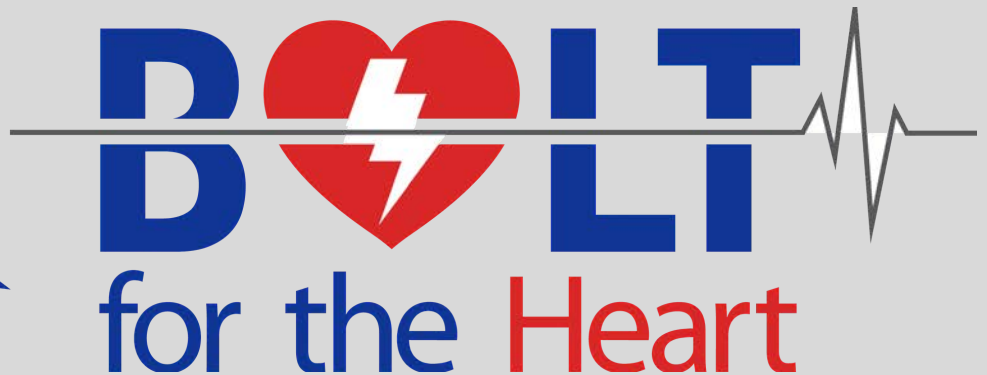
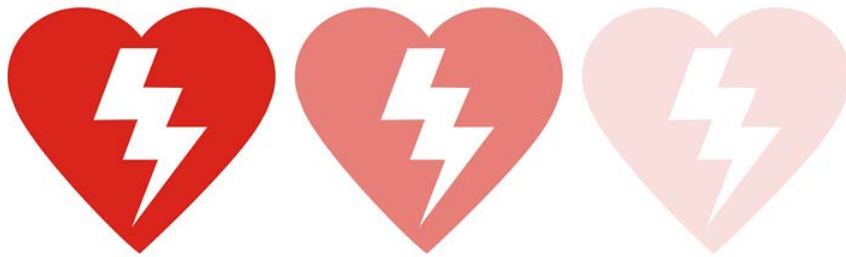




**MICHIGAN STATE POLICE  
BOLT FOR THE HEART  
5K RUN/WALK & 10K RUN  
AUGUST 15, 2020**





# Bolt for the Heart

Michigan's Bolt for the Heart was derived from Indiana's Bolt for the Heart, which was established in 2010. The mission of Michigan's Bolt for the Heart is to place an automated external defibrillator (AED) in each Michigan State Police (MSP) patrol car and to provide preventative cardiac screenings for troopers.

A portable AED is used to restart someone's heart in the event of sudden cardiac arrest (SCA). **Each year SCA kills 335,000 people of all ages and fitness levels without warning.** Ninety-five percent of those who suffer from SCA die because CPR and defibrillation usually occur too late, if at all. By placing these portable devices in the hands of first responders, the chance of survival are greatly increased.

In March of 2019, a MSP Trooper is credited with saving the life of a person who was in full cardiac arrest. Upon arrival, the subject had no pulse and was not breathing so Trooper Horton immediately began administering medical attention. Trooper Horton applied an AED and rechecked vitals.

Trooper Horton continued CPR until medical personnel arrived at which time the subject had begun breathing and had regained a pulse. The person was then transported to a local hospital. Thanks to Trooper Horton's quick actions and a portable AED, a life was saved.

# Sponsorship

Our goal is to engage sponsors in Michigan to help purchase and place life saving AED's in MSP patrol vehicles and provide preventative cardiac screenings for troopers.

Bolt for the Heart also provides sponsors the ability to market themselves to a wide range of individuals including participants, online visitors, family and friends. We offer publicity opportunities that range from your logo on the Bolt website, fliers, and much more.

Please email [MSP-BoltMichigan@michigan.gov](mailto:MSP-BoltMichigan@michigan.gov) or call 517-282-6413 for additional information.

The Bolt for the Heart sponsorship form can be found on the MSP website at [www.michigan.gov/BoltMichigan](http://www.michigan.gov/BoltMichigan).



# Sponsorship Levels

## **PLATINUM \$5,000 OR MORE**

- Listed as **top sponsor** on Bolt website and all race materials with logo, including race t-shirts
- Opportunity to have vendor booth at race
- Promotional materials in race bag (due by April 30, 2020)
- Special announcements mentioning sponsor prior to race
- Eight (8) complimentary race entries w/race t-shirts

## **GOLD \$2,500**

- Listed as sponsor on Bolt website and all race materials with logo, including race t-shirts
- Opportunity to have vendor booth at race
- Promotional materials in race bag (due by April 30, 2020)
- Special announcements mentioning sponsor prior to race
- Four (4) complimentary race entries w/race t-shirts

## **SILVER \$1,000**

- Listed as sponsor on Bolt website and race materials with logo, including race t-shirts
- Opportunity to have vendor booth at race
- Promotional materials in race bags (due by April 30, 2020)
- Special announcements mentioning sponsor prior to race
- Three (3) complimentary race entries w/race t-shirts

## **BRONZE \$500**

- Listed as sponsor on Bolt website and race materials with logo, including race t-shirts
- Promotional materials in race bags (due by April 30, 2020)
- Two (2) complimentary race entries w/race t-shirts

## **SUPPORTER \$250**

- Promotional materials in race bags (due by April 30, 2020)



## 2019 Bolt for the Heart 5K Run/Walk





# 2019 Bolt for the Heart 5K Run/Walk





## 2019 Bolt for the Heart 5K Run/Walk



# 2019 Bolt for the Heart 5K Run/Walk

