

WASHINGTON FRATERNAL ORDER OF POLICE
POLICE WEEK HONOR GUARD COMPETITION
MARKETING AND SPONSORSHIP OPPORTUNITIES



Washington Fraternal Order of Police

WAFOP

Founded in 1996 WAFOP is the most inclusive professional association for law enforcement officers in Washington state and across the nation. Representing a diverse number of agencies and over 2,600 officers in the Washington state and over 300,000 nationwide is the one voice for all of law enforcement.

POLICE WEEK

Created by President Kennedy's proclamation in 1962 May 15th is designated as Peace Officers Memorial Day and the week in which that date falls is Police Week. Over the course of the week 25,000-45,000 attend the planned events which honor those that have made the ultimate sacrifice through the course of their law enforcement career. Events are open to the public and attendees include active and retired law enforcement, family members, law enforcement advocates and supporters as well as the general public visiting our nation's capital.

[About Police Week](#)

POLICE WEEK NATIONAL HONOR GUARD COMPETITION

Inspired by the vision of former National Fraternal Order of Police President WAFOP began presenting this demonstration of precision, discipline and honor in 2002. The demonstration is to honor those that have given the ultimate sacrifice in the line of duty and is especially poignant to the states who have lost officers in the past year.

The Honor Guard Demonstration takes place annually on May 14th and the expected attendance at this free marquee Police Week event will be in thousands.

<http://www.policeweekhonorguard.com>

<https://www.facebook.com/policeweekhonorguard/>

FUNDING

WAFOP annually invests \$25,0000 into the Honor Guard demonstration. These dollars come directly from WAFOP's 501c3 foundation that is designed to support our state's officers and their families in a time of crisis.

Starting in 2019 WAFOP will begin to engage in corporate partnerships funding and increase the awareness of the special and cherished event.

SPONSORSHIP AND INVESTMENT LEVELS

PLATINUM - \$7500

- One-year Associate Membership in WAFOP
- Investor landmark designating sponsorship level on all marketing collateral produced for the Honor Guard Demonstration
- Investor landmark and clickable graphic link to investor designated website on www.wafop.com
- Investor landmark and clickable graphic link to investor designated website on www.policeweekhonorguard.com
- Sponsored ad on Honor Guard Police Week Facebook page.
- Monthly sponsored ad on WAFOP social media platforms including Facebook, Instagram and Twitter (January 2019-December 2019).
- Full-year run of digital ad in monthly newsletter. Distribution 2,000+. January 2019 - December 2019.
- Full-year ad in digital/printer friendly quarterly magazine (1/2 pg. size). Distribution 2,000+. February, May, August and November publication dates.
- Invitation for up to 10 guests to VIP Sponsor and Guest Reception at Honor Guard Demonstration in Washington, D.C. on May 14th (reception location and details TBD).
- Access for up to 10 attendees into to VIP Sponsor and Guest tent at Honor Guard Competition on the National Mall.
- Permission to set up a vendor booth at Honor Guard Competition and hand out marketing materials. Due to this event being held on a federal site no items may be sold.

GOLD LEVEL INVESTMENT - \$5,000

- One-year Associate Membership in WAFOP
- Investor landmark designating sponsorship level on all marketing collateral produced for the Honor Guard Demonstration
- Investor landmark and clickable graphic link to investor designated website on www.wafop.com
- Investor landmark and clickable graphic link to investor designated website on www.policeweekhonorguard.com
- Sponsored ad on Honor Guard Police Week Facebook page.
- Monthly sponsored ad on WAFOP social media platforms including Facebook, Instagram and Twitter (January 2019-June 2019).
- Half-year run of digital ad in monthly newsletter. Distribution 2,000+. January 2019 - June 2019.
- Advertisement in digital/printer friendly quarterly magazine (1/2 pg. size). Distribution 2,000+. February and May publication dates.
- Invitation for up to 6 guests to VIP Sponsor and Guest Reception at Honor Guard Demonstration in Washington, D.C. on May 14th (reception location and details TBD).
- Access for up to 6 attendees into to VIP Sponsor and Guest tent at the Honor Guard Competition on the National Mall.
- Permission to set up a vendor booth at Honor Guard Competition and hand out marketing materials. Due to this event being held on a federal site no items may be sold.

SILVER LEVEL INVESTMENT - \$2500

- One-year Associate Membership in WAFOP
- Investor brandmark designating sponsorship level on all marketing collateral produced for the Honor Guard Demonstration
- Investor brandmark and clickable graphic link to investor designated website on www.wafop.com
- Investor brandmark and clickable graphic link to investor designated website on www.policeweekhonorguard.com
- Sponsored ad on Honor Guard Police Week Facebook page.
- Monthly sponsored ad on WAFOP social media platforms including Facebook, Instagram and Twitter (January 2019-June 2019).
- Half-year run of digital ad in monthly newsletter. Distribution 2,000+. January 2019 - June 2019.
- Advertisement in digital/printer friendly quarterly magazine (1/2 pg. size). Distribution 2,000+. February and May publication dates.
- Invitation for up to 4 guests to VIP Sponsor and Guest Reception at Honor Guard Demonstration in Washington, D.C. on May 14th (reception location and details TBD).
- Access for up to 6 attendees into to VIP Sponsor and Guest tent at the Honor Guard Competition on the National Mall.
- Permission to set up a vendor booth at Honor Guard Competition and hand out marketing materials. Due to this event being held on a federal site no items may be sold.

BRONZE LEVEL INVESTMENT - \$1000

- One-year Associate Membership in WAFOP
- Investor brandmark designating sponsorship level on all marketing collateral produced for Honor Guard Demonstration
- Investor brandmark and clickable graphic link to investor designated website on www.wafop.com
- Investor brandmark and clickable graphic link to investor designated website on www.policeweekhonorguard.com
- Sponsored ad on Honor Guard Police Week Facebook page.

FRIEND OF WAFOP - \$500

- One-year Associate Membership in WAFOP
- Investor brandmark designating sponsorship level on all marketing collateral produced for Honor Guard Demonstration
- Investor brandmark and clickable graphic link to investor designated website on www.policeweekhonorguard.com
- Investor sponsored ad and/or graphic on Honor Guard Police Week Facebook page.

Don't see what you want in benefits? Let's talk. Please keep in mind that WAFOP does not share member personal information under any circumstances.

Reoccurring sponsorships are encouraged and welcome. The terms of this agreement last for the current calendar year.