

# BOLT FOR THE HEART

# 2025



# SPONSORSHIP

# PACKET

## 14TH ANNUAL THANKSGIVING DAY FAMILY 5K RUN



# Partnering to Save Lives

## *A Critical Need in Our Communities*

We believe that no life should be lost due to a lack of access to life-saving equipment, and with your foundation's support, we can ensure that AEDs are available when and where they are needed most.

Sudden Cardiac Arrest (SCA) is a leading cause of death in the United States, with over 350,000 out-of-hospital cardiac arrests occurring each year. The harsh reality is that without immediate intervention, survival rates drop below 10%. However, when an AED is used within the first few minutes, survival rates can skyrocket to 70% or more.

Law enforcement officers are often the first to arrive on emergency scenes, yet many do not have AEDs in their patrol vehicles. Likewise, many public spaces and community centers lack accessible AEDs, leaving bystanders helpless when every second matters.

We have already seen countless lives saved by AEDs provided through our programs, thanks to the generosity of partners like you. **This is where your foundation can make a lasting impact!!!**

## **Bolt for the Heart's Life-Saving Programs**

*A Partnership to Protect and Serve*

### **Hometown Hero Program:**

Equipping law enforcement officers with AEDs in their patrol vehicles, ensuring that first responders have the tools to save lives in emergencies.

### **Heart Safe Community Program:**

Installing SaveStations with publicly accessible AEDs in high-traffic areas such as parks, schools, businesses, and recreational spaces.

### **Family 5K Run/Walk Program:**

An annual Thanksgiving Day event in Carmel, Indiana, raising funds to support AED placements while bringing the community together for a meaningful cause.



**Bolt for the Heart** is on a mission to place AEDs where they are needed most—with our first responders, in our neighborhoods, and throughout our communities. Through the Hometown Hero Program, Heart Safe Community Program, and Family 5K Run/Walk, we are making a tangible impact on survival rates from sudden cardiac arrest. Join us and become an **AED Community Hero Partner**.



# FAMILY 5K RUN & WALK

## PROGRAM





## The Thanksgiving Day 5K That Saves Lives

Every Thanksgiving morning, thousands of families in Carmel, Indiana, gather to run, walk, and give thanks—not just for the holiday, but for the opportunity to save lives. The Bolt for the Heart 5K Run/Walk is an annual tradition that raises funds to provide AEDs for law enforcement and communities.

### Why it Matters?

- Every step taken supports lifesaving AEDs for first responders.
- It brings the community together for a meaningful cause.
- 100% of proceeds go toward placing AEDs in law enforcement vehicles and SaveStations.

### How it Works?

- Run or walk with family, friends, and community members.
- Raise funds through sponsorships, donations, and participant fees.
- Celebrate impact by honoring lives saved through AEDs provided by past events.

**Make Thanksgiving more than a holiday—make it a lifesaving tradition.**



*Our Thanksgiving Day Family 5K in Carmel, Indiana has become a beloved tradition – bringing together families, runners, walkers, first responders, and supporters for a morning of movement, gratitude, and impact.*

## Why Sponsor?

- Align with a life-saving mission that directly benefits Indiana families.
- Engage with thousands of health-conscious, community-minded individuals
- Build brand loyalty through purpose-driven partnership.
- Show your company’s commitment to public safety, wellness, and community service.

## Marketing & Recognition of Sponsors

- Inclusion in 7,000+ person email campaigns
- Features on our Facebook page with 1,900+ followers
- Exposure on website, shirts, signage, and media promotions
- Public acknowledgment at the event
- A chance to show your community spirit and commitment to saving lives

**When you sponsor Bolt for the Heart, your brand connects with our highly engaged audience of Carmel and surrounding city residents!!**



♥ 7,000+ past runners in our email database – your sponsorship will be featured in race announcements and email campaigns

📱 1,900+ followers on Facebook – we’ll highlight your business with dedicated social posts

👤 3,000+ event attendees expected in 2025

♥ Family-oriented, health-conscious, community-driven participants and local leaders

