

# STEPHEN SILLER TUNNEL TO TOWERS 5K RUN & WALK SOUTH CAROLINA

102

## ANNUAL REPORT



*Save the Date!*

*Friday, September 15, 2017*





# TABLE OF CONTENTS



## CONTENTS

1. Message from the T2T SC Run & Walk Chairman .....	2
2. Foundation Summary .....	4
3. Organizational Chart .....	8
4. Organizational Goals and Objectives.....	9
5. Our 2016 Achievements.....	10
6. Financial Summary.....	13
7. Marketing Summary.....	18
8. Volunteers.....	20
9. Summary.....	21
10. Stephen Siller Tunnel to Towers, NYC, Support .....	22
11. Long Term Strategies/Initiatives.....	23
12. Appendix.....	24
Route Maps and Diagrams.....	25
2016 T2T SC Holiday Card .....	26
2017 Sponsorship Levels .....	27



**Boy Scouts and Veterans involved  
In the T2T SC event.**

## 1. MESSAGE FROM THE T2T SC RUN & WALK CHAIRMAN

**"We Will Never Forget"** our First Responders and our Military Service Members across South Carolina and our nation.

I want to thank each volunteer and supporter for caring and giving from their heart so much to make a positive difference in our Heroes' lives! The Stephen Siller Tunnel to Towers 5K Run & Walk in South Carolina is blessed to have over 300 volunteers who sacrifice their time to make sure they successfully deliver on every task that is asked of them 24 hours a day, 7 days a week.

### **Without all our volunteers and major supporters like:**

- Lexington Medical Center (LMC),
- SYSCO Foods of Columbia,
- Sun Solutions,
- Gregory Electric,
- Columbia Hampton Inn,
- Columbia Hilton,
- University of South Carolina (USC),
- Pine Press Printing,
- Fort Jackson,
- The United States Army Drill Sargent Academy,
- Marriott Courtyard,
- OPTEC-Displays,
- Liberty Tap Room Restaurant,
- Schroeder's Towing,
- Columbia Metropolitan Convention Center, and
- South Carolina National Guard...

**we would not have been so successful to date.**

### **Other key factors for our success are:**

- our commitment to strategic planning,
- recruiting community leaders that have the passion for the cause,
- getting our military and first responder community involved,
- persistence,
- respect for one another in ensuring that each committee member has a voice in the process, and
- the team believes that **listening is the "Breakfast of Champions!"**



**T2T SC Chairman & U.S. Army Retired,  
Dan Hennigan, Speaking to Attendees**

Friday, September 15, 2017, will be our 5<sup>TH</sup> (fifth) T2T SC Run & Walk. Every year, we spend a lot of time improving and growing the event from the previous year. We learned so much from 2016, after having Jaclyn Cole Miskanic, professionally known as "JAX" for our entertainment. She is an American singer from East Brunswick, New Jersey. JAX won third on the fourteenth season of American Idol. **I must thank Christina Kerr, my Entertainment and After Party Director; and all of the volunteers for making the 2016 T2T SC Run & Walk a success.**

As we started our 2016 planning, we all knew it would be a challenge to outdo 2015. Christina and her T2T SC volunteers went to work looking for entertainment and After Party options that would allow us to exceed the 2015 performance. Christina and her volunteer team took on the 2016 challenge head-on and the end result was superior!! The Root Doctors for the second season and JAX's entertainment for 2016 was outstanding.



It was because of each T2T SC committee member, volunteer, and sponsor that we were able to exceed our 2016 goals and objectives. Our run & walk, only in its fifth year, ranked in the top 20 runs in South Carolina. This is a testament to the team's commitment, hard work, and dedicated service to the cause of honoring our fallen and catastrophically injured military service members and first responders.

**In the coming 2017 year, our organization has many goals to move this event forward. Our goals include:**

- Increasing our military service members' participation (Active, Reserve, SCNG, and Veterans).
- Increasing our South Carolina First Responders participation.
- Increasing of University of South Carolina ROTC, Athletic, Sorority, Fraternity and Alumni participation.
- Establishing a scholarship program for our SC First Responders and Military Service Members and their families.
- Continuing to support and raise funds to honor and provide for our "America's Bravest."
- Significantly increasing our fundraising in 2017, while reducing event costs.
- Continuing to grow the 2016 participation of the Gold and Blue Star Mothers
- Continuing to grow the 2016 participation of our military veterans from the Dorn VA Hospital and our VA SC Regional Office.

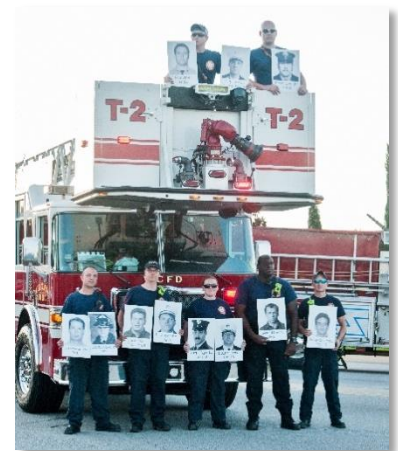
We want to thank Miss Monica Scott for her continued support from Seattle, Washington for the second year.

**My personal thanks to each T2T SC committee member, sponsor and volunteer for your "service above self," commitment, and generosity in your effort to improve the quality of life to those who are less fortunate then you and I.**

God Bless,



Daniel C. Hennigan, U.S. Army Retired  
Chairman



**Local firefighters holding photos of those who lost their lives during 9/11**







## 2. FOUNDATION SUMMARY

- a. **Mission Statement:** The mission of our foundation is to honor the sacrifice of Firefighter Stephen Siller who laid down his life to save others on September 11, 2001. We also honor our Military and First Responders who continue to make the supreme sacrifice of life and limb for our country.
- b. **Vision:** Our vision for this run & walk is to create a statewide tradition of honoring all of our first responders and all Military service members with a 5K Run & Walk over the Blossom Street Bridge, the Gervais Street Bridge, and finish in front of the 9/11 First Responders & Military Service Members Historic Remembrance Memorial.
- c. **Stephen Siller's Story:** On September 11, 2001, New York City firefighter and father of five Stephen Siller was off-duty and on his way to play golf. When he heard what was happening at the World Trade Center, he called his wife to tell her that he had to help those in need. He strapped on 60 pounds of gear and ran from the Brooklyn Battery Tunnel to the World Trade Center to meet up with his company. **Stephen was last seen saving lives with his brothers of Squad 1.** The Stephen Siller Tunnel to Towers 5K Run & Walk takes place in cities around the country and honors local first responders and military service members. Lexington Medical Center is proud to support the only Tunnel to Towers 5K Run & Walk in South Carolina. **The Tunnel to Towers Foundation supports military members who have been catastrophically injured in the line of duty through the Building for America's Bravest program.** Proceeds from each Tunnel to Towers event go to building smart homes for quadruple and triple amputees who were injured in the Iraq and Afghanistan wars. In fact, \$0.88 of every \$1 donated to the Tunnel to Towers Foundation supports this program. **Our Building for America's Bravest program has completed smart homes, started construction on, or is in the design stage of 46 smart homes. We are committed to build, at a minimum, 200 smart homes for our nation's most catastrophically injured service members.** This foundation was started in 2002. **The Tunnel to Towers 5K Run & Walk series serves as a living memorial to honor the life and legacy of Stephen Siller and to champion the heroism of all first responders and military service members who serve, save and sacrifice every day.**
- d. **History of SC's Run & Walk:** On March 7, 2013 while Dan Hennigan, U.S. Army retired was in NYC receiving his NYC Honorary FDNY Battalion Chief credentials from the Commissioner and FDNY Chief of the Department, Dan was asked by Battalion Chief Jack Oehm if he wanted to be the Chairman and begin the work of the Stephen Siller Tunnel to Towers 5K Run & Walk in South Carolina. Dan wholeheartedly agreed and that was the origin of this event. Dan approached Lexington Medical Center for their support and sponsorship, who agreed to partner with the foundation as a title South Carolina Sponsor. Dan quickly started to build the SC Statewide team and the organizational chart today reflects over 100 volunteers, community leaders, and advisors. **Below is a summary of our 2013 – 2016 run & walks:**
  - **2013:** The first Tunnel to Towers 5K Run & Walk was held on Friday, September 6, 2013 at 7:30 PM and included over 2,100 runners in first year! 900 Military Service Members from Fort Jackson Command & Drill Sergeant Academy participated and were led by the Fort Jackson Commanding General & Command Sergeant Major.





- 2014:** Our second Tunnel to Towers 5K Run & Walk, which was held on Friday, September 19, 2014, was mirrored after the main run & walk held in New York City, which boasts over 35,000 participants each year. Our 2014 event included for the first time an After Celebration with food and entertainment, which included four-time Grammy Nominee and 2014 People's Choice Award winner Hunter Hayes.
- 2015:** Our third Tunnel to Towers 5K Run & Walk was held on September 18, 2015. For entertainment this year, we chose to go "local" and focus on a band with a significant fan base in South Carolina. We selected The Root Doctors, National Recording Artists, as our entertainment and they delivered an energizing performance. New this year, we included a large number of local merchant booths, a "live" ice carving demonstration, as well as youth friendly activities brought together by a local chapter of Team RWB. These events included: face painting, photo booths, and games. Additionally, two drawings were added to the After Celebration, both brought together by the Columbia Area Sports Council. Our Tunnel to Towers 5K Run & Walk, in only its third year, ranked in the top 20 runs in South Carolina.
- 2016:** This, our fourth Tunnel to Towers 5K Run & Walk, was held on September 16, 2016. For entertainment this year, we chose to invite back the Root Doctors and they again delivered an exceptionally uplifting performance. Additionally, through our organization's partnership with the Stephen Siller T2T Foundation in New York, Jax of American Idol fame provided a moving rendition of the National Anthem at the opening ceremony and also entertained the runners and their guests at the after celebration. This year the after celebration moved indoors at the Columbia Convention Center where we continued to provide food, refreshments and an energetic atmosphere to celebrate our military and first responder heroes. This year, we continued the "live" ice carving demonstration, as well as youth friendly activities, including: face painting, photo booths, a moon bounce and games. This year we expanded the raffles and received many donations from local South Carolina companies and small merchants.



