



Jimmy's Run Down Hero Highway

Sunday, November 16, 2014 – New York City

The Event

Jimmy's Run Down Hero Highway, now in its 7th year, will take place on Sunday, November 16th! Last year over 1,100 people joined us for this patriotic and family-friendly **4.5 mile Fun Run/Walk/Stroll** and celebratory brunch which pays tribute to our Hero, and beloved friend to so many, SGT James J. Regan. Attendees of all ages will revel in a day filled with moving tributes, amazing camaraderie and great food & drink to help raise money for Army Ranger Lead The Way Fund in support of the men and families of the 75th Ranger Regiment. All proceeds from the day go to support the families of our US Army Rangers who have been killed, disabled or are currently serving in harm's way around the world.

Starting at **Pier 46 (Registration begins at 9:30am)**, participants will come together for a spirited trip along the West Side Highway, past Ground Zero, and in constant view of Lady Liberty. The festivities continue with a post-race celebratory brunch at the beautiful **Lighthouse at Chelsea Piers**. Those not interested in participating in the Run/Walk can check-in directly at The Lighthouse.

We are honored to partner again with **The American Fallen Soldiers Project** to present hand-painted original portraits to the families of two beloved Fallen Rangers. We hope you will join us as we honor those heroes and their families who gave it all to protect our freedom.

Schedule:

9:45 AM Registration and T-Shirt Collection on Pier 46 (Cross Charles St. & West St.)
10:30 AM Introductory Remarks; God Bless America
10:45 AM Run/Walk Begins
11:45 AM DOORS OPEN for party – The Lighthouse at Chelsea Piers (Pier 61)
12:10 PM Portrait Presentations by The American Fallen Soldiers Project

Register:

- **Online** – Visit our [event registration page \(click here\)](#). Registering online **GUARANTEES** you a free commemorative event T-shirt and size preference.
- **Mail-In** – Send check and waiver to Lead The Way Fund, Inc., P.O. Box 281, Manhasset NY, 11030.
- **Walk-up** – All forms of payment accepted. **All walk-up entry fees increase \$10.**
- All participants **MUST** sign liability waiver on behalf of yourself and/or your families in order to participate in event. If registering by mail please sign below and send in with your registration. If you register online you **MUST** check the appropriate boxes indicating that you have read and accepted our terms.

Cost: **Adults** – \$75; **Students** – \$40; **Under 12** – \$25 (Kids under 5 Free)
NOTE: ALL COSTS INCREASE BY \$10 FOR WALK-INS
Cost includes entrance fee, t-shirt and full brunch

Fundraising: Want to join Team Army Ranger and help fundraise for us in addition to just attending this event? By setting up a page on **FIRSTGIVING** all individuals, families and groups have the ability to raise money for the men and families of the 75th Ranger Regiment in support of your Jimmy's Run efforts. To start your fundraising, please click on the **RED FUNDRAISE** button at the top of the page and create your own personalized page.

Sponsorships: We are actively seeking individual and corporate sponsors to team up with us on our efforts. Army Ranger Lead The Way Fund's biggest annual patriotic event is also the most costly to produce. Every corporate sponsorship dollar frees up more funds to go directly to wounded or deceased U.S. Army Rangers and their families. Participate in our most anticipated and best-attended event with your corporate logo, signage, marketing opportunities, festivities and much more. Please click [here](#) to view further details on sponsorship packages and how you can help.

Post Race: Head to **The Lighthouse at Chelsea Piers** for a celebratory brunch. **The Lighthouse** is located at **Pier 61** in the Chelsea Piers Sports & Entertainment Complex at 23rd Street and the Hudson River (www.piersixty.com).

This is not a Department of Defense sponsored event



7th Annual ‘Jimmy’s Run Down Hero Highway’

New York City, November 16, 2014

CORPORATE SPONSORSHIP OPPORTUNITIES

Participate in the Army Ranger Lead the Way Fund’s most anticipated and best-attended annual patriotic event with your corporate logo, signage, marketing opportunities, festivities and much more. Our biggest annual patriotic event (last year 1100 people were in attendance!) is also the most costly to produce. Every corporate sponsorship dollar frees up more funds to go directly to wounded or deceased U.S. Army Rangers and their families.

