-type sports to children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.*

[www.specialolympicsnc.com](http://www.specialolympicsnc.com)



LAW ENFORCEMENT  
**TORCH RUN**  
FOR SPECIAL OLYMPICS  
NORTH CAROLINA

## Premier Sponsor: \$50,000

### Exclusivity:

- Industry exclusivity with the Torch Run for one year, with first right of refusal for same sponsor level the following year.

### Marketing/Business to Business:

- Ability to use the NC LETR name/marks to promote your support of Special Olympics NC and NC LETR.
- Logo placement on SONC's website for the Torch Run including link to your website.
- Logo placement on more than 17,000 Torch Run t-shirts sold statewide by law enforcement officers.
- Logo placement on the annual Torch Run poster, distributed statewide.
- Logo placement on signage at all state level fundraisers and NC Torch Run Kickoff Conference.

### Event Recognition:

- Invitation to the Sponsor Appreciation Dinner prior to the SONC Summer Games Opening Ceremonies.
- Recognition during SONC state-level competitions.
- Recognition during NC Torch Run Conference.

### Public Relations/Social Media:

- Statewide news release announcing partnership.
- Logo placement on NC LETR Facebook page.

## Gold Sponsor: \$15,000

All of the above except Exclusivity and a news release announcing partnership.

## Silver Sponsor: \$10,000

All of the above except Exclusivity and a news release announcing partnership.

## Bronze Sponsor: \$6,000

All the above except Exclusivity and a news release announcing partnership.