**The Root Doctors**

- The certified Tunnel to Towers 5K Run & Walk:** This year's race started in front of the 9/11 First Responders & Military Service Members Historic Remembrance Memorial located at the northwestern end of the Columbia Convention Center located at 1101 Lincoln Street and ended at the Southeast end of the Columbia Convention Center. The Run & Walk turned left on to Gervais Street and proceeded across the Gervais Street Bridge entering into the City of West Columbia, then moved through a West Columbia suburb into the City of Cayce where it turned to cross the Blossom Street Bridge back into the City of Columbia, passing the University of South Carolina Fraternity Houses, and turning back towards the Columbia Convention Center, passing the Colonial Life Arena and ending near the Southeastern end of the Convention Center. All throughout the route there were representatives from many civic and veteran groups, including the Patriot Riders, waving American flags and cheering on the race participants.
- Moving and Patriotic Event:** The Tunnel to Towers 5K Run & Walk participants included world class runners, adults and children. Many moms and dads ran or walked pushing children in baby carriages. There were hundreds of First Responders, including: Fire, EMS, Police and 911 dispatcher personnel, who participated in the event. Some Firefighters ran in 60 - 70 pound bunker gear with FDNY Retired Battalion



**Runners crossing the Gervais Street Bridge**





Chief Jack Oehm. Several of the runners ran carrying the American Flag. Many military service members ran in small groups with other members of their units and their families.

- **Medals:** The first, second & third place runners in each age group were given medals. **In 2015, our organization introduced The Stephen G. Siller Steel Award.** This stately award displays a piece of the Twin Towers steel and can be won by the fire department which has a team of 5 participants who run in turnout gear jacket (no liner), pants, helmet, and running shoes. No tank or boots are required. **The four fastest times of their team members are combined for the team's total.** The team with the fastest combined time wins the award and will have the trophy to display in their station until the next year's run & walk, at which time the award will be transferred to the next winning team. Win it again, and the team keeps it for another year! **The winner Stephen Siller Steel Award in 2015 was the Bluffton, SC Fire Department. They returned again in 2016 and kept the trophy!**



**FDNY Retired Battalion Chief Jack Oehm (far right) and FDNY Honorary Battalion Chief and T2T SC Chairman (fourth from the left) holding the award to Bluffton, SC Fire Department.**

- **Volunteers:** Volunteers came from all over the Midlands of South Carolina to support this event. Many came from Lexington Medical Center whose support was led by the LMC Marketing Group; University of South Carolina led by the University's athletic programs, including: Over 400 volunteers coming from Lexington High School JROTC, USC Army ROTC, Indian Waters Council Boy Scouts and Cub Scouts, RunHard Columbia, RWB Team, Sysco, Fort Jackson Victory Spouses and the Audie Murphy Clubs, South Carolina National Guard, Gamecocks sports and athletic programs, and multiple fraternity and sorority organizations.

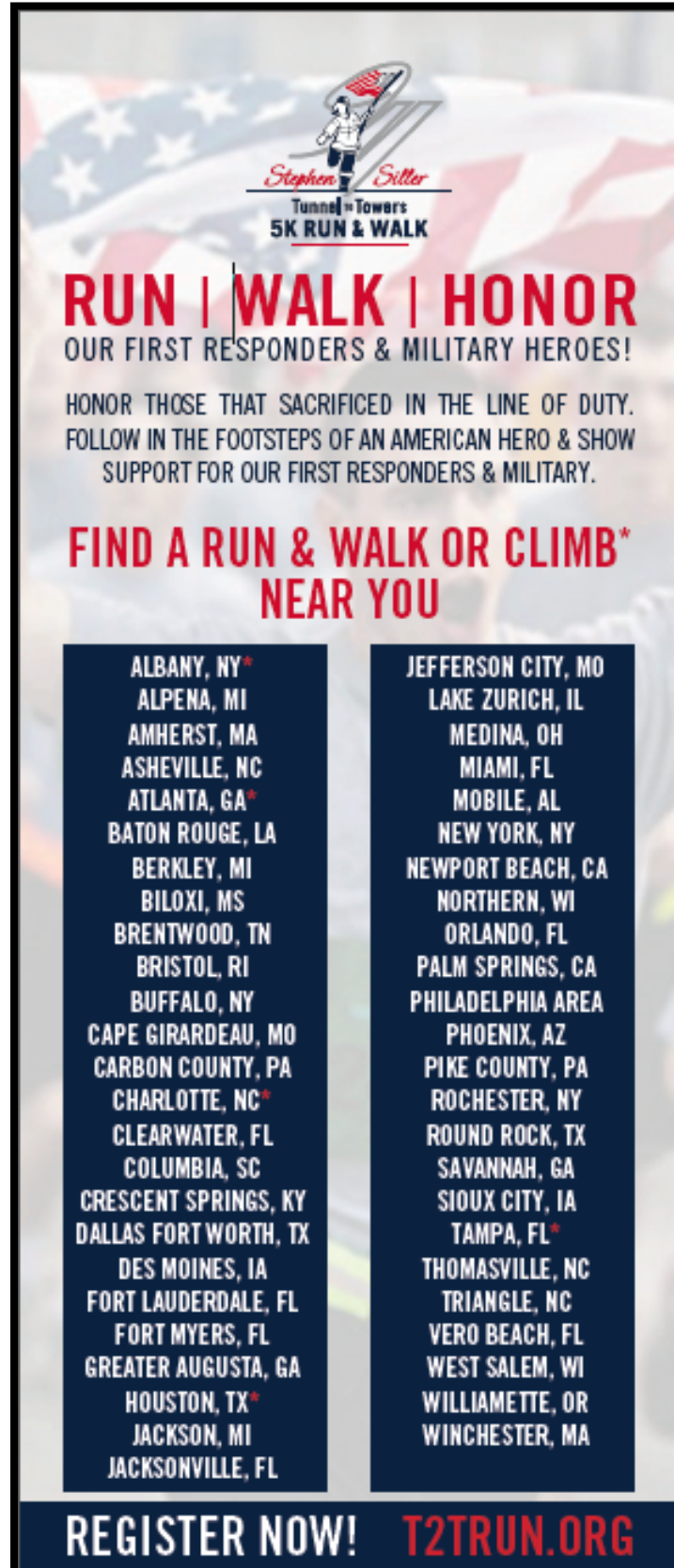


**Volunteers at Packet Pickup**

- **Event Management:** In 2015, Eggplant Events Production became a part of the Tunnels to Towers South Carolina Team. For more than 15 years Eggplant Events has proudly worked with numerous Community Events, both large and small. What started off as a smaller role of logistics for planning the Start and Finish line management has blossomed into a leadership role for 2016. Eggplant Events will support the Tunnels to Towers Planning Team in many areas with a goal to enhance the planning procedures while streamlining the Team's efforts. With their knowledge of working on large Community Events we will increase the events overall impact on our Community.



### Locations of Other Run & Walks:



**Stephen Sitter  
Tunnel to Towers  
5K RUN & WALK**

**RUN | WALK | HONOR**  
OUR FIRST RESPONDERS & MILITARY HEROES!

HONOR THOSE THAT SACRIFICED IN THE LINE OF DUTY.  
FOLLOW IN THE FOOTSTEPS OF AN AMERICAN HERO & SHOW  
SUPPORT FOR OUR FIRST RESPONDERS & MILITARY.

