



2019 Event Report

Tunnel 2 Towers South Carolina Run/Walk



LEXINGTON
MEDICAL CENTER

columbia@tunnel2towers.org | www.t2trunsc.org | Address: Columbia, SC

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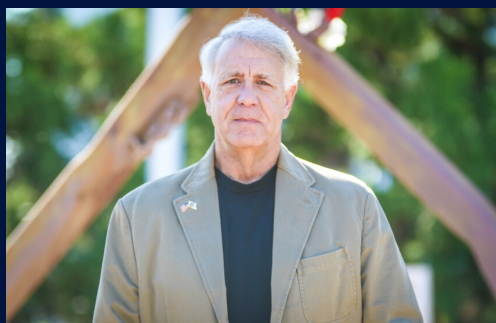
Message From the T2T SC Run & Walk Chairman

"We Will Never Forget" our First Responders and our Military Service Members across South Carolina and our nation. I want to thank each volunteer, supporter and sponsor for caring and giving from their heart so much to make a positive difference in our Heroes' lives! The Stephen Siller Tunnel2Towers 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.

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.
- A team that believes in the mentality that listening is the "Breakfast of Champions!"

It is because of each T2T SC committee member, volunteer, and sponsor that we were able to exceed our 2019 goals and objectives. Our run & walk, only in its ninth year continues to be 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. To date, the Stephen Siller Foundation has built, or is in the process of building, 85 Smart Homes for our catastrophically wounded heroes and supported numerous First Responders and their families in their times of need, as well as 40 mortgages paid for fallen first responder families, and 30 Gold Star homes built or in planning stages.



**T2T SC Chairman
Daniel C. Hennigan**



FOUNDATION SUMMARY

Mission Statement:

The Stephen Siller Tunnel 2 Towers 5K Run/Walk of South Carolina honors 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.

Vision:

Our vision for this 5K 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.

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 1st 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. 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.

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 1st 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 today hundreds of volunteers, community leaders, and advisors support this event. The South Carolina Run began in 2013 and included more than 900 Military Service Members from Fort Jackson participated and were led by the Fort Jackson Commanding General & Command Sergeant Major. In later years the run added an After Celebration with food and entertainment, which has included four-time Grammy Nominee and 2014 People's Choice Award winner Hunter Hayes; the Root Doctors, a band with a significant fan base in South Carolina; and of American Idol fame, Jax, just to name a few.

Through the years the run has included a large number of local merchant booths, "live" ice carving demonstrations, as well as youth friendly crafts and games. Our Stephen Siller Tunnel 2 Towers 5K Run & Walk has been ranked in the top 20 for runs in South Carolina for over seven years!

2019 TUNNEL TO TOWERS FACT SHEET



OUR MISSION

The Stephen Siller Tunnel to Towers Foundation honors 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.



IN THE LINE OF DUTY PROGRAM

Firefighter Stephen Siller lost his life in service to others, and in his memory, the Tunnel to Towers Foundation developed the In the Line of Duty Program to honor our heroes. The In the Line of Duty Program supports military, first responders, and their families. To date, the Foundation has spent more than \$100 million dollars in support of those who sacrificed life and limb.

SMART HOME PROGRAM

Through the *Smart Home Program*, the Foundation builds *smart homes* that enable our most catastrophically injured veterans to live more independent lives. To date, the Foundation has delivered, started construction or is in the design stage of a total of 75 homes. Tunnel to Towers has committed to building a minimum of 200 *smart homes* for severely injured service members.

FALLEN FIRST RESPONDER HOME PROGRAM

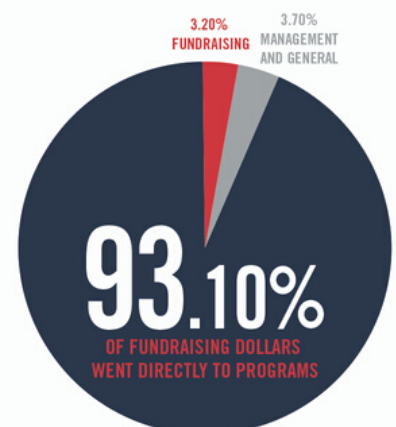
Our *Fallen First Responder Home Program* pays off the mortgages for the families left behind when a firefighter or police officer is killed under extraordinary circumstances in the line of duty. Since 2015, the Foundation has ensured that countless first responder families with young children have the security and stability of a mortgage-free home.