This family-friendly event raises funds for U.S. Army Rangers and their families and includes:

- 4.5 mile roundtrip run/walk around Battery Park, passing Ground Zero and the Statue of Liberty
- Festive brunch at the Lighthouse at Chelsea Piers
- Music and special presentations from the American Fallen Soldiers Project to the families of Fallen Rangers and 9/11 First Responders
- Patriotic corporate-branding opportunities with a targeted audience of over 1100 people

CORPORATE HERO -- \$5,000 Donation

- Free entry for 10 corporate guests, includes all activities
- Corporate logo appears on two large signs, on event brochure and a podium mention
- 10 Lead The Way hats and event shirts

CORPORATE LEGEND -- \$10,000 Donation

- Free entry for 20 corporate guests includes all activities
- Corporate logo appears on two large signs, podium mention, screen shots and event brochure
- 20 Lead The Way hats and event shirts

CORPORATE PARTNER -- \$25,000 Donation and Event Naming Rights

- Free entry for 40 corporate guests includes all activities and LTWF hats & event shirts
- ***Includes Event Naming Rights ie. “Jimmy’s Run Down Hero Highway” brought to you by YOUR COMPANY!***
- Corporate logo appears on two large signs, screen shots, podium mention, Lead the Way Fund event T-Shirt and in event program
- Private “Ranger salute.” Guests meet privately with true American heroes.

Please email events@leadthewayfund.org with interest.

We appreciate your consideration and support!
RANGERS LEAD THE WAY!



MAIL-IN & WALK-UP REGISTRATION/WAIVER FORM

To be guaranteed a shirt and avoid \$10 additional walk-in price please register at <http://www.leadthewayfund.org>. To the extent registering for multiple people or family members please include all relevant info for each participant.

All Participants Must Sign Liability Waiver

NAME(S): _____

PHONE(S): _____

ADDRESS(ES): _____

EMAIL(S): _____

_____ \$ _____ Runner/Walker Participant - \$75 / \$85 day of
 # _____ \$ _____ Students - \$40 / \$50 day of
 # _____ \$ _____ Kids Under 12 - \$25 / \$35 day of
 # _____ Kids 5 and Under Free

_____ \$ _____ Corporate Hero - \$5,000
 # _____ \$ _____ Corporate Legend - \$10,000
 # _____ \$ _____ Corporate Partner - \$20,000
 \$ _____ I cannot attend, please accept a donation

<u>Shirt Size</u>	<u>Quantity</u>	<u>Shirt Size</u>	<u>Quantity</u>
Youth		L	
S		XL	
M		XXL	

LIABILITY WAIVER

- I have read the conditions of entry for this event and understand the demanding physical nature of the event. I am not aware of any medical condition or impairment that will be detrimental to my health if I participate in this event. In the event that I become aware of any medical condition or impairment, or am otherwise sick or injured prior to the event, I will withdraw from the event.
- I acknowledge that participating in this event may involve a real risk of serious injury or even death from various causes including: over exertion, dehydration, and accidents with other participants, spectators or road users.
- I acknowledge that it is a condition of participating in this event that I do so at my own risk. I accept all risks and release the event organiser, its agents, affiliates, employees, members, sponsors, promoters, volunteers, and any person or body, directly or indirectly associated with the event, to include the Lead the Way Fund, Inc. (volunteers, officers, Advisory Board and Board Members) from all claims, demands and proceedings arising out of or connected with my participation in this event and I indemnify them against all liability for all injury, loss or damage arising out of or connected with my participation in this event. This release continues forever and binds my heirs, successors, executors, personal representatives and assigns.
- I consent to receive medical treatment, which may be advisable in the event of illness or injuries suffered by me during this event.
- I give permission for the free use of my name, voice or picture in any broadcast, telecast, advertising promotion or other account of this event.
- Should the event be cancelled for any reason whatsoever I understand that entry fees will not be refunded and that no liability of any kind will attach to any person, corporation or body involved or otherwise engaged in promoting or staging of the event.
- I agree to abide by the conditions of the event as stated in the waiver above and upon literature and other material distributed in connection with the event.
- The law governing this waiver is and shall be the laws of the State of New York.
- I declare that I am either over the age of 18 years on the day of the event or am supervised by my parent(s) or legal guardian(s).
- This waiver does not preclude my volunteer activities for Lead The Way Fund, Inc.

Signature: _____
 Print Name: _____
 Date: _____

Parent /
 Guardian
 Signature: _____
 (If Applicable)
 Child Name: _____
 Date: _____

DIRECTIONS

Registration on Pier 46

- Registration will take place on Pier 46 - Charles Street and West St. on the Hudson River Park
- **Subway:** 1, 2, 3 at Christopher Street / Sheridan Square and the A, C, E, B, D, F, M at West 4th Street
- **Taxi:** Western most corner of Charles St., walk across West St. to Pier 46
- **Driving/Parking:** Parking is available at Pier 40 - West Street and W. Houston Street (<http://www.pier40parking.com>). Walk two blocks north on the Hudson River Park to reach Pier 46



The Lighthouse at Chelsea Piers (PIER 61)

- Located at the Chelsea Piers Sport & Entertainment Complex at 23rd St. and Hudson River