## CORPORATE RACE SPONSORSHIPS

### \$50,000 PRESENTING PARTNERSHIP

- Name featured as “Presenting Sponsor” on Start/Finish Line Banner
- Top-tier logo placement on shirts, marketing materials, and race website
- Premium exhibit space at packet pick-up
- 50 free race entries
- Recognition at awards ceremony
- Featured in all advertising: newspaper, shirts, web, email, social media
- Opportunity to speak at the event kickoff

### \$25,000 SUPPORTING PARTNERSHIP

- Name on Start/Finish banner
- Exhibit space at packet pick-up
- 50 race entries included
- Sponsor recognition at awards ceremony
- Logo on all marketing materials: newspaper ads, shirts, emails, website and social media

### \$10,000 GOLD SPONSORSHIP

- 20 race entries included
- Logo on medal lanyards, marketing materials, and web presence
- Included in newspaper ads, shirts, emails and social media

### \$5,000 SILVER SPONSORSHIP

- 10 race entries included
- Logo on race shirts, runner bags, and website
- Great visibility with race volunteers and runners

### \$2,500 MILE SPONSORSHIP

- Create a high-energy cheer zone and brand activation station along the course
- Choose from: Mile 1 Sponsor, Mile 2 Sponsor, Mile 3 Sponsor, and Water Stop Sponsor
- Company banners, tents, and cheering volunteers encouraged
- An AED will be placed at your station and your team will receive AED training

### \$1,845 AED SPONSORSHIP

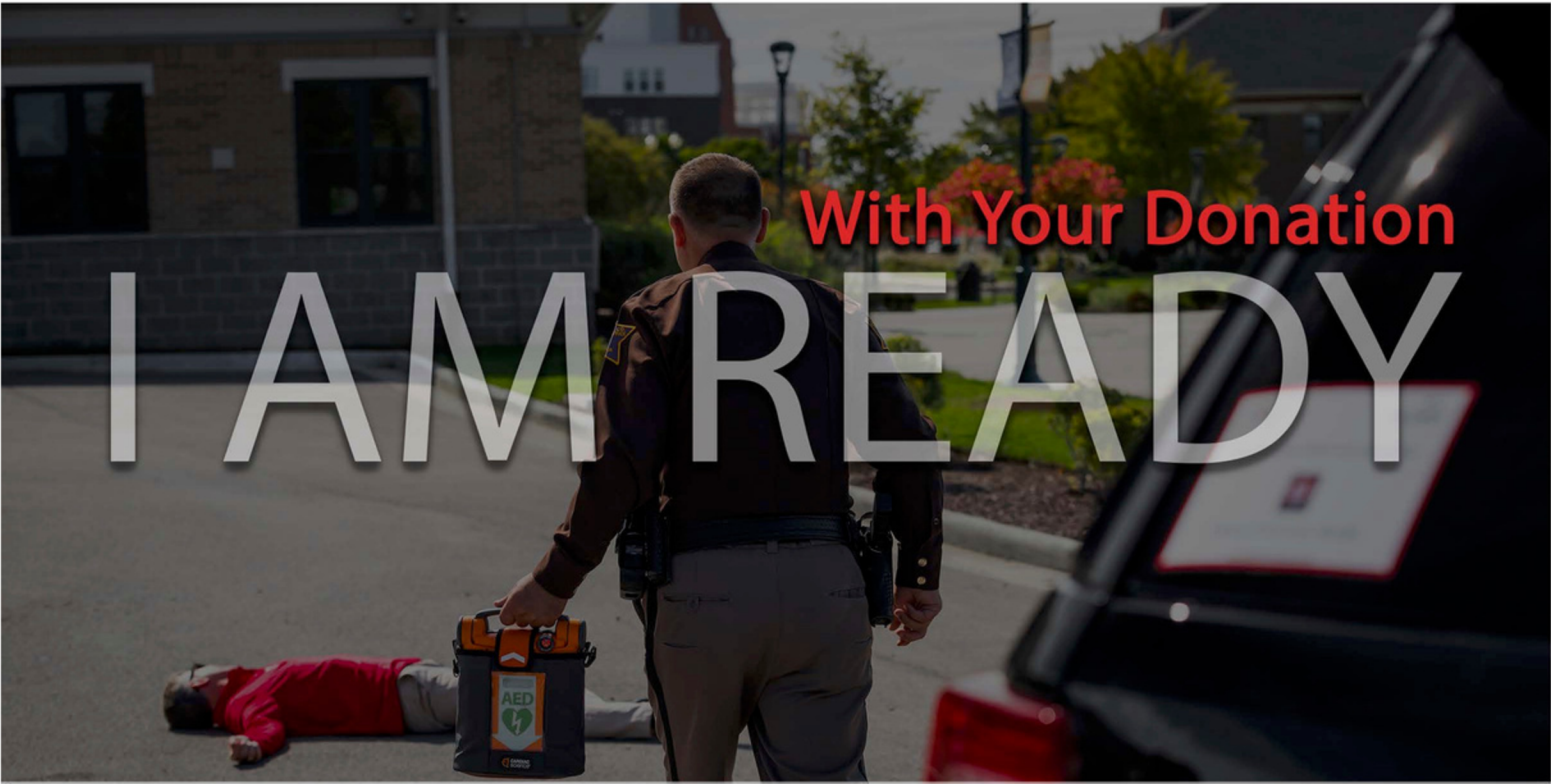
- Fund an AED for a local patrol vehicle
- Your company logo or name displayed on a 5"x7" window cling in that vehicle
- Help equip a first responder with lifesaving tools
- “Your AED could be the reason someone’s life is saved.”