GOLD STAR FAMILY HOME PROGRAM

Our newest program, the *Gold Star Family Home Program*, honors the legacy of those who made the ultimate sacrifice while serving our country. The Foundation will provide mortgage-free homes to surviving spouses with young children. Launched in September 2018, we have already delivered 10 Gold Star homes. The Foundation is committed to raising \$250 million to provide 1,000 homes to Gold Star Families.

ACCOUNTABILITY & TRANSPARENCY

The Stephen Siller Tunnel to Towers Foundation is proud to announce that just 3.7% of expenses went toward administrative costs in 2016. Our program service ratio was 93.1%; over 93 cents out of every dollar went directly to program services. Program service ratio is a key barometer used to measure operating effectiveness. Frank Siller, the organization's Chairman/CEO, is an uncompensated volunteer. The Foundation is committed to sound fiscal management and organizational efficiency. Every year, we have achieved the highest rating, four-star, from Charity Navigator, the nation's largest and most-utilized evaluator of charities.





WHAT IS TUNNEL TO TOWERS?

Tunnel to Towers is a series of 5K runs/walks that take place in cities around the country to celebrate and appreciate first responders who serve, save and sacrifice on our behalf every day. Columbia is home to South Carolina's 1st Tunnel to Towers race.

WHEN DOES COLUMBIA'S RACE TAKE PLACE?

The Stephen Siller Tunnel 2 Towers 5K in Columbia takes place on September 11th, 2020 at 7:00PM in Columbia's Vista. The course spans around the Gervais St. Bridge, and back over the Blossom St. Bridge to finish on Lincoln St.

WHO WAS STEPHEN SILLER?

The race is named after Stephen Siller, a New York City Firefighter who was killed on September 11th, 2001. Siller was on his day off, on his way to play golf. When he heard that the Twin Towers had been struck, he strapped on 60 lbs. of gear and ran from the Brooklyn Battery Tunnel to the World Trade Center. He gave his life to save others. The Stephen Siller Tunnel To Towers Foundation is committed to ensuring that Americans never forget 9/11 and our children understand the sacrifices that were made that day.

WHAT DOES THE STEPHEN SILLER TUNNEL TO TOWERS FOUNDATION DO?

The goal of the Stephen Siller Tunnel To Towers Foundation is to assist catastrophically injured military service members and first responders. Proceeds from the 5K will benefit the construction of smart homes for military service members and first responders in need.

HOW MANY YEARS HAS THE RACE IN COLUMBIA TAKEN PLACE?

This is the eighth annual Tunnel2Towers 5K in Columbia. The race began in 2013.

HOW MANY PEOPLE ATTEND?

South Carolina first responders, law enforcement officers, military service men and women, avid runners, families and many more attend the event each year. Over 2,000 people participate annually.

WHAT OTHER ACTIVITIES SURROUND THE RACE?

Opening ceremonies commence the race, and after the conclusion of the run, there is an awards ceremony with the celebration of our heroes with music, food, beverages, vendor-booths, and other family-fun activities.

HOW DO I SIGN UP?

Registration is open at t2trunsc.org. Military discounts are offered, and businesses are encouraged to get a team of participants to increase the fun!

WHERE CAN I GET MORE INFO?

For more information, visit our website t2trunsc.com, or contact our T2T Events Coordinator **Jamie Lomas** at (803) 600-1800 or jamie@eggplantevents.com.