**FIND A RUN & WALK OR CLIMB\*  
NEAR YOU**

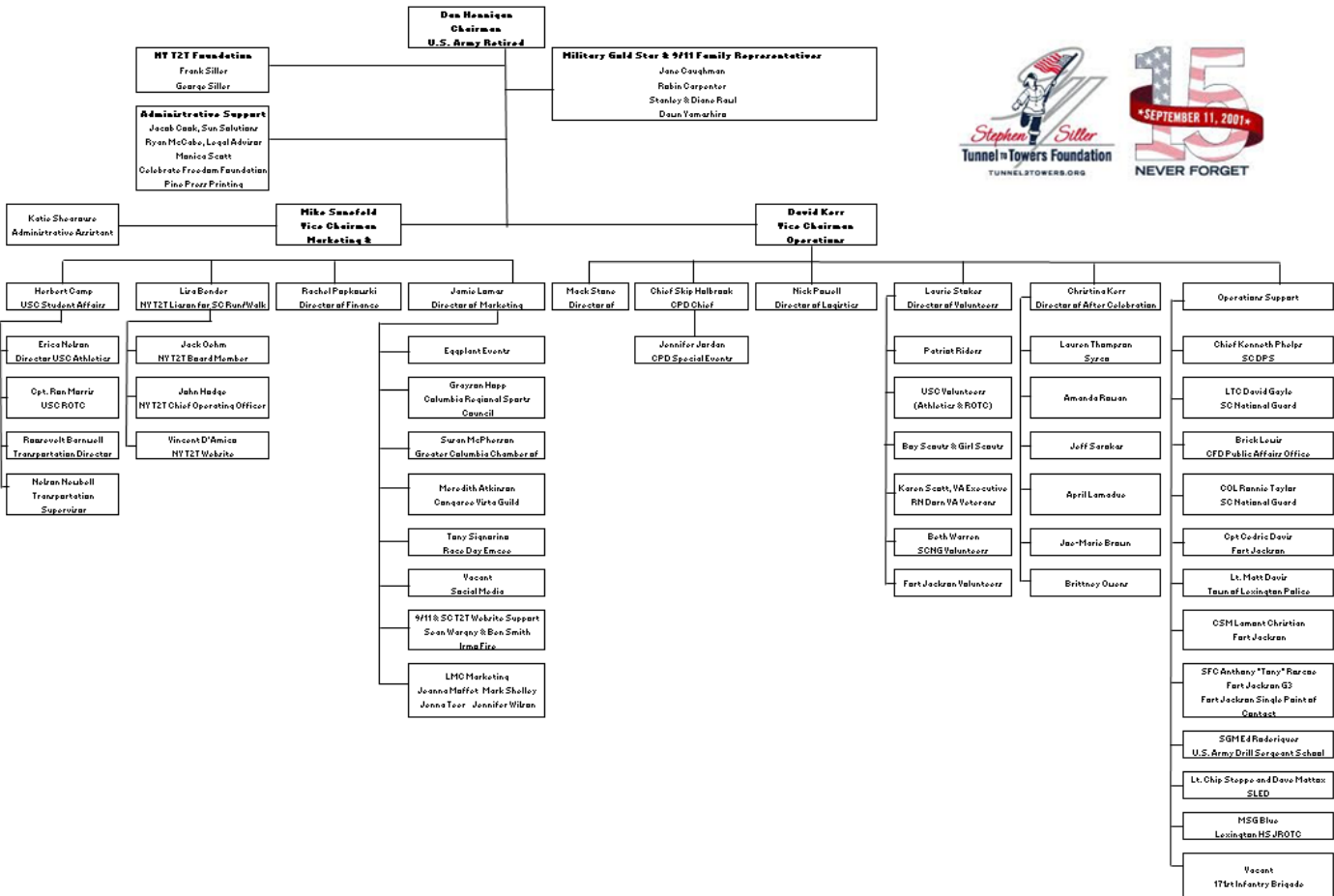
ALBANY, NY*	JEFFERSON CITY, MO
ALPENA, MI	LAKE ZURICH, IL
AMHERST, MA	MEDINA, OH
ASHEVILLE, NC	MIAMI, FL
ATLANTA, GA*	MOBILE, AL
BATON ROUGE, LA	NEW YORK, NY
BERKLEY, MI	NEWPORT BEACH, CA
BILOXI, MS	NORTHERN, WI
BRENTWOOD, TN	ORLANDO, FL
BRISTOL, RI	PALM SPRINGS, CA
BUFFALO, NY	PHILADELPHIA AREA
CAPE GIRARDEAU, MO	PHOENIX, AZ
CARBON COUNTY, PA	PIKE COUNTY, PA
CHARLOTTE, NC*	ROCHESTER, NY
CLEARWATER, FL	ROUND ROCK, TX
COLUMBIA, SC	SAVANNAH, GA
CRESCENT SPRINGS, KY	SIoux CITY, IA
DALLAS FORT WORTH, TX	TAMPA, FL*
DES MOINES, IA	THOMASVILLE, NC
FORT LAUDERDALE, FL	TRIANGLE, NC
FORT MYERS, FL	VERO BEACH, FL
GREATER AUGUSTA, GA	WEST SALEM, WI
HOUSTON, TX*	WILLIAMETTE, OR
JACKSON, MI	WINCHESTER, MA
JACKSONVILLE, FL	

**REGISTER NOW! T2TRUN.ORG**





### 3. ORGANIZATIONAL CHART



**Fort Jackson 282<sup>nd</sup> Army Band plays for  
T2T SC Run & Walk Event**



## 4. ORGANIZATIONAL GOALS AND OBJECTIVES (2016)

### **Goal 1: Honor the Fallen**

**Objective #1:** Honor the 416 First Responders lost in NYC during 9/11/2001.

**Objective #2:** Honor Local (SC) Heroes lost in the line of duty (FR/LE/Military).

**Objective #3:** Raise awareness of the 9/11 First Responders & Military Service Members Historic Remembrance Memorial.

**Goal 2: Raise Awareness of the SC Run & Walk in order to grow participation to honor and support our first responders and military personnel in our state.**

**Objective #1:** Contact all Running Groups and other organized run & walks across SC and in neighboring communities.

**Objective #2:** Analyze and contact businesses and potential sponsors in order to raise awareness of the Foundation and provide opportunities for support.

**Objective #3:** Promote community, first responder, and military interaction to build strong and cohesive community.

**Objective #4:** Use established Educational Organizations, Associations and Events to promote T2T Run & Walk.



Local firefighters and military service members participate in the 2016 T2T SC Run & Walk Event.

**Goal 3: Raise money to support the programs of the Stephen Siller Tunnel to Towers Foundation and support of SC First Responders and Military Service Members.**

**Objective #1:** Increase corporate sponsorship by 25% over prior year.

**Objective #2:** Increase race participant registrations by 25%.

**Objective #3:** Reduce operating costs and expenses and maintain in-kind donations

**Goal 4: Build strong, positive, community relationships**

**Objective #1:** Increase Military support and participation in the event.

**Objective #2:** Bring the Midlands together.

**Objective #3:** Maintain and grow the relationship with FDNY and New York City, which was established in 1864.







## 5. OUR 2016 ACHIEVEMENTS -

	2013	2014	2015	2016
Participation - Registered	900 (total)	2,087 (total)	1730 (Total)	1598 (Total)
Participation - First Responder	Uncounted	430	306	366
Participation - Youth	Uncounted	251	126	131
Participation - Military	900	1,217	1,500	Uncounted
Sponsors – Monetary (#)		10	10	14
Sponsors – In-kind (#)		14	13	26
Financial - Monetary Donation	\$29,876.66	\$35,531.00	\$40,970.88	\$46,500
Financial - In-kind Donation	NA	\$112,500	\$59,751.00	\$73,300
Volunteers	NA	Approx. 424	Approx. 500	Approx. 400
Social Media - Followers	0	1,187	1,895	2,185
Media Coverage (# of Spots)	NA	5	135+	200+

- a. **After Celebration:** This was the fourth year of the After Celebration.... We chose to bring the party inside The Columbia Convention Center this year. The General Management team was an excellent partner in the organization and success of this race celebration event. We brought back the awesome sounds of National Recording Artists The Root Doctors as our headliner and a surprise visit from American Idol contestant JAX. **USC's own mascot "Cocky" gave us a surprise visit and was his usually crazy self and enjoyed by all!** We included a large number of local merchant booths, a "live" ice carving demonstration by Colin Henderson "Heart of Ice" whose carving was used as our awards backdrop, and Columbia's own "Chicken Man" hand painted two wood benches that were auctioned off. RWB upped their game with youth friendly activities, with a bounce house and life size kid games, Koala Bottles brought us face painting and youth prizes. Additionally, 2 drawings, brought together by the Columbia Regional Sports Council for Myrtle Beach and Columbia, SC Staycation. We pulled together our very first, very successful, Silent Auction with over 15 items for some very lucky winners. The display vehicles were unbelievable this year, and we must thank the SC National Guard brought an ASV, Batesburg/Leesville Fire Department brought "Grandma"





to the show, Lexington County EMS Ambulance, SC Highway Patrol Car, and Richland County brought their very cool D.A.R.E. Car. Sysco, our major contributor to the After Party Celebration, surpassed last year's efforts with employee volunteer support, organization, and food for our race participants. This After Celebration gave the race participants, volunteers, and organizers an opportunity to come together and honor first responders, race winners, honored sponsors and guests in a safe family friendly environment.

- b. University of South Carolina (USC) Support:** The support received from the USC was invaluable to the success of this year's event. **Many sports programs and student organizations volunteered a great deal of time to support the run & walk and the after celebration.** At the direction of USC President, Dr. Harris Pastides, the USC Transportation Division Director Mr. Roosevelt Barnwell and Mr. Nelson Neville, Supervisor (U.S. Army SFC Ret.) provided bus transportation to assist in returning military run participants back to Fort Jackson

- c. First Responder Support:** This year we continued to realize a great deal of support from our First Responder community. This was evident in run & walk participation and event support as in previous years. This area remains a significant strength for this event due to the significant outreach to First Responder Groups and professional associations throughout the State. These groups included SC Firefighter's, SC Law Enforcement Organizations, Emergency Medical Services Associations, the Association of Public Safety Communications just to name a few. The SC Law Enforcement Network (LEN) and Chief Ken Phelps, SC DPS, played an integral part in getting the message of the event out to Law Enforcement Statewide. As a result of the association and committee outreach to individual departments the following departments supported this year's race: City of Columbia Police and Fire Departments, Lexington County Public Safety, Irmo Fire District, Town of Lexington Police Department, West Columbia Police and Fire Departments, Cayce Public Safety, State Law Enforcement Division, South Carolina Department of Public Safety, the Town of Batesburg-Leesville, Sumter County Fire Department, Bluffton Fire & Rescue, Kershaw County. **A key goal of our organization is to continue expanding this outreach and partnership with First Responders in 2017.**



- d. T2T SC 5K Run & Walk Management Committee:** This year's Executive Committee, staffs and advisors were comprised of a very diverse group of dedicated professionals and volunteers from around the Midlands. This group combined to put in over 450 hours of selfless work to make the 2016 Stephen Siller Tunnel to Towers 5K Run & Walk South Carolina a resounding success!