# HOMETOWN HERO

PROGRAM





First & Last Name

Phone Number

Email

Company or Family Name For Window Cling

County to Have AED Directed Towards

Credit Card Number

Expiration & CVV

Billing Address

**If paying by check:**

Make checks payable to Bolt for the Heart.  
Mail to: 15147 Grassy Creek Ct, Carmel, IN 46032

**Company Logo:**

Please send logo to arron@heartreachmedical.com

**Step 1: Make Donation**

Bolt for the Heart purchases AEDs for law enforcement officers at a discounted rate of \$1,845 each.



**Step 2: Hometown Hero**

Each donor who pledges \$1,845 towards our Hometown Hero program can have their (company logo) or (name) displayed on a 5"x7" window cling in the back window of a patrol vehicle.



Sample Window Cling

**Step 3: You Save a Life**

This AED is placed in the hands of a first responder. Your support of our Hometown Hero program truly can be the difference of life and death.



Bolt for the Heart is a 501 (c)(3) charitable organization. Donations may be tax deductible.





# HEART SAFE COMMUNITY PROGRAM



# SaveStations: Bringing AEDs to Every Corner of the Community

Sudden cardiac arrest doesn't wait for EMS to arrive. Having publicly accessible AEDs in key locations across communities ensures that anyone can act quickly in an emergency. Through the Heart Safe Community Program, Bolt for the Heart installs SaveStations—publicly available, easy-to-use AEDs—throughout neighborhoods, parks, schools, and workplaces.

