



FRONT LINE REDEFINED.

JOIN US AS WE CELEBRATE AND THANK ALL FIRST RESPONDERS WHO JOINED POLICE, FIRE AND EMS IN LEADING INDY THROUGH A GLOBAL PANDEMIC AND UNPRECEDENTED CHALLENGES.

THE FRONTLINE EXPERIENCE
FRIDAY, SEPTEMBER 25, 2020
5 TO 9 PM
INDIANAPOLIS MOTOR SPEEDWAY

Show your gratitude to ALL first responders, including public safety, health care, grocery and food service & more.



Presented by:



Benefitting:



A GRATEFUL COMMUNITY.



2020 has been a challenging year for Indy's first responders and our community. From the tragic line of duty death of IMPD Officer Breann Leath to a global pandemic coursing through our country to civil unrest, our city's first responders have continued to answer the call and risk their safety on our behalf.

COVID-19 and the efforts needed to mitigate its impact have presented significant challenges to all individuals, businesses and organization in our city. Businesses have been shuttered, programming paused, and everyone is anxiously monitoring the careful re-opening of our economy.

While most of our community has stayed home with or without continued pay from employers to prevent the virus's spread, a group of brave and selfless first responders have worked long hours and put their safety at risk to ensure our community is safe and healthy during the pandemic response.

This year, we redefine first responders to include not only police officers, firefighters and EMS but also the individuals keeping our grocery stores, restaurants and other essential businesses and services open and available. This year, at IPSF's signature event - The Frontline Experience, presented by the Indianapolis Motor Speedway - we plan to provide an opportunity for sponsors and supporters to show our incredible gratitude to ALL first responders.

On Friday, September 25, Frontline Experience sponsors and guests will be spaced out trackside along the home stretch of the famous Indianapolis Motor Speedway. From 5 to 9 pm, IPSF will provide a continuous, exciting stream of agency apparatus, personnel, entertainment and more. Sponsors and guests will take part in a historic "gratitude parade" of first responders to show our support of women and men who demonstrated courage, dedication and sacrifice during these trying times.

Nichole Wilson

Chair, Board of Directors
Indy Public Safety Foundation

Dave Lewis

Chair, Fundraising Committee
Indy Public Safety Foundation

Doug Boles

President, Indianapolis Motor Speedway
IPSF Board of Directors

Dane Nutty

Executive Director
Indy Public Safety Foundation

SPONSORSHIP OPPORTUNITIES



IPSF has made significant adjustments to the logistics of the event to ensure guests remain safe and healthy. IPSF has also adjusted the sponsorship opportunities to be respectful of the impact COVID-19 has made on organizational budgets. We understand decisions on investments such as sponsorships are challenging ones this year; however, we truly believe our goal this year will resonate with our entire community and align with the goals of all businesses and individuals in thanking all Indy's first responders.



Pagoda VIP Zone:

Title Sponsors - \$10,000

VIP Reception Sponsor - \$7,500

VIP Table Sponsor - \$5,000

Pagoda - VIP Zone:

Title Sponsors will receive:

- Two (2) tables and 12 VIP admission tickets, including food and beverage service.
- Premier recognition and placement in a private location inside the famous Pagoda
- Access to the Yard of Bricks VIP area trackside at the base of the Pagoda
- Private visit and engagement from agency Chiefs during event
- Helicopter ride to the event for two (2) guests on IMPD's Eye in the Sky helicopter
- Opportunity to include sponsor activation and/or vehicle in gratitude parade on track

VIP Reception Sponsors will receive:

- Two (2) tables and 12 VIP admission tickets, including food and beverage service
- Prime recognition and placement in the Yard of Bricks VIP area trackside
- Opportunity to include sponsor activation and/or vehicle in gratitude parade on track

VIP Table Sponsors will receive:

- One (1) table and six (6) VIP admission tickets, including food and beverage service.
- Access to the Yard of Bricks VIP area trackside at the base of the Pagoda

SPONSORSHIP OPPORTUNITIES



Gasoline Alley Sponsor - Zone 1:

\$2,500

Pit Row Sponsor - Zone 2:

\$1,500

Gasoline Alley - Zone 1:

Gasoline Alley Table Sponsors will receive:

- Two (2) tables and 12 admission tickets, including food service (alcohol available for purchase).
- Prime placement in a mini-chalet along Gasoline Alley garages

Pit Row - Zone 2:

Pit Row Sponsors will receive:

- One (1) table outdoors along Pit Row and six (6) admission tickets, including food service (alcohol available for purchase).

To be respectful of the impact COVID-19 on budgets and allow for maximum sponsor participation, sponsors will be invoiced with a **due date of Dec. 18, 2020**.

If you would like to show your support and secure your sponsorship, please email chrissy@indypsf.org with:

- **Business or organization name**
- **Sponsorship level**
- **Bill to address**

IPSF will follow up with sponsors individually to secure items needed to promote their generous support (i.e. logos).

With questions, contact Dane Nutty, IPSF Executive Director, at dane@indypsf.org.