FOLLOW US FOR UPDATES ON T2T AND OTHER EVENTS



TUNNEL TO TOWERS SC



@T2TSC



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**LEXINGTON
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MEET OUR TEAM

TUNNEL2TOWERS OF SOUTH CAROLINA TEAM

Daniel Hennigan

CHAIRMAN /
FOUNDER
DANIELCHENNIGAN@GMAIL.COM

David Kerr

VICE CHAIRMAN /
DIRECTOR OF
OPERATIONS
KERRT2TSCRUN@GMAIL.COM

Aubrey Sejuit Ph.D

FOUNDATION
SECRETARY
ASEJUIT@LIMESTONE.EDU

Susan McPherson

DIRECTOR OF PUBLIC
POLICY & MILITARY
AFFAIRS
SMCPHERSON@COLUMBIACHAMBER.COM

Rachel Popkowski

DIRECTOR OF
FINANCE
RPOPKOWSKI@LIVINGSTONINSURANCE.COM

Jamie Lomas

EGGPLANT EVENTS
PRODUCTION
JAMIE@EGGPLANTEVENTS.COM

Bryan Hennigan

WEBSITE / IT
SUPPORT
BRYANHENNIGAN@ICLOUD.COM

Lawson Estridge

PHOTOGRAPHER /
MEDIA COORDINATOR
LCE@EMAIL.SC.EDU

Mike Sonefeld

VICE CHAIRMAN /
DIRECTOR OF MARKETING
MSONEFELD@IRMOFIRE.ORG

Jared Evans

DIRECTOR OF USC
MILITARY OUTREACH &
VETERANS INITIATIVES
EVANSMJ@MAILBOX.SC.EDU

Laurie Stokes

DIRECTOR OF
VOLUNTEERS
T2TRUNVOLUNTEERS@GMAIL.COM

Ken Yamashiro

WEB DESIGN /
DIGITAL EXPOSURE
INFO@MOUNTAINCASTLEMEDIA.COM

Ryan McCabe

FOUNDATION
ATTORNEY
RYAN.MCCABE@MCCABETROTTER.COM

Dawn Yamashiro

9/11 FAMILY MEMBER /
PUBLIC RELATIONS
DYAMASHIRO@BELLSOUTH.NET

Diane Rawl

GOLD STAR MOTHER
DIANERAWL@GMAIL.COM

Liz Curtis

NATIONAL DIRECTOR OF
STEPHEN SILLER
5K RUN/WALK/CLIMB
LIZ.CURTIS@TUNNELTOTOWERS.ORG

FINANCIAL SUMMARY

CASH SPONSORSHIPS

*Lexington Medical Center - \$20,000

Gregory Electric Company. - \$5,000

Blue Cross Blue Shield of SC - \$2,500

Blanchard CAT - \$1,000

Total: \$28,500

IN-KIND SPONSORSHIPS

*Lexington Medical Center - \$30,000

Homegrown Hospitality - \$10,000

WIS News 10 - \$10,000

Columbia Metropolitan Convention Center - \$5,000

Hampton Inn Vista - \$5,000

Hilton at The Vista - \$5,000

Courtyard by Marriott - \$2,000

Cumulus Radio - B106.7FM - \$10,000

Schroeder's Towing - \$3,000

University of South Carolina - \$2,000

Enterprise Rental - \$1,000

No Holds Barred Band - \$3,000

OPTEC - \$1,000

The State Newspaper - \$9,000

Lexington County Chronicle - \$10,000

Pine Press Printing - \$1,000

Sun Solutions - \$15,000

Experience Columbia SC - \$500

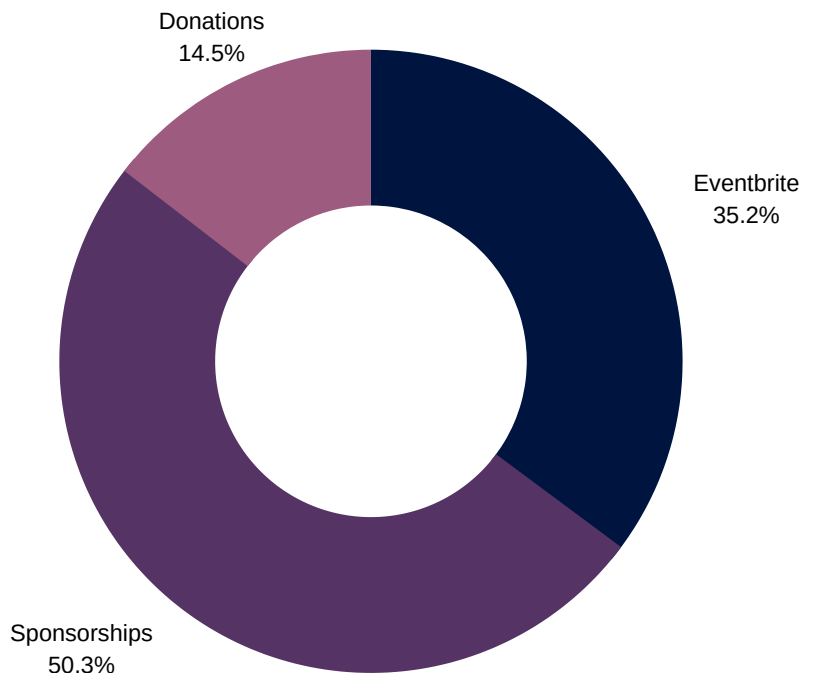
Ruth's Chris Steakhouse
of Columbia - \$1,500