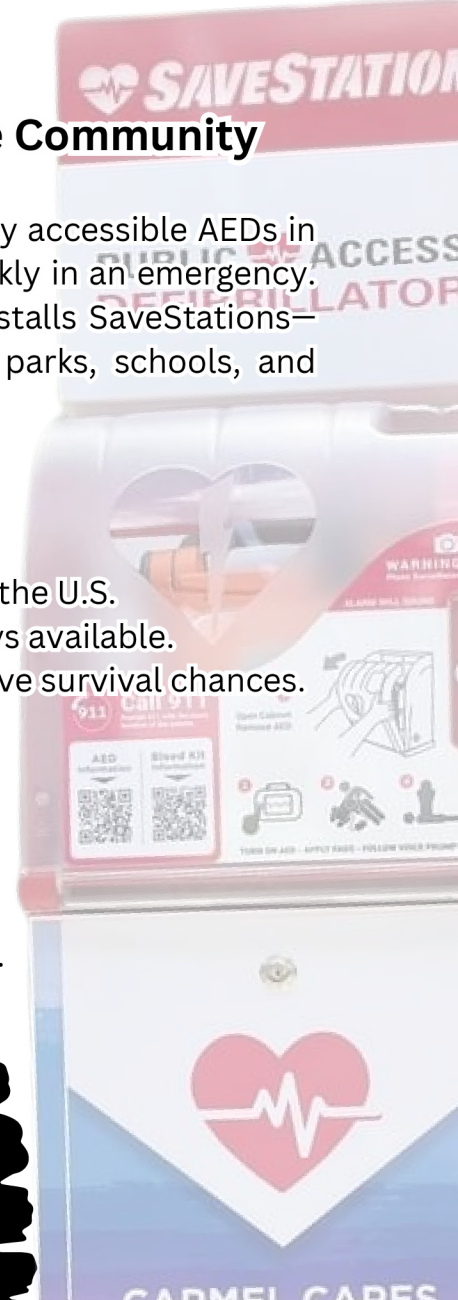
## Why it Matters?

- 350,000+ cardiac arrests occur outside of hospitals each year in the U.S.
- 70% happen at home or in public spaces where AEDs aren't always available.
- Immediate defibrillation within 3-5 minutes can drastically improve survival chances.

## How it Works?

- Strategic placement of SaveStations in high-traffic areas.
- Public training programs on AED use and CPR.
- Community sponsorship opportunities to fund new SaveStations.

**Help us create a Heart Safe Community where AEDs are accessible anytime, anywhere.**



CARMEL CARES ABOUT YOU, THE HEART OF OUR CITY



Paid for by a generous donation from the Lindner & Uber Families

**AED & CPR AWARENESS**

**FOX 59** 10:20 37°  
NEWS

**HENSLEY**  
HLS LEGAL SERVICES, PC  
HUSSEY LAWYERS, PC

**RIGHT NOW**

**WESTFIELD**  
CLOUDY

**37°**

**ZIONSVILLE**  
CLOUDY

**37°**

Carmel.IN.gov



*Bolt for the Heart has raised nearly \$4,000,000 with the support of our partners across Indiana and has donated nearly 3,300 AEDs. We have successfully placed 485 AEDs in all patrol cars of the Indiana State Police. Our focus now shifts to equipping the 92 Sheriff's departments throughout Indiana and the Indianapolis Metropolitan Police Department (IMPD). The need for AEDs in sheriff's departments is particularly urgent, as they often travel rural areas and are frequently the first to arrive at scenes of sudden cardiac arrests. IMPD, with over 1,200 vehicles, has already received 385 AEDs through our partnership with IU Health, but much work remains to be done.*





OVER **3460 AEDS** PLACED  
THROUGHOUT THE STATE OF INDIANA



Indiana University Health



HOMETOWN HERO

These partnerships have  
**INDEPENDENTLY**  
added to our placement of over

**3,460 AEDS**

THROUGHOUT THE STATE OF INDIANA

**TO HELP SAVE LIVES**  
by equipping our Law Enforcement  
**HOMETOWN HEROES.**



*Saving lives by placing AEDs*

# 2025 BOLT FOR THE HEART AED IMPACT REPORT

Statewide Impact: 2,625 AEDs | \$4,331,250.00

---

## ***Bolt for the Heart: AED Beneficiary's***

First Baptist Church and Child Athletic program – 2 Units  
Dylan Williams Memorial Baseball Park- 2 Units  
Wheeler Mission Men's Ministry  
Drum Stick Dash – Wheeler Mission  
Mississinawa High School Athletic Department – 2 Units  
East Randolph Athletic Department – 2 Units  
Etz Shaim Jewish Temple  
Northview Church Cross Country Course  
Northview Sanctuary  
Rushville Elementary School  
Guerin High School – 2 Units  
Carmel Dads Club – 8 Units  
Carmel United Soccer Club – 5 Units  
Center Grove Athletic Department  
Central Catholic School Athletic Facilities  
Play for Jake Foundation – LaPorte, IN (4 units)  
LaPorte, