

RACE FOR THE FALLEN

HALF

MARATHON

RED TOP MOUNTAIN

The 2nd Annual Trail-Run Endurance Challenge

Red Top Mountain State Park - Cartersville, Georgia

Each year, more than 140 officers leave for work and don't return home to the families who love and support them. The reasons are varied – they may be involved in an auto accident; they may be killed in an incident with a criminal; they may have performed a routine traffic stop to ticket a speeder that turned tragic; or they may have responded to a domestic dispute that took a deadly turn. Regardless of the reason, the harsh reality is that the men and women of our local police departments who have chosen to accept the honor of protecting our communities often face deadly consequences that leave their families in dire straits. When we lose a member of the police force, we lose an experienced, trained community hero who gave his or her life to protect us all. When we lose an officer – a family loses a husband, a wife, a sister or brother... ***a child loses a father or a mother.***

The Police Benevolent Foundation, Inc exists to help the law enforcement officers and their families. We are there to help restore normalcy in the wake of tragedy. All proceeds from this event benefit the families of fallen law enforcement officers. The **Race for the Fallen Half Marathon** was created to honor the brave men and women who risk their lives everyday to protect our families, and it is a tribute to the officers who gave their lives to protect our community. Strength! Endurance! Dedication! – Words to describe our officers; elements to complete our race.



Proud Supporter of Race for the Fallen

To register visit: www.raceforthefallen.com
or visit any Big Peach Running Company.

Registration Fee: \$45 before July 4th; \$55 before August 1st; \$65 thru race day.

Only 1000 participants will be accepted.

800-233-3506



RACE FOR THE FALLEN

Race Waiver

I understand that running this road race can be a potentially hazardous activity. I understand that consulting my doctor before engaging in this or any other physical activity is necessary, and it is my responsibility to ensure that I am healthy enough to participate. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risks associated with running in the Race for the Fallen at Red Top Mountain on September 17, 2011, including, but not limited to falls, contacts with other participants, the effects of the weather, including high heat and/or humidity, low temperature, traffic conditions of the road, all risks being known and appreciated by me.

Having read this release and knowing these facts and in consideration of your accepting my entry, I, for myself and anyone entitled to act in my behalf or on behalf of my estate, waive and release The Police Benevolent Foundation, The Southern States PBA, the PBA of Georgia, Zulu Racing, all sponsors of the race, any other persons assisting with the race, the officers, Board, Board members, agents, servants, employees, and their successors and assigns of each and every of the above from all claims or liabilities of any kind arising out of my participation in the race even though the liability may arise out of negligence or carelessness on the part of the persons referred to in this waiver.

I also grant permission for the use of any photographs, motion pictures, recording or any other record of my participation in this event for any legitimate purpose. I understand that if the race is canceled because of circumstances beyond the control of the race committee and sponsors, including, but not limited to unsafe weather conditions or governmental ban, my entry fee will not be refunded.

Race Information

- **Event Start:** The Race for the Fallen will begin at 8:00 AM. The starting point will be near the Iron Hill trail. (Follow the signs posted on race day)
- Check-in and late registration will begin at 6:30 AM the morning of the race.
- Parking will be available throughout the park and race vicinity. Additional parking info to come.
- This is a timed event. **Timing System:** Runners will be timed using the MYLAPS BibTag disposal chip system.
- The race is managed by the Police Benevolent Foundation, Inc and the PBA of Georgia, Inc.

Register online: www.raceforthefallen.com

Registration fees may be mailed in with your registration form (payable to):

PBF/Marathon
2155 Highway 42 South
McDonough, GA 30252

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- **You may register at any Big Peach Running Company location.**
 - You may also register on-site the day of the race at 6:30 AM; however, the registration fee will be increased the day of the race.
 - **T-Shirts:** Event t-Shirts are included with your registration. Participants can pick up shirts during check-in beginning at 6:30 AM on race day. Additional shirts will be available for purchase during the event.
 - **Awards:** *First three males overall; First three females overall; First three finishers by age groups (both sexes): 13-19, 20-29, 30-39, 40-49, 50-59, and 60 and over. Awards also given to the first three law enforcement officers to finish – both male and female.*

Race for the Fallen - Sponsorship Form

Name/Business: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact Person: _____ Title: _____
Phone Number: _____ Fax: _____
Website: _____ email: _____



All proceeds benefit the families of fallen law enforcement officers and scholarships for the children of law enforcement officers.