Lexington Florist - \$1,000

Richland County Sheriff's Department
SLED Aircraft

Total: \$125,000

Event Income Percentages



* denotes Title Sponsor

We would like to extend a special thank you to our generous sponsors. It is businesses such as these that make Columbia's Stephen Siller Tunnel 2 Towers 5K possible, please support these businesses every chance you get.

MARKETING SUMMARY

2019 Title Sponsor: 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 all 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 this year's event.

Radio, Television, Billboards & Print

Lexington Medical Center used their existing contracts with newspapers, magazines and WIS News Station to promote the Tunnel 2 Towers event. WIS News ran 135 spots television advertising spots for this year's event with a calculated TV schedule value of more than \$21,000. In addition, WIS ran an online campaign valued at more than \$8,000. 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 \$9,000 in donated print space. LMC also donated more \$28,000 in Outdoor Media coverage, allowing us to advertise our event for months on several billboards around Columbia, Richland and Lexington County leading up to the run & walk. 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.

Digital

The main Stephen Siller Tunnel to Towers Foundation website was constantly updated as new event details became available. A local event website was hosted to streamline information for participants as well as provide a more user friendly registration experience. The database of race registrants was used to send updated information to everyone who registered for the race. In terms of social media, channels were updated constantly during the event and the opening and closing ceremonies. This form of communication will continue to increase in 2020. In addition to our extensive marketing efforts, the Public Relations efforts from Lexington Medical Center facilitated six WIS-TV news stories, an editorial with Lexington Life, a cover story in the Lexington Chronicle, a Radio interview with a local station and a Spotlight Interview with WLTN.



VOLUNTEERS

The purpose of our race is to raise funds to build smart homes for catastrophically injured veterans, Gold Star families and the families of fallen first responders. We could not 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. 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. This year we had over 300 volunteers who came from Lexington High School JROTC, A.C. Flora JROTC, Indian Waters Council Boy Scouts and Cub Scouts, Mountains to the Midlands Girl Scouts, Enterprise Car Rentals, Homegrown Foods, Lexington County School District One, Little Miss South Carolina Beauty Pageants, Fort Jackson Victory Spouses Club, South Carolina National Guard, American Legion Riders, Patriot Guard Riders and multiple fraternity and sorority organizations.

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 over \$17,400. A few of the areas where we utilized volunteers included:

Race Registration Volunteers: At an estimate of 5-8 per shift this counted for approximately 24 volunteers.

Packet Pick-Up Volunteers: At an estimate of 5-8 per shift this counted for approximately 24 volunteers.

T-shirt volunteers: At an estimate of 5-8 per shift this counted for approximately 24 volunteers.

Water Stations: There are three water stations on the course. Each one requires at least 15 volunteers, at an estimate of 15 per shift this counted for approximately 45 volunteer after-party volunteers: 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.

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. This year we had approximately 65 of those spaces filled by members of the University Of South Carolina Greek Life organizations. The FDNY Fire Boat is named "343" and the front and sides of the boat were built using steel from the World Trade Center Towers.



EVENT MANAGEMENT

In 2015, Eggplant Events Production became a part of the Tunnels 2 Towers South Carolina Team. For more than 17 years Eggplant Events has proudly worked with numerous community events, both large and small. What started off as a smaller role of Start and Finish line management blossomed into a leadership role for 2019. Eggplant Events has supported the Tunnels to Towers SC Planning Team in many areas with the goal of enhancing planning procedures while streamlining the Team's processes. With their knowledge of working on large Community Events we will increase the events overall impact on our Community.

