



FIERCE
TEAM

RUNFEST
5K || 10K || 10 MILER

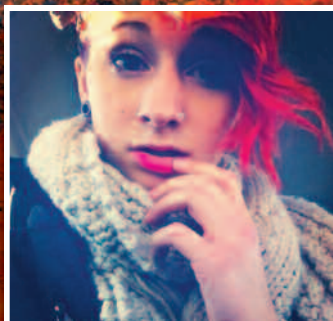
2018 FIERCE FOR SHANNON FOUNDATION / FIERCE ROAD RACE SPONSORSHIP PACKAGE

FOURTH ANNUAL SHANNON HEIL MEMORIAL FIERCE RUNNING FEST 5K / 10K / 10 MILE ROAD RACE & WALK

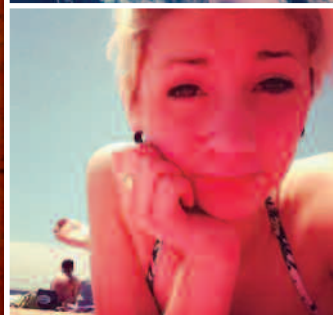
After several years of incredibly poor weather and with the desire to expand The Fierce Road Race we have decided to move the race to Quonset Point where we can offer three different, flat and fast, courses to walkers & runners. Frankly, we are also happy to be out of the cold and very wet weather of April. We look forward to another incredible event in 2018. The Fierce Running Festival is the ONLY fundraising effort conducted for the foundation, please consider supporting our efforts to Inspire and Invest in Humanity.. the same way Shannon did each and every day.



The Fierce for Shannon

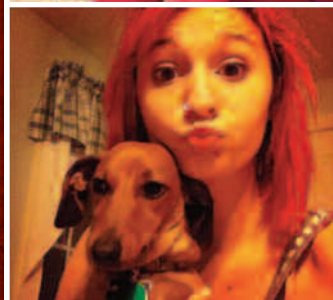


**Dedicated. Driven. Spirited.
Compassionate. Loving.
Fierce.**



Fueling Fierce Futures / Scholarship & Grant Giving

We are currently awarding scholarships in places where Shannon grew and matured into the person she became. Woonsocket High School, Toni & Guy Academy, Superior Cheer and the Rhode Island Cheer Coaches Association. We also find places to invest into peoples lives through GoFundMe campaigns or people who are in need. The selections are based on five attributes that Shannon lived her life by, which were provided by her closest friends. They are our guideposts for selection. This year we started a yearly "Red Jacket" award, based on the Green Jacket of the Master's golf tourney.. where the previous winner comes back and awards the next years winner a Red (Fierce) Jacket. We are also starting the same thing with the RICCA in 2017.



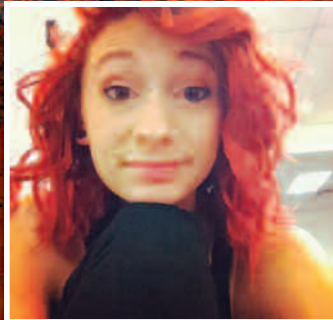
**Fierce Network of Mentors / Online Networking Group
for Fierce Award Winners**

Two years ago I sat on the Woonsocket HS stage and heard a man say.. "I've been awarding scholarships for 23 years!" It made me think, does he know these kids personally or just by their names on his checks. Everything Shannon did was about relationships. I knew from that moment we needed to do more than just be a check writing source. So we created a Fierce Network of Mentors group on Facebook. It is a private "environment" where mentors can invest life experience, knowledge, insight and hopefully build a relationship with the winners of the Fierce Scholarships!



Learn more at www.FierceForShannon.org.

The Fierce for Shannon

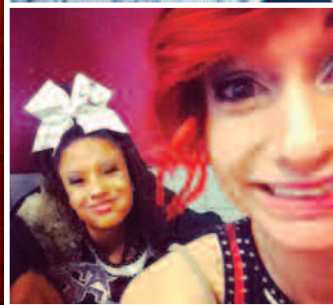
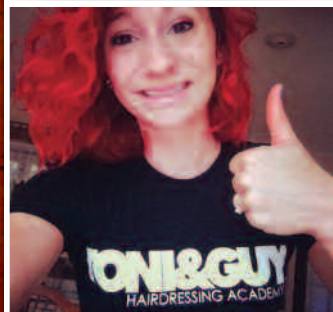


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Share For Shannon / Global Pay It Forward Movement

We are looking for ways to empower people to give. To purposely insert something into our monthly or daily lives for some random person. To help educate people that it is OK to love on people you don't know and how much that can truly impact someone's life for a moment or even a lifetime.