Sponsor Levels:

Event Sponsor – Exclusive

Name and logo on Event – Exclusive Major Sponsor
Full Page Ad in our Blue Review magazine (\$3000 Value)
Access to race participant database
Logo on event marketing material/media advertisement
Web links on event website/web banner ad
Insert promo material in event bags
** logos should be submitted in high resolution, digital, print ready format.*

\$5000

Name/Logo on official race T-shirt
Master of Ceremony - Official start of the Race
Present awards to winners
Information booth on race day
10 Race participants – *complimentary*

Chief's Level

1/2 Page Ad in our Blue Review magazine (\$1500 Value)
Access to race participant database
Logo on event marketing material/event banners
Web links on event website/web banner ad
Name/Logo on official race T-shirt
** logos should be submitted in high resolution, digital, print ready format.*

\$2500 Free T-Shirt

Insert promo material in event bags
Present awards to winners
Information booth on race day
8 Race participants – *complimentary*

Captain's Level

1/4 Page Ad in our Blue Review magazine (\$1000 Value)
Logo on event marketing material/media advertisement
Web links on event website
Name on official race T-shirt
** logos should be submitted in high resolution, digital, print ready format.*

\$1000 Free T-Shirt

Insert promo material in event bags
5 Race participants – *complimentary*

Lieutenant's Level

Name included in our Blue Review magazine
Web links on event website/web banner ad
Insert promo material in event bags

\$500 Free T-Shirt

Name on official race T-shirt
2 Race participants – *complimentary*

Payment: Credit Card: Visa MC Amex Discover Amount: _____
Card Number: _____ Exp. Date: _____

I prefer to pay by company check: \$ _____ amount enclosed with sponsorship registration form.

Authorizing Signature _____ Title: _____ Date: _____

Return this form to: PBF – 2155 Highway 42 South – McDonough, GA 30252 or Fax: 770-389-9875

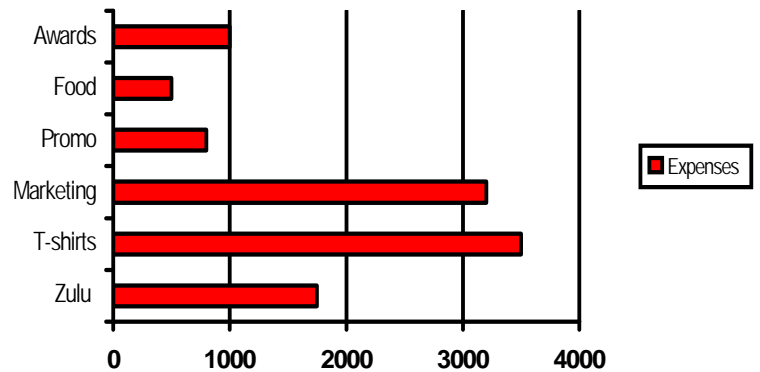
Race for the Fallen ½ Marathon

Project Budget:

Goal – \$25,000 (net); Based on 250 entrants; **500 entrants**

Expenses

Timing Services –	\$1750-2000 (+ \$2.50/entrant)
T-Shirts - (500) @ \$7	\$3500
Printing –	\$800
Banners (6) –	\$600
Water –	donated
Oranges/Fruits –	donated
Snack Buffet/Grill -	?
Travel -	\$500-600
Advertising -	\$2500
Prizes/Awards -	\$1000
Total:	\$10,750



Revenue:	(250ppl)	(500ppl)	(1000ppl)
Registrations – \$45/person	\$11,250	\$22,500	\$45,000

Sponsorships –

Event Sponsor – 1@ (\$5000)	\$5000
Chief Sponsors- 4 @ (\$2500)	\$10,000
Captain Sponsors – 10 @ (\$1000)	\$10,000
Lieutenant Sponsors – 10 @ (\$500)	\$5000
T-Shirt Sales (additional) - 100 @10	\$1000
In kind – food, beverage, supplies, etc.	
Subtotal:	\$31,000
Total:	\$42,250