August 15, 2020

Dear Friend,

As our city and nation face an uncharted crisis of unprecedented magnitude, never have our first responders been more important.

The bravery and commitment of the Dallas Police Department officers and non-sworn employees have always been evident. Yet while most of us shelter in place during the coronavirus pandemic, many of these men and women still head to work, interfacing with the public and handling the behind-the-scenes obligations necessary to preserve our city and safeguard its citizens.

While many organizations are cancelling or postponing events, the Friends of Dallas Police determined it was crucial to continue the tradition of saluting extraordinary valor, especially during these unprecedented times. Although social-distancing measures prevent us from hosting a large gathering in a ballroom, the Friends of the Dallas Police have decided to move forward with a modified plan to pay tribute to the approximately 221 deserving officers and employees, representing over a 100% increase in honorees this year.

Instead, we will present a virtual ceremony on Tuesday, November 10 where we’ll recognize the day-in, day-out commitments and sacrifices made by so many in our community – the fathers, mothers, sisters, brothers, aunts, uncles and neighbors that leave their homes to protect our great city, the awards will shine a light on those who have gone beyond the call of duty.

We invite you to show your gratitude to the men and women of DPD by committing as a live stream presentation or award sponsor for our 2020 event. Please see the attached information regarding sponsorship levels and benefits. Funds raised will be used for awards, to provide all nominees and award recipients with a gift certificate for dinner at a top Dallas restaurant and to provide educational scholarships for children of police officers. In addition to their commemorative award, each honoree also will receive the customary keepsake printed program with their name and award listed.

Thanks to your efforts, we will keep the momentum going as we enter our 39th year, serving as a model to cities across America. To date, we’ve presented approximately 4,350 awards to officers and civilian staff and granted more than $43,000 in educational scholarships to their children.

Your generous support ensures that this wonderful tradition – saluting one of the best and most community-oriented police departments in the country – continues during these turbulent times. We look forward to hearing from you.

Sincerely,

Nathan Halsey
FDP Board Chairman
Friends of the Dallas Police
2020 Awards Presentation
Tuesday, November 10th | Live Stream Presentation

Sponsor Reply Form

Name ______________________________________________________________________________________

Company/Organization _________________________________________________________________________

Address _______________________________________ City _____________ State _______ Zip _____________

Phone _______________________ Email __________________________________________________________

Listing in invitation & program _____________________________________________________________

Yes! We will be a sponsor for the Friends of the Dallas Police Awards Banquet. Please reserve the following:

☐ CHIEF $10,000 – TOP DEPARTMENT AWARD SPONSOR
  - Sponsor of Award Recipient presentation
  - Sponsor logo on special card for award recipients
  - Sponsor logo in e-vite, program and website
  - Full page color ad in printed & electronic program
  - Electronic advertising on live stream
  - Sponsor logo on signage at presentation
  - Invitation to join live stream presentation remotely
  - Ten (10) 2020 FDP member decals

☐ MAJOR $5,000 SPONSOR
  - Sponsor of Award Recipient presentation
  - Sponsor logo on special card for award recipients
  - Sponsor logo on e-vite, program and website
  - Half page color ad in printed & electronic program
  - Electronic advertising on live stream
  - Sponsor logo on signage at presentation
  - Invitation to join live stream presentation remotely
  - Ten (10) 2020 FDP member decals

☐ LIEUTENANT $3,500 SPONSOR
  - Sponsor of Award Recipient presentation
  - Logo on special card for award recipients
  - Listing on e-vite, program and website
  - Quarter page color ad in printed & electronic program
  - Electronic advertising on live stream
  - Invitation to join live stream presentation remotely
  - Sponsor logo on signage at presentation
  - Ten (10) 2020 FDP member decals

☐ SERGEANT $2,500 SPONSOR
  - Listed on signage at presentation
  - Listed on e-vite, program and website
  - Quarter page color ad in printed & electronic program
  - Electronic advertising at event
  - Invitation to join live stream presentation remotely
  - Six (6) 2020 FDP member decals

☐ CORPORAL $1,500 SPONSOR
  - Listed on signage at presentation
  - Listed on e-vite, program and website
  - Invitation to join live stream presentation remotely
  - Electronic advertising on live stream
  - Four (4) 2020 FDP member decals

☐ RESERVE $1,250 – AD SPONSOR
  - Quarter page color ad in printed program (to be distributed to all award winners, sponsors and donors and available electronically to all those watching the live stream)
  - Electronic advertising on live stream
  - Invitation to join live stream presentation remotely
  - Sponsor logo on signage at presentation
  - Six (6) 2020 FDP member decals

With regrets, I/We are unable to be a sponsor this year but would like to give a contribution in the amount of $_________________ to help honor the Dallas Police Department.

To be listed in the invitation as a sponsor, please return this form by email to ashellene@thereedsprc.com
or mail in the enclosed reply envelope no later than October 10, 2020.

Please make checks payable to: Friends of the Dallas Police and mail to 9090 Skillman St., Suite 182A-280, Dallas, Texas 75243.
We do accept credit cards. Please call us at 214-871-0783 or go to friendsofdallaspolice.org

For questions, please contact Angela Shellene with The Reeds PRC,
ashellene@thereedsprc.com or (214) 871-0783.

The Dallas Foundation is the fiscal sponsor of Friends of the Dallas Police, a component fund of The Dallas Foundation, a 501(c)(3), publicly supported charity, Federal Tax ID 75-2890371