

DOWN THE LEASH SERVICE DOGS

# **SPONSORSHIP INFORMATION**



## **EVENT: OPERATION TROOPER 5K RUN AND WALK**

*“MILES OF HONOR: SUPPORTING VETERANS AND THEIR SERVICE DOGS”*

RACE DATE: SATURDAY OCTOBER 11, 2025

RAIN DATE: SATURDAY OCTOBER 18, 2025



# INTRODUCTION

A PAWSITIVE EVENT SUPPORTING A VERY WORTHY CAUSE!  
JOIN US IN SUPPORT OF DOWN THE LEASH SERVICE DOGS WITH  
OUR INAUGURAL 5K FUN RUN AND WALK.

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DOWN THE LEASH SERVICE DOGS IS A 501(C)3 VETERAN RAN NON-PROFIT ORGANIZATION THAT PROVIDES A SAFE SPACE ENVIRONMENT FOR OUR NATIONS HEROS TEACHING THEM BASIC AND ADVANCED DOG HANDLING SKILLS FOR THEIR OWN SERVICE DOGS.

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PARTICIPANTS COME TO THE EVENT AS INDIVIDUALS OR AS A TEAM DRESSED IN THEIR BEST RUNNING ATTIRE FOR A FUN FILLED EVENT WITH FRIENDLY COMPETITION.

## SCHEDULE

RACE DAY IS ON SATURDAY OCTOBER 11, 2025 WITH A RAIN DATE OF SATURDAY OCTOBER 18<sup>TH</sup>, 2025. RUNNER CHECK-IN WILL BEGIN AT 9AM. OPENING CEREMONY FEATURING A SHORT PRESENTATION WILL BEGIN AT 10:30 AM WITH RACE TO FOLLOW. AT THE CONCLUSION OF THE RACE WE WILL HAVE AN AWARDS CEREMONY, LIVE BAND AND OTHER FAMILY FRIENDLY EVENTS.

## LOCATION

THE RACE WILL TAKE PLACE AT THE HERRIN PARK LOCATED IN HERRIN, ILLINOIS

## RESPONSIBLE LAND USE

We are committed to ensure the locations used are not damaged and are left in the same condition if not better than they were when we arrive. This means the staging area, course, stations, check-in locations will be fully cleaned up and leave no environmental impact after the vent is complete.

The real purpose of running isn't to win a race, it's to test the limits of the human heart." -Bill Bowerman

# What is Operation Trooper?

Operation Trooper is all about honoring our very first service dog and his Handler, John Riecan. To be more accurate John is the reason this program was developed. I had been approached by John's wife, Marinda, at a local grocery store, back in 2022. She had seen me with my service dog, Ariel, and inquired how I got him and if I had any information to give to her husband about acquiring one as well. She had explained to me that her husband was a combat veteran and could really benefit from having one. After listening to her heartfelt story, I was incredibly moved and felt I needed to help any way I could. I met with John and the decision was made that I was going to help him train his dog Trooper. And so it began, Down the Leash Service Dogs was born and has helped over sixty local veterans and their families in the past three years. Our mission has been and will always be to help end veteran suicide. We accomplish that by giving our veterans a mission and a sense of purpose through the training of their own service dogs, free of charge.



# ABOUT OUR FOUNDER

## TONY EATON

Founder of Down The Leash

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Tony Eaton is a United States Marine Corps Veteran. His service partner, Ariel has been by his side for over seven years, helping him cope with and control his PTSD. Tony is also a retired police officer. His many years of experience with military and law enforcement have given him a unique perspective when it comes to serving other veterans, like himself. His desire is to help bring back a sense of mission to struggling veterans by giving them the tools and training they need to train their own service partners.