**e. Testimonials:**

*"Last night's race was especially moving. There were tons of first responders there and several firemen in gear running! (You can see one in front of me in this pic!) I was so humbled to run alongside them carrying Old Glory. I'm super happy that I was finally able to participate this year after having missed the last few years for being out of town when it was scheduled. About a mile into the race, there were several people standing alongside this road holding pictures of some of the fallen. It made me emotional. The support at various different spots along the route was amazing. When I heard encouragement from those people as I ran past, it energized me. I was surprised at the pace my Garmin clocked"*

- **Maria Huff**

*"2016 was my first experience with the Tunnels to Towers SC 5K and it will not be my last. I could say it's because of the evening start, the great location or even the awesome route but in all honesty, it's because of the reason behind the event. Seeing firefighters running in full gear just as Stephen Siller had done on that faithful September day will send chills throughout your body. I will be back because of his sacrifice and the sacrifice millions like him make each day to keep us safe."*

- **Jody Jernigan**

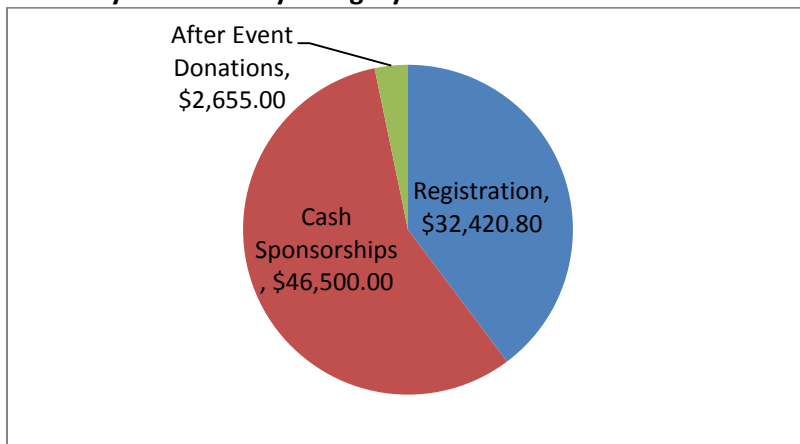




## 6. FINANCIAL SUMMARY

### INCOME

#### Summary of Income by Category



**Grand Total Income** **\$81,575.80**

#### List of Cash Sponsorships

Carolina Orthotics & Prosthetics, Inc.	\$250
Elliott Davis	\$500
Livingston Insurance Agency	\$500
Colonial/Unum	\$750
BMW of Columbia	\$1,000
Blanchard CAT	\$1,000
SC National Safety Council	\$1,000
Kohl's	\$1,000
Blue Cross Blue Shield of SC	\$2,500
City of Columbia Hospitality Grant	\$3,000
Gregory Electric Company	\$5,000
GMC - National Sponsor	\$5,000
KW Beverage/Budweiser	\$10,000
Lexington Medical Center	\$15,000

#### List of In-Kind Sponsorships

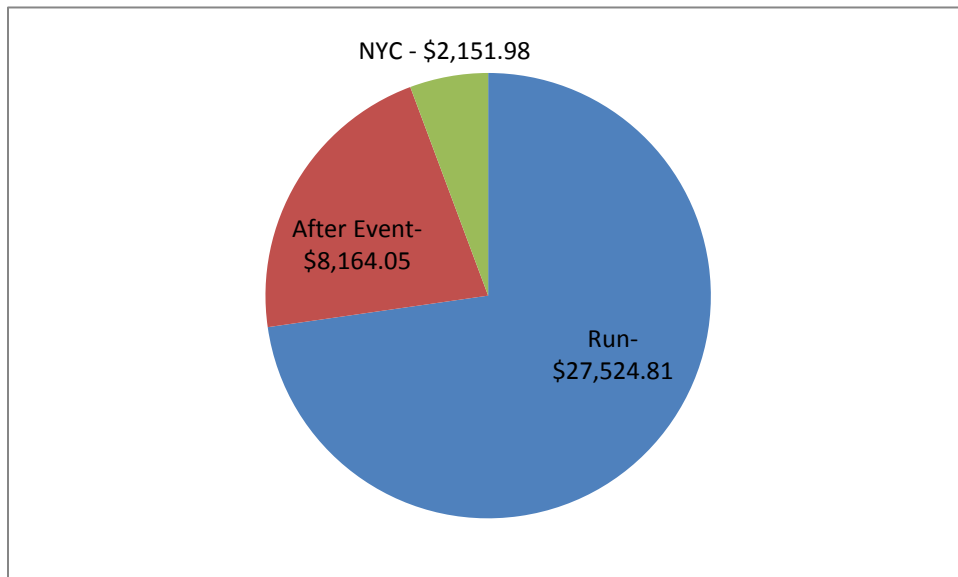
Heart of Ice Sculptures	\$300
Columbia Metropolitan Convention Center	\$2,000
The State	\$2,500
Root Doctors	\$2,500
Optec	\$6,000
WIS	\$10,000
iHeartRadio/WCOS	\$10,000
Sysco	\$15,000
Lexington Medical Center	\$25,000





## EXPENSES

### Summary of Expenses by Category



**Grand Total Expenses** **\$37,840.84**

### Itemized Expenses

#### Run

City of Columbia	\$5.00
City of Columbia	\$5.00
Irmo Fire Foundation	\$83.44
Signarama	\$26.75
City of Columbia	\$100.00
SCSFA	\$139.84
Tim Goldman	\$184.50
Koala Bottle/SANTC Group, Inc.	\$300.00
Barnhills Services, Inc.	\$1,050.00
City of West Columbia	\$960.00
City of Cayce	\$765.00
City of Columbia (Police)	\$4,270.00
Eggplant Events Production	\$11,786.00
Marathon Sportswear	\$7,849.28
<b>Total</b>	<b>\$27,524.81</b>

#### After Event

East Coast Entertainment	\$1,750.00
Columbia Metropolitan Convention Center	\$2,490.00
Patriotic Amusements	\$50.00
Brittany Owen	\$156.00

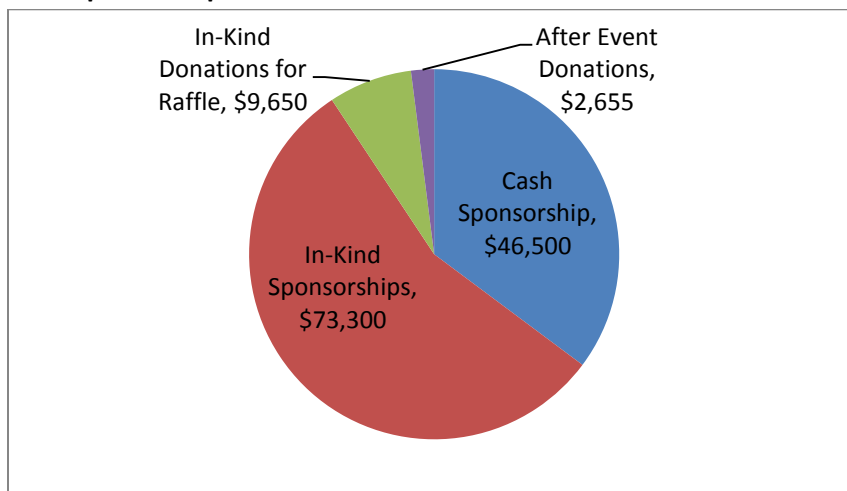


Patriotic Amusements	\$56.25
The Root Doctors, Inc.	\$1,750.00
Columbia Metropolitan Convention Center	\$1,571.70
Irmo Fire District	\$118.00
Christina Kerr-After Celebration Expenses	\$197.38
Credit Card Fees	\$24.72
<b>Total</b>	<b>\$8,164.05</b>

#### Stephen Siller T2T Foundation - NYC

NY Airfare	\$659.79
Jack Oehm	\$257.00
NY - Exxon Mobil & Taco Bell	\$134.96
Jacqueline Miskanic	\$1,100.23
<b>Total</b>	<b>\$2,151.98</b>

