



FDNY FOUNDATION

SPONSORSHIP OPPORTUNITIES

The FDNY Foundation offers unique sponsorship opportunities to partner your Company logo with one of the nations most renowned and recognized brands – the *New York City Fire Department* - best known to all as the *FDNY*.

Exclusive opportunities for cross marketing, advertising and promotions may also be available.

GIVING LEVELS INCLUDE:

\$50,000 - \$100,000 Fire Commissioner's Circle

Premier Recognition on FDNY Foundation newsletter, website, printed fire safety material including our Annual Report, and logo placement in select programs.

VIP Table at Annual FDNY Foundation Dinner for 10 Guests.

Full page Platinum Ad in our Annual Dinner Journal.

Recognition from the Stage as the Commissioner's Circle Sponsor at the Foundation's annual Dinner in New York City.

\$25,000 - \$49,999 Chief's Circle

Logo on select FDNY Fire Safety education printed materials.

Recognition on the FDNY Foundation website and Annual Report.

Premium Table at FDNY Foundation Annual Dinner. Recognition from the Stage at the Foundation's annual Dinner in New York City.

Gold Page Ad in our Annual Dinner Journal.

\$15,000- \$24,000 Captain's Circle

Logo on select FDNY Fire Safety education printed materials.

Recognition on the FDNY Foundation website and Annual Report.

Invitation to FDNY Foundation Special Events.

VIP Seats for 2 Guests at the Foundation Dinner.

Full Page Ad in our Annual Dinner Journal.

SERVICE • BRAVERY • SAFETY • HONOR • DEDICATION • PREPAREDNESS

For more information about becoming a sponsor please call or e-mail us:

THE FDNY FOUNDATION

9 Metrotech Center
Brooklyn, New York 11201

Call Jean O'Shea @ 718 999 0779 or e-mail osheaj@fdny.nyc.gov

**THE
FDNY FOUNDATION**



**SUPPORTING THE CRITICAL
LIFE-SAVING WORK
OF THE
NEW YORK CITY FIRE DEPARTMENT**



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The FDNY Foundation is a 501(c) (3) organization committed to promoting fire safety education and supporting the efforts of the Fire Department of New York City.
www.FDNYfoundation.org

Dear Friend,

The FDNY Foundation, the official not-for-profit foundation of the FDNY, assists the Department in educating, informing and involving the public in "protecting life and property from the dangers of fire" and supports the Department's operational requirements. For 26 years, the FDNY Foundation has bridged the gap in available public funding for training, equipment, fire safety and prevention for the New York City Fire Department.

As the Department expands its operations, budget cuts have left it with many gaps that must be filled, some that only private contributions will adequately address.

Maintaining a high level of core services, dramatically enhancing preparedness, and ensuring the New York City Fire Department has the best training and equipment in the event of a future catastrophic attack is an ongoing challenge. Now more than ever, the contributions of the FDNY Foundation - and the individuals and institutions that define our effectiveness - are needed to guarantee there is no breach in the Department's core mission of life safety.

The FDNY is challenged to do more with less at every level. Federal funding has enabled the Department to rebuild, however support for new initiatives has not been adequate to meet its needs. Furthermore, New York City experienced a decline in Homeland Security funding, as the formula is based on population rather than threat.

The FDNY Foundation recognizes that the Department's needs are expanding, but public resources for support are not. The FDNY Strategic Plan needs additional funding to:

- Improve Fire Prevention and Fire Safety Education
- Improve Emergency Response Operations
- Enhance Health and Safety of FDNY Members
- Strengthen Management and Organizational Development
- Increase Diversity

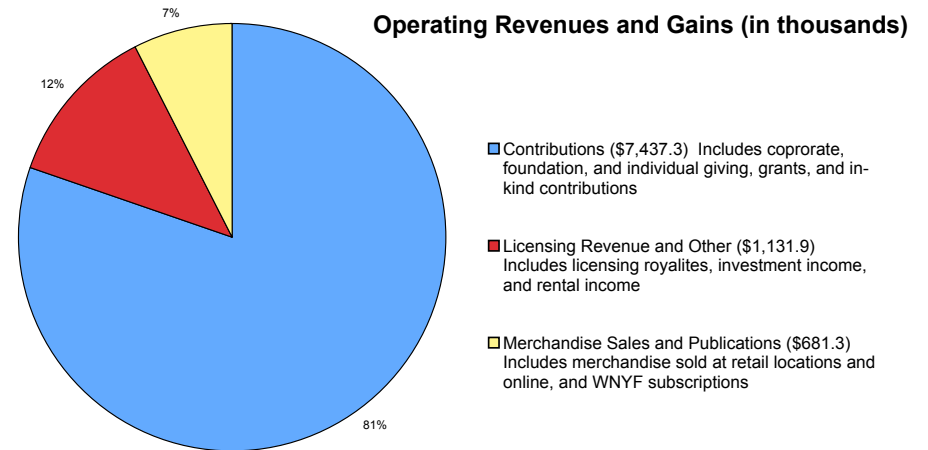
The FDNY is building on a tradition of excellence and is recognized throughout the world as setting the standard in fire suppression and pre-hospital medical care. Your generous support will help the FDNY Foundation meet the needs of our nation's largest and greatest Fire Department.

Thank you for your generosity,

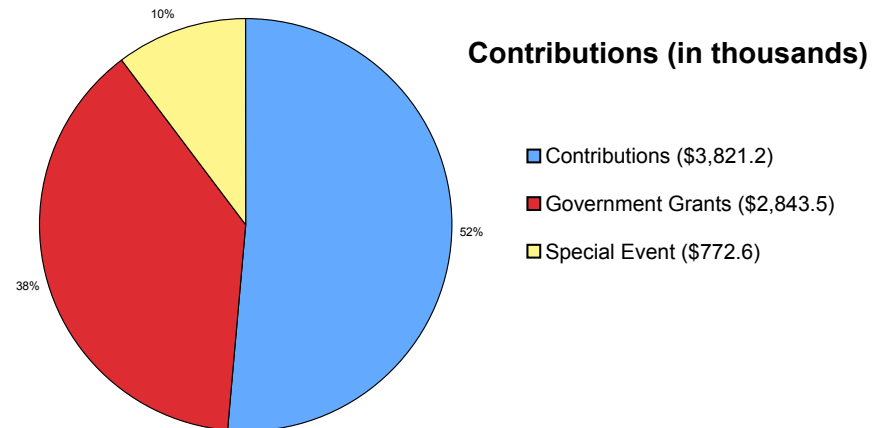
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WHO WE RAISE THE FUNDS FROM



HOW WE RAISE THE FUNDS



SOURCES AND USES OF REVENUE