“TRAINING IS 10% THE DOG...  
90% THE HANDLER.”  
-TONY EATON

# WHY DOWN THE LEASH SERVICE DOGS?



DOWN THE LEASH SERVICE DOGS IS MORE THAN JUST SERVICE DOG TRAINING. DOWN THE LEASH SERVICE DOGS ARE A FAMILY, A PLACE WHERE VETERANS AND THEIR FAMILIES CAN FEEL AT HOME, SUPPORTED, AND WELCOMED WITH OPEN ARMS... NOT JUST FOR THE DURATION OF DOG TRAINING, BUT FOR LIFE.

## **WE ARE...**

A 501(C) NON-PROFIT THAT HAS HELPED OVER 60 VETERANS AND THEIR FAMILY IN THREE YEARS OF OPERATION. WE CURRENTLY TRAIN OUT OF THE MASONIC LODGE IN HERRIN ILLINOIS EVERY SUNDAY AFTERNOON.

## **WE NEED...**

FUNDS RAISED WILL BE USED TO HELP US TO CONTINUE TO IMPROVE THE LIVES OF OUR LOCAL VETERANS. THE COST TO TRAIN A SERVICE DOG CAN EXCEED \$20,000 AND IS NOT COVERED UNDER VA BENEFITS. DOWN THE LEASH SERVICE DOGS COVERS ALL THE COSTS OF THE TRAINING AND EQUIPMENT NEEDED FOR EACH PARTICIPANT.

**"WITHOUT DOWN THE LEASH... I'M NOT REALLY SURE WHERE I WOULD BE."  
-JOHN R. DTL HANDLER**



# SPONSORSHIP OPTIONS

## **EVENT SPONSOR- \$10,000 (Exclusive)**

- Logos on:
  - Shirts
  - Banners
  - Social Media (Website)
- Press Release inclusion
- Public Acknowledgment at Event
- 10x10 Booth Space
- 10 Race Entries

## **Media Sponsor- \$5,000 (Limit 5)**

- Featured mentions in all media and radio interviews
- Logo in all digital and print promotions
- Logo on:
  - Shirts
  - Social Media (Website)
- 10x10 Booth Space
- 6 race entries

## **Finish Line Commander- \$5,000 (Exclusive)**

- Branded signage and banner at the finish line
- Logo on:
  - Shirts
  - Social Media (Website)
  - Finish Arch
- Acknowledgment in opening ceremony
- Booth space 10x10
- 6 race entries



# SPONSORSHIP OPTIONS

## **Race Gear Supply Sergeant- \$3,000 (Exclusive)**

- Logo on:
  - Water bottles or race bags given to runners and shirts
  - Social Media (Website)
- 10x10 Booth Space
- 4 race entries

## **Photo Sponsor- \$1,500 (Exclusive)**

- Professional Photographer
- Logo on:
  - Social Media (Website)
  - Thank-you banner
  - Shirts
- 10x10 Booth Space
- 3 race entries

## **Station Sponsors- \$1,000 (Limit 4)**

- Branded aid station with signage and volunteer shoutouts
- Logo on:
  - Social Media (Website)
  - Shirts
- 10x10 Booth Space
- 2 race entries

## **Lap Sponsors- \$500 (Limit 4)**

- Name/logo featured:
  - Silicone wrist Bands
  - Social Media (Website)
  - Shirts

## **Speed Bump Sponsor- \$150 (Limit 40)**

- Logo Listed On:
  - Social Media (Website)
  - Signage at a Speed Bump Around the Course
- Social media thank-you

## **Pawtriot Sponsor- \$100 (Unlimited)**

- Name/Logo On:
  - Social Media (Website)



# In Kind Donations

- BOTTLED WATER OR RECOVER DRINKS
- REFUELING FOODS (FRUITS, VEGGIES, BAGELS, ETC)
- SPECIALTY FINISH LINE TREATS
- TRAINING/RACE DAY MEALS FOR EVENT VOLUNTEERS/STAFF
- RENTAL SERVICES- LAP TIMER, FAMILY FRIENDLY SERVICES, ETC
- PHOTOGRAPHY SERVICES
- MEDICAL AND FIRST AID VOLUNTEER PERSONNEL
- RAFFLE MERCHANDISE/SWAG FOR VOLUNTEERS
- PRIZE MERCHANDISE, SWAG, AND GOODIES FOR TOP FINISHERS AND PARTICIPANTS
- ANY CASH DONATION ACCEPTED