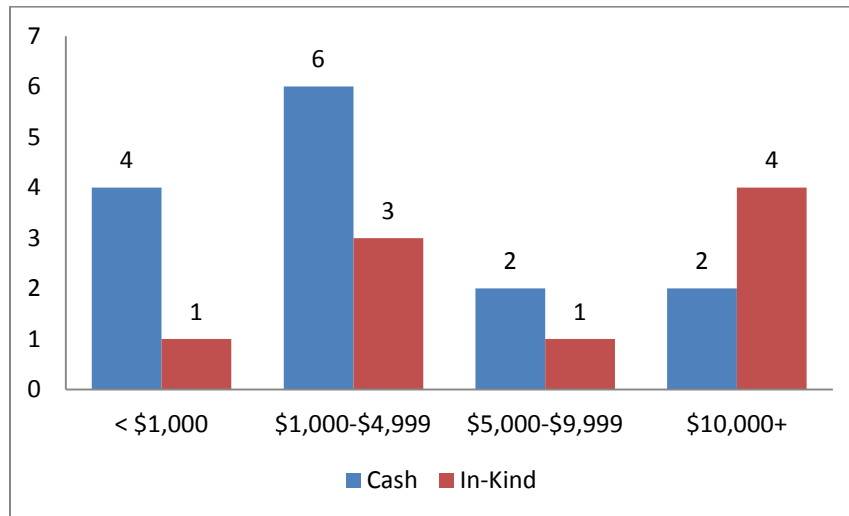
#### Total Sponsorships & Donations Received



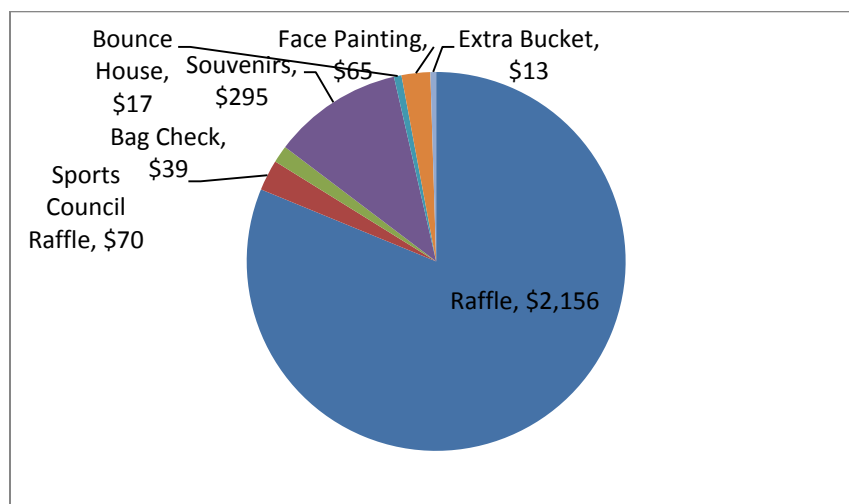




### Number of Sponsorships Received

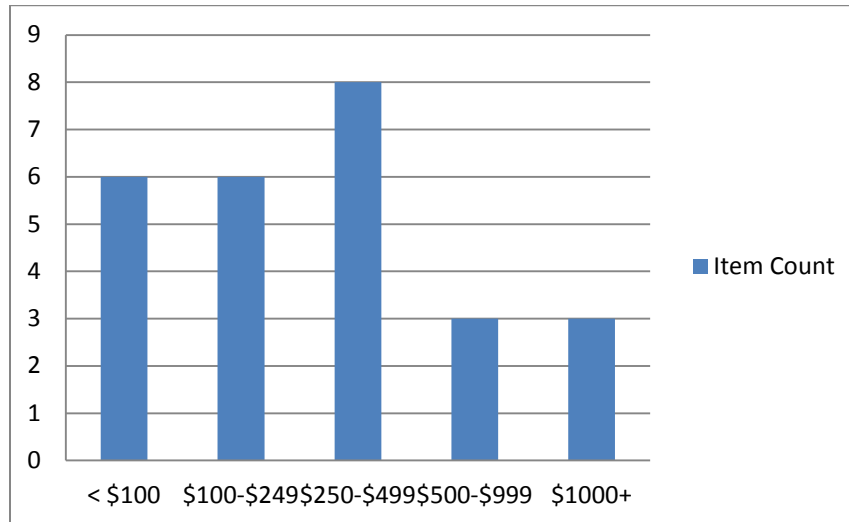


### After Event Donations





### Number of Raffle Items Donated



### List of Raffle Item Donors

Twisted Spur	\$50
Columbia Regional Sports Council	\$50
Original Benjamins	\$50
Zoe Voulgarelis	\$60
SC State Parks - Cheraw State Park	\$60
Escape Plan SC	\$80
Mellow Mushroom	\$100
Tony Signorino/Moonshiners	\$100
Spinners	\$100
Carolina Opry	\$100
Inn at USC	\$200
Burning Creations	\$200
Southshore Marina	\$250
Whispering Willows B&B	\$250
Liberty Tap Room	\$250
Liberty Tap Room	\$250
50/50 Watersports	\$300
Carolina Resort	\$300
Hilton Columbia Center	\$400
Hilton Columbia Center	\$400
David's Fine Jewelry	\$500
Tony Signorino/Moonshiners	\$500
TruGreen	\$600
Captain2-+'s Choice Marine	\$1,000
JMB Photography	\$1,500
Ernest Lee	\$2,000



**T2T After Celebration Director Delivers a Door Prize to a happy USC Student**





## 7. MARKETING SUMMARY

- a. **Lexington Medical Center Partner:** The Title Sponsor for this year's Tunnel to Towers South Carolina was Lexington Medical Center. **This exceptional partnership has been instrumental in the success of this run & walk each and every year.** This year, not only did Lexington Medical Center support the run & walk with a significant cash contribution, but their marketing department, also provided a very large portion of the marketing support for this event on an in-kind basis. This included all design work and printing of signs, race literature and flyers, sponsorship packets, and banners. Additionally, the marketing department coordinated with local media outlets to provide event coverage and promotional spots throughout the weeks leading up to the September 16<sup>th</sup> event.



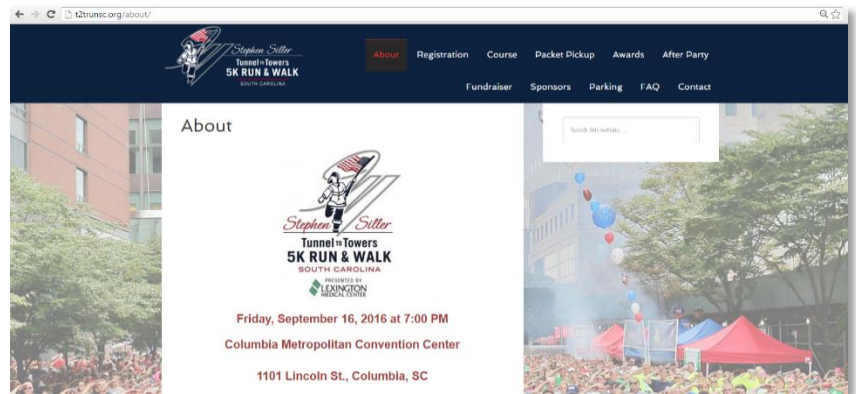
- b. **Sponsor Tracking:** Since our Foundation was partnering with Lexington Medical Center for the third straight year, we were able to get a good head start on the printed materials that needed to be updated for the 2017 event. Internally our Foundation maintained a spreadsheet accounting of all sponsors so that we could keep track of information such as payment and logo receipt all in one place.

- c. **Radio & Television:** Lexington Medical Center also used their existing contracts with newspapers, magazines and WIS News Station to promote the Tunnel to Towers event. **WIS News ran 180 spots television advertising spots for this year's event with a calculated TV schedule value of \$30,000.** We also were very excited to partner with iHeartMedia as our exclusive Radio Sponsor. Coverage across all their stations was valued at more than \$10,000 in-kind marketing. The State Newspaper was also an in-kind Media Sponsor with \$20,000 in donated print space. In addition to the planned TV and Radio spots ahead of the event, many media outlets provided extensive coverage on the day of the event, to include interviews of organizers and race participants.





- d. **Website:** The main Stephen Siller Tunnel to Towers Foundation website was constantly updated as new event details became available. **A local event website was created to streamline information for participants as well as provide a more user friendly experience.** The database of race registrants was also used to send updated information to everyone who had registered for the race.



- e. **Billboards and Print Media:** Through our partnership with Lexington Medical Center Marketing, we were able to advertise our event on five separate digital billboards and two vinyl billboards around Columbia, Richland and Lexington County over the month leading up to the run & walk. Additionally, with our organizations relationship with many newspaper and other print media companies our event was included in periodicals such as The State Paper, Lexington Chronical, Columbia Living and Editorial, just to name a few.

- f. **Social Media:** The social media team updated all social media channels constantly during the event and the opening and closing ceremonies. This form of communication will continue to increase in 2017, with a focus and emphasis on reposts on more well-known sponsor and partner sites.



### Social Media Statistics

Social Media Medium	Number of Likes/Followers	Number of Posts Made during Campaign
Twitter	244	60 posts
Facebook	1721	100 posts
Instagram	220	60 posts

- g. In addition to our extensive marketing efforts, the Public Relations efforts from Lexington Medical Center facilitated nine WIS-TV news stories, editorial with Columbia Business Monthly as well as Spotlight Interview with WLTX.