Event Objective & Task Tracking:

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 was managed through the use of monthly committee meetings through July 2019 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.

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. In addition to these is the Richland County Sheriff's Department, under the direction of Sheriff Leon Lott. 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. Also critical to the event's success were the South Carolina Department of Public Safety and State Law Enforcement Division under the leadership of Leroy Smith and Mark Keel respectively.



STEPHEN SILLER T2T NEW YORK CITY SUPPORT



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 located at the Siller Foundation in New York City. She was able to attend our South Carolina event planning meetings via conference call. 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. Our relationship with this representative is critically important to continued success of our event.

2019 RACE ROUTES



The 2019 Race Route began in front of Liberty Tap Room on Lincoln St. and made its first turn onto Gervais St. Several Water stations were in place along the route as well as EMS crews and local fire departments. The race continued as runners crossed over the Blossom St, Bridge, and took a final left turn onto Lincoln St. to finish in front of the Columbia Metropolitan Convention Center.

STEPHEN SILLER TUNNEL2TOWERS ANNUAL 5K RUN/WALK OF SOUTH CAROLINA

THANK YOU TO OUR PAST AND CURRENT SPONSORS!



BLANCHARD CAT MACHINERY
BLUE CROSS BLUE SHIELD OF SOUTH CAROLINA
BLUE PICKUP BAND
BMW OF COLUMBIA
B106.7
CARPET ONE
CITY OF COLUMBIA
COLUMBIA METROPOLITAN CONVENTION CENTER
COLUMBIA SPORTS COUNCIL
ELLIOTT DAVIS
GREGORY ELECTRIC COMPANY
HAMPTON INN OF COLUMBIA
HILTON OF COLUMBIA
THE HOME DEPOT FOUNDATION
HOMEGROWN HOSPITALITY GROUP
IHEART RADIO
LEXINGTON MEDICAL CENTER
LIBERTY TAP ROOM & GRILL
LIVINGSTON INSURANCE
MARRIOTT COURT YARD
MARCUS FOUNDATION INC.
MICHAEL LOVE GMC BUICK
MYCAROLINA VETERANS ALUMNI COUNCIL
OPTEC DISPLAYS
PINE PRESS PRINTING
SCHROEDER'S TOWING
SEMPER FI FUND
SC NATIONAL SAFETY COUNCIL
SUN SOLUTIONS
SYSCO FOODS OF COLUMBIA
TERROR FALLS
THE STATE MEDIA COMPANY
USC VETERANS ALUMNI ASSOCIATION
WHEELER REAL ESTATE
WISTV

Please support these businesses every chance you get!



10th ANNIVERSARY OF COLUMBIA 9/11 MILITARY SERVICE MEMBERS AND FIRST RESPONDERS MEMORIAL

2020 is the ten-year anniversary of the unveiling of the Columbia South Carolina 9/11 Military Service Members and First Responders Memorial. The anniversary takes place on September 11th, the same day as our 8th Annual Tunnel2Towers 5K Run/Walk. The memorial has also been a host site for numerous events, including every Tunnel2Towers race.

TUNNEL2TOWERS SOUTH CAROLINA SPONSORSHIPS



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 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



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TUNNEL2TOWERS SOUTH CAROLINA SPONSORSHIPS



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
- ★ 10 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.



☒ Title Sponsor—Sold

☐ Hero Sponsor

☐ Patriot Sponsor

☐ Local Hero Sponsor

Name _____

Company _____

Address _____

Telephone _____ Fax _____

Email _____

Sponsor name and logo will be included if received by Tuesday, August 18. Please send your company logo in a vector .eps or .pdf format to TunnelToTowersSC@gmail.com. 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.

Save The Date

**SEPTEMBER
11TH, 2020**

**STEPHEN SILLER TUNNEL 2
TOWERS ANNUAL 5K
RUN/WALK OF SOUTH
CAROLINA**

**6:00PM
1101 LINCOLN ST.
COLUMBIA SC, 29201**



columbia@tunnel2towers.org | www.t2trunsc.org | Address: Columbia, SC



Design by: Lawson Estridge & Ken Yamashiro