On the first anniversary of her accident we started Share For Shannon to refocus our hearts away from the pain of the moment and to give something away in her memory instead. Three years later it's now shared on a global scale.



Fierce Mob / Shannon's Anniversary Pay It Forward Outreach

We posted the "Make It Something To Remember" video on Facebook. In one week 18,979 people viewed that video. From this we created this idea of a FIERCE MOB or based on the concept of a Flash Mob.. where people, no matter where they are in the world can go out at noon time on July 11th and Pay It Forward. To inspire and mobilize those 18,979 people who viewed Shannon's video to take action. If each of those people spent \$5.00 at a Dunkin Donuts or fast food restaurant we could reach nearly 40,000 people in 15-20 minutes time. We never know what people are working through at any given time.. and in that 40,000 people I'm sure we'd meet people who are struggling with something in their day or their lives. And that little gesture has the ability to change someone's lens on life.

Learn more at www.FierceForShannon.org.

The Fierce for Shannon



INSPIRE
**2017 FIERCE
MOMENTS**

FUELING FIERCE is now an International Award-Winning documentary. Featured in over 17 film festival throughout the world and winner of 9 awards including: Most Inspirational and Best of the Fest.

The Fierce for Shannon

**"Amazing and inspirational.
We should all be this strong!"**

– Mrs Rhode Island

**"When I stopped crying I realized
I to can change something in
someone's life!"**

– Facebook Comment

**"The best 13 minutes I've ever
spent watching something!"**

– Facebook Comment

Inspiring and Investing in Humanity.

**"I wish I had seen this video
40 years ago when my
dad died!"**

– Facebook Comment

**"Such an inspirational story
that made me change my
outlook on life!"**

– Facebook Comment

**"A Beautiful and Inspiring Message:
Turning Tragedy into a Global
Movement for Doing Good!"**

– Facebook Comment

The Fierce for Shannon



WE MET A WOMAN AT BRIGIDO'S FRESH MARKET WHO SENT FUNDS TO THE HAIGE INTERATIONAL WAR CRIME COURT (NETHERLAND'S) FOR AN OUTREACH IN SHANNON'S NAME. SHE ALSO SENT FUNDS TO A VILLAGE IN AFRICA, BELOW IS THAT STORY.

BANGUI AFRICA

"I found a man with a large family who are very poor. He finds odd jobs where he can. In speaking to him and others, I decided to buy him a cart and chickens and roosters with the money you sent.

The cart allows he and his family to take on more small jobs, such as transporting things for people. He can start to earn much more money with a cart which not everyone has. And he would breed the chickens and roosters to sell, plus collect the eggs.

His name is Michel-Michel. I've attached a photo of him with his new cart. This will change his family's life considerably.

GLOBAL IMPACT
2017 FIERCE
MOMENTS

SHARE FOR SHANNON / PAY IT FORWARD

Share For Shannon is now a global movement.

www.facebook.com/shareforshannon

The Fierce for Shannon



SHARING IMPACT 2017 FIERCE MOMENTS

SHARE FOR SHANNON / PAY IT FORWARD

You never know how big an impact a small gesture can make in someone's life at any given time.

The Fierce for Shannon



FUELING FIERCE
2017 FIERCE
MOMENTS

SCHOLARSHIPS AND AWARDS

The foundation presented six scholarships and awards.

The Fierce for Shannon

Fierce Running Festival

sponsorship opportunities

FIERCE FIRE // \$5,000.00

- > 10 complimentary race entries
- > 20 fueling fierce water bottles
- > 20 official race t-shirts
- > Logo on chute signage and stage announcements
- > 5 minutes stage time between acts
- > Logo and expanded page on website
- > Social media mentions, Facebook, Twitter
- > Team tent with banner
- > Promo materials in competitor bags

FIERCE FLAME // \$2,500.00

- > 5 complimentary race entries
- > 10 fueling fierce water bottles
- > 10 official race t-shirts
- > Logo on chute signage
- > Logo and expanded page on website
- > Social media mentions, Facebook, Twitter
- > Team tent with banner
- > Promo materials in competitor bags
- > Announcement recognition on stage