## 8. VOLUNTEERS

- a. The purpose of our race is to raise funds to build smart homes for catastrophically injured veterans, and we couldn't do it without our volunteers! Our race runs on volunteers. Everything from registration and packet pick up and staffing water stations, to assisting in the after party area. The needs are many and our volunteers make the race in South Carolina a success every year.
- b. This year (2016) the race route was reversed and this made a huge difference in traffic control and race route monitors. The after party was moved inside the convention center. These two factors meant we actually utilized fewer volunteers this year. A few of the areas where we utilized volunteers included:
  - 1) **Race registration volunteers:** These individuals assisted interested runners in completing their race registration on the day of the race, if they had not already done so. This is primarily a stationary position at the registration booth. These volunteers split their shifts in AM, mid-morning and PM time slots. At an estimate of 5-8 per shift this counted for approximately 24 volunteers.
  - 2) **Packet pick up volunteers:** These individuals had interactions with the already registered runners and assisted them in picking up their packets which included their runner bibs, t-shirts, etc. This is primarily a stationary position was at the registration/packet pick up table. AM, mid-morning and PM shifts are available. At an estimate of 5-8 per shift this counted for approximately 24 volunteers.
  - 3) **T-shirt volunteers:** These volunteers backed up the Packet Pick Up volunteers and pulled shirts by size as they were called out by the PPU volunteers. This job may required some heavy lifting. AM, mid-morning and PM shifts are available. At an estimate of 5-8 per shift this counted for approximately 24 volunteers.
  - 4) **Water stations:** There are 3 water stations on the course. Each one requires at least 15 volunteers. All materials for this station (water coolers, water, ice, cups) were provided. These positions were on the outer areas of the course. The various sponsoring organization volunteers were allowed to set up banners and signs advertising their group at their water station as long as they did not impede the runners. This position requires mobility and possibly heavy lifting. Must be in position no later than 6 pm. At an estimate of 15 per shift this counted for approximately 45 volunteers.
  - 5) **After party volunteers:** These positions were high mobility and possibly mid to heavy lifting. Responsibilities included bag check, food service, children's activity area, and more. Primarily a mid afternoon and PM shift. Some volunteers were needed up to after party closing at approximately midnight. This accounted for approximately 150 volunteers.



- 6) **Parking Lot Monitors:** Teams of 2 or more patrolled on foot in the parking areas. Responsibilities were only be to be a set of eyes in the parking areas. Law enforcement handled any security issues. This is a PM shift only between 5:30-9 pm. At an estimate of 5 per shift this counted for approximately 10 volunteers.
- 7) **The 343:** On 9/11/2001, we lost 343 first responders when the Twin Towers fell. At our race, we have poster size photographs of each of those heroes. We were looking for 343 volunteers to hold those signs on a portion of the race course. This position requires standing from 6:45-8:00 pm. This year we had approximately 65 of those spaces filled by members of the University Of South Carolina Greek Life organizations. They are a motivated group and it is hoped that they join us again in 2017 and beyond.
- c. Our returning volunteers came from University Of South Carolina Athletics, University Of South Carolina Capstone Scholars, University Of South Carolina transportation, Sysco Foods, Team RWB, Boy Scouts of America, Ft. Jackson Drill Sergeants Academy, Lexington County Community Emergency Response Team (CERT), and Lexington High School JROTC.
- d. This year our volunteer corps was joined by some new volunteers. They came from University of South Carolina Greek Life, Kohls, River Bluff High School students, Lexington High School students, Spring Valley High School HOSA club, and the University Of South Carolina Veterans Alumni Council.
- e. Our total volunteer count was approximately 275-300. If you consider 300 volunteers at 8 hours each (many of whom worked far more than that) at the Federal minimum wage of \$7.25 (many of whom would make far more than that in their professional lives), that equates to 2,400 hours at a total cost savings of \$17,400. Here is to a successful 2017 race!

## 9. SUMMARY

- a. **Event Tracking/Management:** This year we continued to build on the successes of past years with regard to event management and resource tracking. **This event was managed through a very large cooperative group of professionals who volunteer their time to make the event a success each year. The event is managed through a central Vice-Chairman of Operations ensuring that the many different pieces are brought together and executed on schedule on the day of the event.** The overall event process



Cub Scouts Escorting Veterans at Opening Ceremony

was managed through the use of monthly committee meetings through July 2016 and then biweekly meetings in the month of August and weekly meetings in September. These committee meetings provided for the coordination and oversight of the event and identified critical tasks that needed to be accomplished. Most importantly these meetings assigned responsibility and deadlines for the



accomplishment of each task associated with the successful execution of the event. However, each Committee group also held meetings within their own area of responsibility outside of the regular scheduled meetings.

- b. **Event Management:** In 2015 Eggplant Events Production became a part of the Tunnels to Towers South Carolina Team. For more than 15 years Eggplant Events has proudly worked with numerous Community Events, both large and small. Eggplant Events will support the Tunnels to Towers Planning Team in many areas with a goal to enhance the planning procedures while streamlining the Team's efforts. With their knowledge of working on large Community Events we will increase the events overall impact on our Community.
- c. **City of Columbia Support:** Prior coordination with the City of Columbia Police and Fire Departments was critical to the safe execution of this event and could not have been successful without the untiring **support of Chief Holbrook of Columbia Police Department and Chief Jenkins of the Columbia Fire Department and their dedicated public servants.** Both Departments had a staff member assigned to the committee who were authorized to participate and make recommendations and decisions for their Departments' support. These decisions included, but were not limited to: route reversal planning, road closings, resource requests, display vehicles, security procedures and impacts of the run & walk on local businesses.
- d. **Execution Matrix:** A project timeline and event diagrams were published to ensure that all tasks were tracked and completion of the tasks were documented. **With the inclusion of the After Celebration, this timeline/tracker is critically important during the week leading up to the race and served as the execution matrix for the entire event.** Also as the Event Celebration was moved into the lower level of the Convention Center and was not located in close proximity to the run & walk start/finish, it was critical to assign responsibility under operations to a single coordinator at each location, which allowed the Vice Chairman of Operations to maintain a **general focus on the "Big Picture"** to keep the overall event on schedule. This approach was very successful!

## 10. **STEPHEN SILLER TUNNEL TO TOWERS, NYC, SUPPORT - THE STEPHEN SILLER TUNNEL TO TOWERS FOUNDATION**

New York assigned a single point of contact for coordination of South Carolina's requirements. Their support included many varied tasks and support functions. **Some of these tasks included coordination and reporting of registration, acquiring volunteer and race T-shirts, processing of donations, and invoice payments.** This team member was based out of Charlotte, North Carolina, but attended Committee meetings held in South Carolina. This support was critical to ensuring that all the proper insurance for the event was available and addressed any legal or Foundation by-law questions or concerns with the parent foundation. This relationship and this representative is critically important to continued success of our event.





## 11. LONG TERM STRATEGIES/INITIATIVES

- a. **Sponsor Outreach:** With the assistance of Egg Plant Events, our committee has already begun engaging our sponsors from last year and will continue to grow our sponsorship base. This year our Foundation sent out over 300 holiday cards to everyone that had a piece in planning, executing or sponsoring the 2016 event. This card thanked them for their support of our efforts and announced the date of next year's event. Our committee's Chairman, Dan Hennigan, continues to meet with and reach out to potential sponsors for 2017. **Additionally, this annual report will also be used to tell the story of our event, while helping potential future sponsors see the value to those sponsors and their customers.**
- b. **Participant Engagement:** Using the race participant database the committee will begin sending out e-blast announcements to 2017 race participants to promote and increase early registration and word of mouth interest. **We also continue to work to improve our Social Media exposure across the State.** One tool that the committee will continue to use and expand on is the publication of e-newsletter to update those interested on the progress towards the 2017 event. Lastly, we continue to engage the First Responder and Military communities to increase interest and participation in the 2017 event.
- c. **State Run Ranking:** In 2014 the run made the Top 20 Races in South Carolina in only its second year! This accomplishment has continued in 2015 and 2016! Only two events in the Columbia area are on the list and we are proud to be one of them. This again is without registering our Military. By growing our overall participant base we can meet our goal of someday being the number one largest race in South Carolina!
- d. **After Celebration Strategy:** The Committee continues to assess the After Celebration event and are looking at moving it outside once again. This time the Committee is working with Columbia Police Department and others to confirm the feasibility of this move. This will shorten the After Celebration, but will actually keep the whole event together in the same area taking on more of a street festival feel. We will continue to strive to get the After Celebration right to recognize the runners and honor those First Responders and Military Service members who are at the heart of this patriotic and moving event.



