



2011 EVENT SPONSORSHIP OPPORTUNITIES



ASHBURN VOLUNTEER FIRE & RESCUE DEPARTMENT



Station 22 in Lansdowne



Station 6 in Ashburn

ABOUT US

- Founded in 1944
- Committed to protecting lives and property
- Proactive with public education and prevention campaigns
- Event proceeds fund equipment, fuel, training, and the fire house

2011 SPONSOR OPPORTUNITIES AND BENEFITS

- Additional marketing exposure
- Showcase your business at the event
- Enhance image by supporting a valuable community service
- Help us reach our fundraising goal
- Event pages list specific benefits
- AVFRD is a 501(c) 3 corporation; therefore your donation can be treated as a deductible charitable contribution for tax purposes.

MIX AND MATCH PACKAGE DEAL:

Sponsor more than one event, the second event will be discounted 10%.

Learn more at ashburnfirerescue.org/events/.

*Contact us at sponsor@ashburnfirerescue.org
to sponsor an event or for further information.*

Sponsor Testimonials

“AVFRD is always a pleasure to sponsor. The events are so well organized, great fun for families and kids of all ages, and they always have an excellent turn out! We especially love that AVFRD focuses on educating families and children on safety through a fun and safe environment. We look forward to continued partnership in the future!” – TopKick Martial Arts

“I chose to help the firefighters because it takes a very special person to risk their life to save another. Not only are they risking their lives but they are saving a home, a favorite toy or picture, a family pet while somewhere in another neighborhood their own family waits for them to come home. I just appreciate all the firefighters do!” – Goddard School, Belmont Green

“It has truly been an honor and privilege to be a sponsor at the AVFD Pancake Breakfast. These guys and gals of the Fire Dept. take incredible risks and do so much for our safety in our community and we felt that being a sponsor at this event is one way to give back. By doing so, our agency also had the advantage of meeting and greeting over 500 people! It was very beneficial for our business and we plan to sponsor several more this year.” – KT Insurance

“For the past two years we have been working with our friends at the Ashburn Volunteer Fire & Rescue Dept. Our panel chose to donate \$2000.00 of printing & sign services to the Department because of their tremendous value to the community. Not only do they provide to protect and serve in times of need but their support in community is to be applauded. As volunteers to serve our needs we are pleased to partner with such a worthy cause.” – Allegra Printing

*AVFRD – Proud Recipient of
Loudoun County Chamber of Commerce
Non-Profit Small Business of the
Year Award - 2010*



Corporate Sponsorship

Monthly Pledge – Easier to make regular contributions rather than a lump sum

- \$50/month
- 100/month
- 250/month



In Kind Service – Does your company perform a service we are looking for?

- Printing/Graphic Design – event fliers, event handouts, recruit materials
- Building Maintenance – plumbing, housekeeping, repairs
- Grounds keeping – lawn care, landscaping
- Office Supplies
- Coffee Service
- Water Service

Contact us at sponsor@ashburnfirerescue.org

OPEN HOUSE



SPRING OPEN HOUSE
May 15, 2011

FALL OPEN HOUSE
October 9, 2011

Event Description

- Bi-annual free event focused on community outreach and education
- Attendance of 1500-2000 people
- Activities such as fire truck rides, fire safety, accident prevention

Benefits

All Open House sponsors will be listed in a FireLine Ad that runs in the Loudoun Times-Mirror, AVFRD website, AVFRD Facebook page, AshburnFire Twitter page, and event handout

SPONSORSHIP TYPE	SPONSORSHIP AMOUNT	ADDITIONAL SPONSORSHIP BENEFITS
Primary	\$2500	<ul style="list-style-type: none">• Banner at event and on fire house facing Ashburn Road for 1 month prior to event• Inclusion in pre-event advertising in various media
Fire Truck Rides	\$1000	<ul style="list-style-type: none">• Banner on one of the 3 fire trucks giving rides to the public
Kitchen	\$700	<ul style="list-style-type: none">• Banner over food court at Open House
Safety Stop	\$500	<ul style="list-style-type: none">• Banner over or near sponsored safety stop at Open House• Direct contact with public through your staff on site to help teach at Safety Stop
Activities Include: Fire Truck Tour, Ambulance Tour, Face Painting, Skills Demonstration, AED/Blood Pressure Screening, Shoot the Hose, and more...	\$500	<ul style="list-style-type: none">• Banner over or near sponsored event at Open House

Sponsor Deadline:

Spring Open House – April 22, 2011 Fall Open House – September 16, 2011

Contact us at sponsor@ashburnfirerescue.org.

