

1 Because It Will Give You A Chance To Network

Sales are directly related to participation; you can create positive relationships with potential partners, clients and the general public at the Challenge. There is a relaxed environment to interface with firefighters, spectators and supporters. Simply placing yourself in the traffic pattern enables you to interact with your potential customers.

2 Because It's Good For The Fire Service

While many of our firefighters have fitness levels that eclipse those of professional athletes, the single greatest cause of firefighter death and disability is lack of fitness [NFPA published firefighter mortality statistics]. The Challenge is doing something positive about the levels of fitness by reminding fire departments of the importance of fitness, motivating them to create their own fitness programs. This not only helps them protect their bodies from injury, but also helps them better serve and protect their communities

3 Because You Are Identified With The Best Of The Best

The new standard of excellence is associated with people who can perform. Our men and women competitors are exemplary in every category. The cities that are participating in the Firefighter Combat Challenge are among the most progressive in the nation. Firefighters are among the most respected occupations in America today. The fire service is a venerable icon, intertwined with some of the most notable figures in history: Ben Franklin, Peter Stuyvesant, and George Washington were all founding members of the fire departments. You don't get any more Americana than the

4 Because you Can't Afford A Major League Franchise

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Only the largest companies can play in the majors; however, any company can find room in their budget for a sponsorship and reach millions of people. Sponsoring the Firefighter Combat Challenge will help you reach this goal. Every hamlet, town and village has a fire department. Think of this: virtually every person who resides in an incorporated city or township is within 5 minutes of a fire department.

5 Because It Is A Unique Concept

With many properties competing for sponsorship, the unique nature of the Firefighter Combat Challenge makes it a competition with a distinct difference. Unlike other sporting events in addition to the sheer entertainment value, the Challenge is about performing one of America's most dangerous jobs better – it's competition with a purpose.

6 Because Your Product Can Make A Difference

The Challenge presents excellent opportunities to showcase your technology. While some might comment that the fire service is 200 years of tradition unmarred by the blemish of progress, the Challenge is changing the way people look at the fire service. The renewed appreciation that sweeps over the competitors is also reflected on those who are helping make the Challenge a technological showcase. The events themselves are very simple, arduous functions that firefighters are expected to perform every day. However, in the setting

of the competition, we place your technologies against the backdrop of the public safety icon, an excellent way to showcase how you can make a difference.

7 Because You Can Give Back To The Community

Goodwill is hard to measure. Ill- will is not. Those companies who participate in this most positive of programs are perceived as an entity that cares about their customers. "Giving something back" does not go unnoticed. These highly active members of the community are the ultimate example of the "thousand points of light" that make for a safer environment.

8 Because You Can Increase Your Sales

When becoming a sponsor, you will be able to have opportunities to set up booths in the surrounding area around the competition where spectators and competitors will be able to be exposed to your company. You are able to distribute literature and even demonstrate any kind of product. You may also sell any merchandise, as long as it does not interfere with the Challenge Merchandise.

9 In addition, you will be able to have advertisements on our web site and have an opportunity to sell merchandise as well.

Because Your Visibility Outside The Fire Service Is Enhanced

With the continued television coverage by ESPN of the Challenge this season, and the attendant visibility associated with the very substantial media coverage the Challenge draws at every event, your organization will be in the company of some of the biggest and most prestigious corporations in America. Our 2004 calendar will take us to 15 venues, many at state fairs and festivals attracting tens of thousands of spectators. But more importantly, your brand exposure goes well beyond the few hundred competitors who participate in the event – the media coverage that reaches the millions who will see this event on TV. If you're selling to the fire service, you have immediate access to 2 million people; if you're interested in a crossover to the consumer side, over 30 million people will have an exposure to the event this coming year.

10 Because You Can Have A Role In Education

The Challenge provides a number of unique educational spin-offs. Within the pages of our magazine, there are educational opportunities through the creation of "info-commercials" that will uniquely identify your product. This "souvenir" program will be cherished by all that play or attend an event. Additionally, fire prevention messages can be incorporated into the Challenge either by display at a booth or through the "Kid's Challenge".