2016 Christmas Card



# STEPHEN SILLER TUNNEL TO TOWERS 5K RUN & WALK SOUTH CAROLINA

2016

## APPENDIX







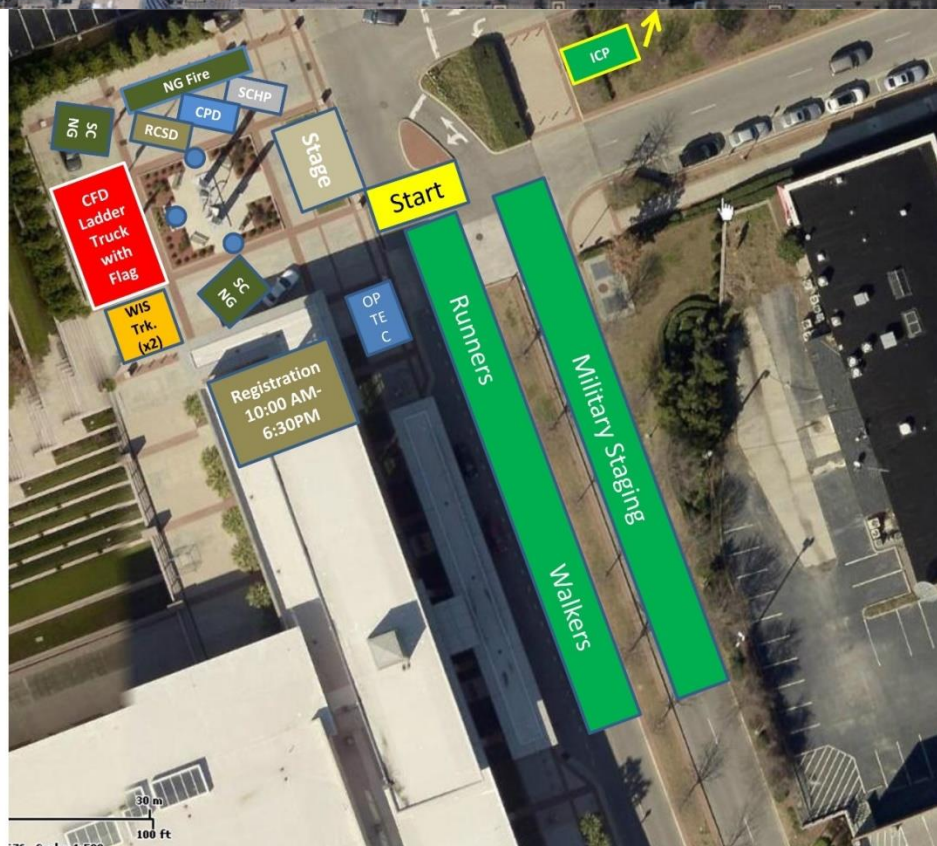
## Tunnel to Towers Run/Walk Sept 16, 2016

### Start Line Overview

● Patriot Riders

All First Responder Displays arrive at 4:30 and are in place by 4:45.

First Responder Displays staged along Route 6:15... In place at 6:50.







# Tunnel to Towers SC Consolidated Annual Report | 2016



**Merry Christmas!**

from  
your South Carolina Midlands First Responders &  
Military Service Members Remembrance Memorial &  
Stephen Siller Tunnel To Towers South Carolina  
5K Run/Walk Committee Members

Thank you for your time and generosity in support of our First Responders & Military Service Members 9/11 Historic Memorial & our Stephen Siller Tunnel To Towers South Carolina 5K Run/Walk. We hope you will continue to participate and support our First Responders and Military Service Members in years to come.

**Please save the dates for our events in 2017!**

- **September 11, 2017:** Our 9/11 Annual Evening of Remembrance planned for 5:00 p.m. at the 9/11 Remembrance Memorial.
- **September 15, 2017:** Our Stephen Siller Tunnel To Towers South Carolina 5K Run/Walk planned for 7:00 p.m.

If you would like to become a committee member, please contact us at your earliest convenience.

**Mike Sonfeld**  
Irmo Fire Chief  
Vice Chairman  
17th Cavalry/Moffie.org  
(803) 513-8148  
kshearouse@irmoffie.org

**Daniel C. Hennigan**  
U.S. Army Retired  
Memorial Founder and Chairman  
danielc.hennigan@gmail.com  
(803) 834-1331  
monicalcott@gmail.com

**David Kerr**  
Lexington County  
Public Safety Director  
Vice Chairman  
kerr2t2scrun@gmail.com  
(803) 479-5095

Please view our September 9/11 website, video, and our Stephen Siller Tunnel To Towers South Carolina 5K Run/Walk website.

www.scremembers911.com  
www.T2TRunSC.org



## Our Memorial Seal Story

SC Midlands First Responder and Service Member Remembrance Memorial Unveiled on September 11, 2001

Symbolism represents something larger, deeper than itself. It encourages interpretation and interpretation forging a bond between the idea and the individual.

The foundation of the First Responders seal is a circle, the universally recognized symbol of eternity and continuity. The flag and eagle wing on the seal momentarily break the circle as the eagle wing overlaps the circle as it descends to lift the fallen from the carriage. The beams transposed into upward turned, crossed swords which represent readiness for battle or conflict and military readiness.

The eagle was a symbol born from man of action. It was given to those of lofty spirit, ingenuity, speed in comprehension and discrimination in matters of ambiguity. The eagle's wings are spread (displayed) to symbolize the bearer's protector role as the gripping talons symbolize man's valiantness. An eagle's leg borne on a seal signifies the "preyer upon others has been preyed upon."

The eagle and crossed swords on the First Responders Memorial Seal honor our nation's military.

The thin blue line on Tower 2 represents law enforcement officers and the courage they find deep inside when facing insurmountable odds. The black background around the line was designed as a constant reminder of their fallen brother and sister officers.

"The Line" is what law enforcement officers protect, the barrier between anarchy and a civilized society, order and chaos, respect for decency and lawlessness. Together they symbolize the camaraderie law enforcement officers share.

The "343" found on Tower One serves as a reminder of the 343 firefighters who gave their lives on 9/11. On September 11, 2010, Fireboat 343 went into service and was proudly named in honor of those 343 NYC firefighters who sacrificed their lives in service to their fellow citizens on September 11, 2001. Since then, firefighters and fire departments across the country and around the world proudly display "343" on their uniforms and equipment. It serves to affirm that their sacrifice will never be forgotten by fellow firefighters. It also symbolically challenges others to remember that firefighters knowingly risk their lives every day to protect their fellow citizens.

The blue "Star of Life" on the bottom of Tower One internationally represents all Emergency Medical Services (EMS) units and personnel.

The six branches of the star are symbols of the six main tasks executed by rescuers throughout the emergency chain: detection, reporting, response, on-scene care, care in transit and transfer to definitive care.

The area behind the towers is recessed with an American flag blowing in the breeze to represent that America is still the envy of the world and that our future remains strong, even after attack, on all that we stand for. By placing the flag at the back of the seal, we symbolically predict that the greatness of America continues to be in the future beyond 9/11.

The symbol of the two broken pieces of the towers lying beneath the swords represents the wounds inflicted by our enemies on 9/11. The towers remain standing on the seal to represent that while wounded, America still stands tall, proud and strong, and will rise again.

The fallen portion of Tower 2 is the shape of the State of Pennsylvania with a dot marking the location where the people on Flight 93 thwarted the hijacker's plan on 9/11.

The fallen portion of Tower 1 is a pentagon shape inscribed with a 41 to honor the victims from the Pentagon. On the northeast corner of the Pentagon is the building's cornerstone. It was laid on September 11, 1961.

On the bottom left hand corner of Tower 2 is the number "68." The World Trade Center cornerstone was laid on September 11, 1968.

Many other symbols can be found within the Seal of the First Responders Memorial, but there is much more to be found within the memorial itself. As you honor the men and women of this memorial by visiting this new historic site, search for the hidden symbolism and messages that are there "in plain sight."



## 2016 Year in Review



Start Line at the Tunnel to Towers SC Run/Walk on September 16, 2016



Members of the SC National Guard pose with Cocky after the T2T SC Run/Walk



Local ice carver, Colin Henderson, donates his time to create a masterpiece for the event.



SC Midlands Firefighters hold photos commemorating eight of the 417 responders who paid the ultimate sacrifice on 9/11/2001



Major General Pete Johnson, CG Ft. Jackson; 2014 American Idol Runner-Up, Chairman Dan Hennigan, and Command Sergeant Major Lamont Christian, Ft. Jackson



Col. Ronnie Taylor (SC National Guard Officer of Staff) and his son Zeb Taylor, and other Midlands and Cub Scouts escort Don YA Heroes to the event



The SC Bluffton Fire Department takes the Stephen Siller Tunnel to Towers Award for the second year in a row

## South Carolina Tunnel To Towers 5K Run and Walk Challenge Coin

The Symbolism Behind the Tunnel To Towers 5K Run and Walk Challenge Coin

Through the use of symbolism, this challenge coin serves as a visual representation of a more in-depth meaning than the pictures on the surface alone can tell. The images displayed on this coin capture the important elements of the Stephen Siller story combined with the determined, unshakable spirit of the people of South Carolina.

The foundation of the Tunnel To Towers 5K Run and Walk Challenge Coin is a circle, the universally recognized symbol of eternity and continuity. The American flag momentarily breaks the circle as a sign that the flag represents all Americans and always rises in a crisis. The beams transposed into upward turned, crossed swords which signify readiness for battle or conflict and military readiness. These words also honor our nation's military.

Lady Columbia stands in the center of the towers to represent liberty, the spirit of our country and our American ideals. Lady Columbia originated as the female personification of the United States of America and her name was derived from Christopher Columbus. Many American geographical locations have been named after this majestic lady including our own capable city of Columbia, South Carolina.

The Tunnel To Towers 5K Run and Walk begins and ends in the city of Columbia near the First Responders Memorial which honors the fallen men, women, and animals who were the first to serve our community.

Lady Columbia is advancing between the towers carrying the American flag high and reminding each of us to take the tragedies of 9/11 and move on toward triumph. Each of us should find a way to make a positive change in ourselves and our communities to show respect to those whose lives were given in service to our community.

Lady Columbia is also shown with a sword pointing downward in her right hand. The downward pointing sword is an honor to those who fought and died in battle, consequently depicting that their fight is over.

The thin blue line on Tower 2 represents law enforcement officers and the courage they find deep inside when facing insurmountable odds. The black background around the line serves as a constant reminder of their fallen brothers and sisters. The "Line" is what law enforcement officers protect, the barrier between anarchy and a civilized society, order and chaos, respect for decency and lawlessness. Together they symbolize the camaraderie all law enforcement officers share.

The "343" found on Tower 1 serves as a reminder of the 343 firefighters who gave their lives on 9/11. On September 11, 2010, Fireboat 343 went into service and was proudly named in honor of those 343 NYC firefighters who sacrificed their lives in service to their fellow citizens on September 11, 2001. This is a perfect example of "Honor to Thine Honor." Firefighters and departments across the country and around the world continue to proudly display "343" on their uniforms and equipment. These symbols of support serve to affirm their sacrifice will never be forgotten by fellow firefighters, but also challenge others to remember that firefighters knowingly risk their lives every day to protect their fellow citizens.

The "416" found at the bottom center is a reminder of the 416 total first responders who gave their lives while responding to the tragedy on September 11, 2001.

The blue "Star of Life" on the bottom of Tower 1 internationally represents all Emergency Medical Services (EMS) units and personnel.

The six branches of this star are symbols of the six main tasks executed by rescuers throughout the emergency chain: detection, reporting, response, on-scene care, care in transit and transfer to definitive care.

The symbol of the two broken pieces of the towers lying beneath the swords represents the wounds inflicted by our enemies on 9/11. The towers remain standing on the seal to represent that while wounded, America still stands tall, proud and strong, and will rise again.

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The fallen portion of Tower 1 is a pentagon shape inscribed with a 41 to honor the victims from the Pentagon. On the northeast corner of the Pentagon is the building's cornerstone. It was laid on September 11, 1961.

The Palmetto tree and crescent moon on the reverse side of the challenge coin symbolize that South Carolina stands with the rest of America in our resolve to turn tragedy into triumph. South Carolinians will always do their part.

"Resilience is by definition" illustrates that our community is required by the character, lives, and determination of our first responders. They motivate each of us to improve ourselves. This phrase also encourages the runners and walkers of our Tunnel To Towers 5K Run and Walk to use the regeneration of our local heroes to fuel your physical efforts and performance.

"Transcend On If the Lanes from If They I Oversee" is etched underneath the Palmetto tree, reminding each of us to do something good for someone else in response to a good deed done on our behalf. Our community's first responders consistently provide services for us and we can honor them by rendering deeds of our own for others in our community. Historically, the saying can be found in Roman antiquity, "Old men plant trees not for their own benefit but for the benefit of their posterity." The most famous of such quotations is a fragment of the Roman playwright, Cato the Elder, as quoted by Cicero in his work, De Senectute 24-25 (On Old Age). Here is the extended message in English: "...yet these same men labor at things which they know will not profit them in the least. He plants the trees to serve another age, as our Cato's Statues says in his Young Caton's."

"And if you ask a farmer, however old, for whom he is planting, he will undoubtedly reply: 'For the unborn gods, who have willed not only that I should receive these blessings from my ancestors, but also that I should hand them on to posterity.'"

"From Tragedy to Triumph" reminds us that even through our country and its people were faced with tragedy caused by the ravages of terrorism, we did not remain broken. Our unconquerable spirit literally taught back to support each other, care for victims' families and to rebuild. America found the will to survive and will continue to thrive!

Coin designed by Tunnel To Towers SC Committee Members Ron and Julie Clump, Dianna Row and Laurie Stokes. Carved by Ron Clump. Memorial Design, Challenge Coin Unveiled Sept. 16, 2014



## THE HISTORY OF THE SC 9/11 HISTORIC MEMORIAL

- The two towers represent **RESOLVE**.
- The top of the two towers on the ground between the two Historic World Trade Center Steel Beams remind us to **NEVER FORGET** the Fallen.
- The two crossed Historic World Trade Center (9/11/2001) Beams remind us that we are a **NATION OF ONE**.





**SPONSORSHIP OPPORTUNITIES**



**Stephen Siller**  
**Tunnel to Towers**  
**5K RUN & WALK**  
**SOUTH CAROLINA**

PRESENTED BY  
**LEXINGTON MEDICAL CENTER**

FRIDAY ★ SEPTEMBER 15, 2017 ★ 7:00 P.M.  
COLUMBIA, SC

**In 2015 Tunnel to Towers Foundation donated \$25,000 to South Carolina Flood Relief, \$20,000 for SC National Guardsman and \$5,000 for SC First Responders.**

**DEPARTMENT OF PUBLIC SAFETY**  
HIGHWAY PATROL · STATE TRANSPORT POLICE  
BUREAU OF PROTECTIVE SERVICES  
OFFICE OF HIGHWAY SAFETY · OFFICE OF JUSTICE PROGRAMS  
THE SOUTH CAROLINA LAW ENFORCEMENT OFFICERS HALL OF FAME



The underlined names were the recipients of the donations for TEAM SCOPS. Pictured from left to right:  
Chief Kenneth Phelps (SCDPS), Chief Zachary Wice (Bureau of Protective Services (BPS)),  
Officer Aaron Kirby Smith (BPS), Reynold J. Shaw (Administrative Assistant- BPS), Dan Hemmigan, Chairman T2T SC Run & Walk,  
Margaret Diane Thickett (Administrative Assistant- SCBP), Chief Mike Sonfield (Imo Fire Department),  
Director Larry Smith (SCDPS), Sergeant Bob Boreas (SCBP)



**Title Sponsor – \$20,000**

- ★ Recognition as a title sponsor
- ★ Logo/mention in all event advertising including, but not limited to: press releases, radio, print, TV, digital (including references on an event-specific Facebook page with link to your website)
- ★ Company name mention in Twitter posts
- ★ Logo and link on local Tunnel to Towers registration website
- ★ Logo on all printed and digital collateral, including event-specific postcards and posters
- ★ Logo on all course signage, including start/finish line and post-event block party and awards ceremony
- ★ Logo on race T-shirts
- ★ Option for one 10x10 booth space at pre- and post-event block party and awards ceremony
- ★ Opportunity to insert materials and/or giveaways in runner packets
- ★ Recognition during start/finish line ceremonies
- ★ Logo and link on event-specific registration page

**Executive Opportunities**

- ★ Speaking opportunity for an executive at Start/Finish Line ceremonies
- ★ Check presentation opportunity
- ★ Award distribution and photo opportunities with winners

**VIP Opportunities**

- ★ 100 event registrations for key clients and/or employee engagement opportunities
- ★ 100 race T-shirts

**Hero Sponsor – \$10,000**

- ★ Logo/mention on event-specific Facebook page with link to your website
- ★ Company name mention in Twitter posts
- ★ Logo and link on local Tunnel to Towers registration website
- ★ Logo on all printed and digital collateral, including event-specific postcards and posters
- ★ Logo on race T-shirts
- ★ Option for one 10x10 booth space at pre- and post-event block party and awards ceremony
- ★ Recognition during start/finish line ceremonies

**Executive Opportunities**

- ★ Check presentation opportunity
- ★ Award distribution and photo opportunities with winners

**VIP Opportunities**

- ★ 50 event registrations for key clients and/or employee engagement opportunities
- ★ 50 race T-shirts

**Patriot Sponsor – \$5,000**

- ★ Logo/mention on event-specific Facebook page with link to your website
- ★ Company name mention in Twitter posts
- ★ Logo and link on local Tunnel to Towers registration website
- ★ Logo on race T-shirts
- ★ Option for one 10x10 booth space at pre- and post-event block party and awards ceremony
- ★ Logo on all printed collateral, including event-specific postcards and posters

**VIP Opportunities**

- ★ 20 event registrations for key clients and/or employee engagement opportunities
- ★ 20 race T-shirts

**Freedom Sponsor – \$2,500**

- ★ Logo/mention on event-specific Facebook page with link to your website
- ★ Company name mention in Twitter posts
- ★ Logo and link on local Tunnel to Towers registration website
- ★ Logo on race T-shirts
- ★ 5 event registrations for key clients and/or employee engagement opportunities
- ★ 10 race T-shirts

**Independence Sponsor – \$1,000**

- ★ Logo/mention on event-specific Facebook page with link to your website
- ★ Company name mention in Twitter posts
- ★ Logo and link on local Tunnel to Towers registration website
- ★ Logo on race T-shirts
- ★ 5 event registrations for key clients and/or employee engagement opportunities
- ★ 5 race T-shirts

**Local Hero Sponsor – \$500**

- ★ Logo/Name listing on event-specific Facebook page
- ★ Logo/Name listing on local Tunnel to Towers registration website

**Yes, I would like to show my support by choosing the following sponsorship level.**  
Your organization will receive the benefits associated with the selected sponsorship level.

☒ Title Sponsor – Sold ☐ Hero Sponsor ☐ Patriot Sponsor  
☐ Freedom Sponsor ☐ Independence Sponsor ☐ Local Hero Sponsor

**Stephen Siller**  
**Tunnel to Towers**  
**5K RUN & WALK**  
**SOUTH CAROLINA**  
PRESENTED BY  
**LEXINGTON MEDICAL CENTER**

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

Sponsor name and logo will be included if received by Monday, July 3. Please send your company logo in a vector .eps or .pdf format to info@T2TFundSC.org. The Stephen Siller Tunnel to Towers Foundation is recognized as a tax-exempt 501(c)(3) non-profit organization. Your contributions may be tax deductible and can be made payable to: Stephen Siller Tunnel to Towers Foundation.







*We Will Never Forget*

*First Responders*

*Military Service Members*

*See You*

*at the Start Line*

**Friday, September 15, 2017  
at 7:00 p.m.**