POKER RUN



September 24, 2011



Event Description

- Motorcycle drive through scenic Loudoun County while collecting cards for a poker hand at arranged stops
- Targets motorcycle enthusiasts
- All proceeds benefit Ashburn Volunteer Fire and Rescue Department

Benefits

All Poker Run sponsors will be listed in a FireLine Ad that runs in the Loudoun Times-Mirror, AVFRD website, AVFRD Facebook page, AshburnFire Twitter page, and event handout.

SPONSORSHIP TYPE	SPONSORSHIP AMOUNT	ADDITIONAL SPONSORSHIP BENEFITS
Platinum	\$700	<ul style="list-style-type: none">• Large, bold name on select printed material and logo on event map• Marketing table at end stop• Inclusion in pre-event advertising in various media• 4 free rider or passenger registrations
Gold	\$500	<ul style="list-style-type: none">• Medium-sized name on select printed material• 2 free rider or passenger registrations
Silver	\$300	<ul style="list-style-type: none">• Small-sized name on select printed material• 1 free rider or passenger registration
Door Prize	Minimum value of \$25	<ul style="list-style-type: none">• Advertising on the registration form

Sponsor Deadline August 27, 2011

Contact us at sponsor@ashburnfirerescue.org.

PANCAKE BREAKFAST



First Sunday of Each Month

Event Description

- Buffet-style pancake breakfast
- Draws approximately 400-500 people per month
- All proceeds benefit Ashburn Volunteer Fire and Rescue Department

NOTE: No breakfast in July

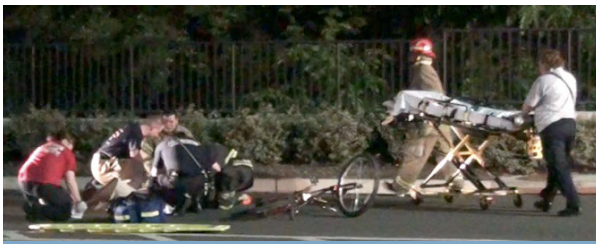
SPONSORSHIP TYPE	SPONSORSHIP AMOUNT	SPONSORSHIP BENEFITS
Primary – one available per month	\$500	<ul style="list-style-type: none">• Table at breakfast to market your business• Logo on placemats• Recognized in FireLine print ad in Loudoun Times-Mirror and on AVFRD website, facebook page, and twitter page

Sponsor Deadline Two (2) weeks prior to breakfast

PRIZES

Ashburn Volunteer Fire and Rescue Department is also looking for raffle and door prizes to use at these events as well as internal appreciation events held for our volunteers and their families. These appreciation events help retain our firefighters, EMTs and administrative volunteers. We would appreciate these prizes to have a minimum value of \$25.

Contact us at sponsor@ashburnfirerescue.org.



DID YOU KNOW...

- A firefighter's pants, coat, helmet, hood, boots and gloves cost \$2500 and weigh 35 pounds.
- A firefighter's Self Contained Breathing Apparatus (SCBA) costs \$4500 and weighs 24 pounds.
- All together, it costs \$10,470 to outfit a firefighter, who along with additional tools, will be wearing and carrying up to 100 pounds of equipment.
- A fire engine costs \$400,000, an ambulance costs \$126,000. The Jaws of Life cost \$75,000-100,000.
- A basic EMT candidate is required to complete 170 hours of classroom training and a 3 to 6 month preceptorship.
- Each firefighter and EMT volunteer is assigned to a duty crew and is on duty one night per week from 6 pm to 6 am. Each night we staff three fire trucks and three ambulances to keep Ashburn and its surrounding communities safe.

We are volunteers! During the day we are dentists, accountants, mechanics, nurses, students, homemakers – your neighbors.

***Please support AVFRD.
We are here when
you need us!***