# PRIZES AND GIVEAWAYS

## RUNNER PRIZES

TBD

## WALKER PRIZES

TBD

## VOLUNTEER GIVEAWAYS

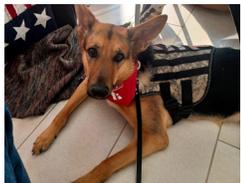
TBD



# SPONSOR SIGN-UP

## HOW DO I BECOME A SPONSOR?

Please Contact one of our Run Committee Board Members to learn more about becoming a sponsor!





# EXPENSES

## RACE DAY EXPENSES

Expenses include but are not limited to set up, cost of materials such as race timers, medals, recovery stations, and more expected to be a minimum of \$1500 to make this event a success.

## SOME EXAMPLES OF EVENT EXPENSES THAT FUNDS MAY BE USED FOR

- FINISHER MEDALS
- RUNNER SHIRTS
- BIBS
- TOP AWARDS
- PRIZE BAGS
- STATION MATERIALS
- STATION SUPPLIES
- EVENT SIGNS
- START/FINISH LINE MATERIAL
- FINISH LINE SUPPLIES
- TIMING SYSTEM
- TIMING SERVICES
- TIMING CHIPS
- BAND
- PA SYSTEM
- EVENT INSURANCE
- COURSE SIGNS & FLAGS
- PROMOTIONAL MATERIALS
- WASTE & RECYCLING SERVICES
- WATER
- SNACKS/FOOD SUPPLIES
- VOLUNTEER SHIRTS
- VOLUNTEER MEALS
- VOLUNTEER TRAINING
- VOLUNTEER RAFFLE PRIZES
- WEBSITE HOSTING
- MARKETING & ADVERTISING
- 3<sup>RD</sup> PARTY SERVICES

.... AND MORE!!

A stylized graphic of the American flag, with the stars in the upper left and the stripes curving downwards and to the right.

**THANK  
YOU!**



# OPERATION TROOPER 5K RUN AND WALK

## SPONSORSHIP APPLICATION

**DEADLINE 31 AUG 2025**



**NAME OF BUSINESS/INDIVIDUAL:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PHONE: (\_\_\_\_) \_\_\_\_\_**

### SPONSORSHIP LEVEL:

- |   |  |
|---|--|
| <input type="checkbox"/> EVENT SPONSOR- \$10,000                | <input type="checkbox"/> Station Sponsor- \$1,000  |
| <input type="checkbox"/> Media Sponsor- \$5,000                 | <input type="checkbox"/> Lap Sponsor- \$500        |
| <input type="checkbox"/> Finish Line Commander Sponsor- \$5,000 | <input type="checkbox"/> Speed Bump Sponsor- \$150 |
| <input type="checkbox"/> Race Gear Supply Sergeant- \$3,000     |  |
| <input type="checkbox"/> Photo Sponsor- \$1,500                 |  |

CHECKS CAN ALSO BE MAILED TO:  
**DOWN THE LEASH SERVICE DOGS**  
11518 Strawberry Rd.  
Carbondale, IL. 62901

**MUST BE POSTMARKED BY:**  
31 Aug. 2025

FOR QUESTIONS PLEASE CONTACT:  
DOTTI PETERSEN,  
*PRESIDENT & CO-FOUNDER*  
618-521-9136  
dotti@downtheleashservicedogs.com

# TOTAL

**CASH:** \_\_\_\_\_

**CHECK:** \_\_\_\_\_

**PLEASE MAKE CHECKS PAYABLE TO:**  
**DOWN THE LEASH SERVICE DOGS**

FOR RECORD KEEPING PURPOSES:  
PAYMENT RECEIVED BY:

\_\_\_\_\_