

# FALLEN HEROES OF GEORGIA 5K

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#### Instructions:

- Leading up to the race the goal is getting the word out to the most potential sponsors and participants as possible, and a real good method of doing so is face to face.

#### Selling Sponsorships:

- To whomever it may be this is how I do it. First good personal presentation is a must, ask for the manager or marketing manager, thank them for their time, be quick with who you are, why you do it, and what you need. I never push them to decide right then and there whether or not to sponsor, they may appreciate the lack of pressure, and within 2-4 minutes your presentation should be complete. Thank them for their time and consideration of our event.
- Event Details: Race date is Saturday March 14 at 8am at the Islands, Peachtree Road Race qualifier, an average of 1,500 participants, we line the course with signs of the Fallen, race benefits charities created in honor of a fallen Georgia soldier, gold and platinum sponsors are listed on the race tee, and all sponsors are listed on the website with a hyperlink to their company.

#### Advertise:

- Facebook and other social media is a must. Go to the Fallen Heroes of Georgia Facebook site, click on event, click on attending, and then invite your contacts. It's easy.
- Ad Signs: Go to office buildings (medical and dental offices are great as well as schools) and ask if they can post the sign in the break room for their employees to see, not in the customer areas. Go to gym's and ask to post it on their bulletin board, this seems like it works, but more often than not they could care less about what we are doing, but give it a shot anyhow.

Sincerely,

Steve Durling

Run for the Fallen, Inc.

Email: Steve Durling at [steve@fallenheroesofgeorgia.com](mailto:steve@fallenheroesofgeorgia.com)

Phone: 678-794-6135

Website: [www.fallenheroesofgeorgia.com](http://www.fallenheroesofgeorgia.com)

Run for the Fallen, Inc: Tax ID #: 80-0673767