FIERCE Glow // \$1,250.00

- > 5 complimentary race entries
- > 10 fueling fierce water bottles
- > 10 official race t-shirts
- > Logo on chute signage
- > Logo and expanded page on website
- > Social media mentions, Facebook, Twitter
- > Promo materials in competitor bags
- > Announcement recognition on stage

The Fierce for Shannon

Fierce Running Festival

sponsorship opportunities

FIERCE SPIRIT // \$500.00

- > 2 complimentary race entries
- > 5 fueling fierce water bottles
- > Logo on chute signage
- > 5 official race t-shirts
- > Logo on FFS website
- > Social media mentions, Facebook, Twitter
- > Announcement recognition on stage

FIERCE SUPPORTER // \$100.00

- > 1 complimentary race entry
- > 1 fueling fierce water bottle
- > 1 official race t-shirt

FIERCE FOOD // DONATION

- > Decorate and staff post race food tables with your companies name
- > Provide pizza, water, snacks or other food items for competitors
- > Logo on FFS websites
- > Social media mentions, Facebook, Twitter
- > Promo materials in competitor bags

The Fierce for Shannon

FIERCE TSHIRTS // \$3,375.00

- > Logo on shirts and FFS websites
- > Social media mentions, Facebook, Twitter
- > Promo materials in competitor bags

(2) FIERCE WATER // \$500.00 each

- > Decorate and staff a fluid station along the course promoting their company
- > Provide volunteers to work the station (8) volunteers
- > 8 official Fierce Five t-shirts
- > Logo on FFS websites
- > Social media mentions, Facebook, Twitter

FIERCE SWAG BAGS // \$1,850.00

- > Pull string Fierce Five swag bag for each competitor
- > Logo on swag bag
- > Logo on FFS websites
- > Social media mentions, Facebook, Twitter
- > Promo materials in competitor bags

FIERCE BANDS // \$1,100.00

- > Silicone Fierce Five wrist bracelets for each competitor
- > Logo on FFS websites
- > Social media mentions, Facebook, Twitter
- > Promo materials in competitor bags

FIERCE MEDALS // \$900.00

- > Finisher medals and two overall winner trophies
- > Logo on FFS websites
- > Social media mentions, Facebook, Twitter
- > Promo materials in competitor bags

The Fierce for Shannon



We wish to sponsor the 2018 Fierce Running Festival road race in the following manner:

- ☆ **Fierce Fire / \$5,000.00** ☆ **Fierce Course / \$500.00**
- ☆ **Fierce Flame / \$2,500.00** ☆ **Fierce Medals / \$700.00**
- ☆ **Fierce Glow / \$1,250.00** ☆ **Fierce Bands / \$1,100.00**
- ☆ **Fierce Spirit / \$500.00** ☆ **Fierce Shirts / \$3,375.00**
- ☆ **Fierce Supporter / \$100.00** ☆ **Fierce Bags / \$1,850.00**

☆ **Fierce Food / Donation**

We plan to send materials / giveaways to be distributed at the race: Yes [☐] No [☐]

Sponsor Information

Name: _____

Company: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____



Please return form and check(s) to:
Fierce For Shannon Foundation
PO Box 305, Harrisville, RI 02830
401/710-7673
fiercefors Shannon@gmail.com
A 501(c)3 non-profit ID# 47-1523024

Navigant

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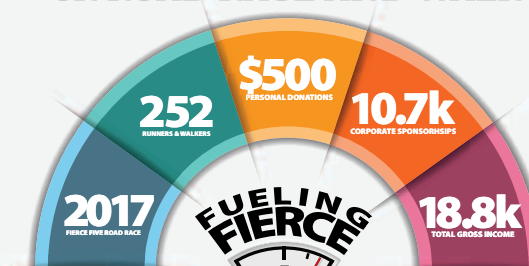
Traditional, Mobile and Digital Media Buying
On Budget, On Target, On Time.

BLOUNT
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TWIN RIVER
CASINO
SO MUCH. SO CLOSE!

FIERCE FIVE ROAD RACE

5K ROAD RACE AND WALK



THANK YOU  HELPING US FUEL FIERCE

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SO MUCH. SO CLOSE!

Thank You.

To all of our contributors, sponsors, volunteers and anyone else who helped make the 2017 Fierce Five Road Race & Walk such an amazing event. Because of you and your help we were able to make an incredible impact in our community.

Fierce for Shannon



PO Box 305, Harrisville, RI 02830
fiercefors Shannon@gmail.com // 401/710-7673
A recognized 501(c)3 Non-Profit // EIN# 47-1523024

The Fierce for Shannon