



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
SATURDAY, SEPTEMBER 18, 2021
4 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.



INDY
PUBLIC
SAFETY
foundation

PROUDLY SUPPORTING INDY'S
FIRST RESPONDERS



The year 2020 had immediate and long-term impacts on all of us. From the tragic line of duty death of IMPD Officer Breann Leath to a global pandemic coursing through our country to the most challenged relationships between law enforcement and our community in recent history, our city's first responders and frontline workers 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 organizations in our city. Businesses have been shuttered, programming paused, and everyone is anxiously monitoring the careful re-opening of our country.

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 and frontline workers 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, EMTs and paramedics, but also the individuals keeping our hospitals staffed, grocery stores stocked, restaurants serving and other essential businesses 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 Saturday, September 18, join us along the famed home stretch of the Indianapolis Motor Speedway. From 4 to 9 pm, IPSF will provide a continuous, exciting parade of first responders as well as the apparatus, tools and equipment they used to keep us safe and healthy over the past year. Sponsors and guests will take part in this 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 of Indy's first responders and frontline workers.**



Title Sponsor - \$15,000

Yard of Bricks Sponsor - \$10,000

VIP Table Sponsor - \$5,000

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 famed Pagoda
- Access to the Yard of Bricks VIP area trackside at the base of the Pagoda
- Private visit and engagement from agency Chiefs and City Leadership during event
- Opportunity to include sponsor activation and/or vehicle in gratitude parade on track

Yard of Bricks 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 - \$2,500

Pit Row Sponsor - \$1,500

**the
FRONTLINE
crew**

Located in both the Gasoline Alley and Pit Row areas, Frontline Crew sponsors allow all organizations or individuals to be part of this exciting event and show their support of Indy's first responders and frontline workers.

Gasoline Alley Table Sponsors will receive:

- Two (2) tables and 12 admission tickets, including one free drink ticket per guest (additional alcohol available for purchase)
- Prime placement in a mini-chalet environment along Gasoline Alley garages

Pit Row Sponsors will receive:

- One (1) table outdoors along Pit Row and six (6) admission tickets, including one free drink ticket per guest (additional alcohol available for purchase)

To secure your sponsorship today, visit indyfrontlineexperience.org and complete out the sponsorship form. A member of the IPSF team will be in contact with you regarding payment and securing items needed to promote your generous support (i.e. logos).

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. 17, 2021.**

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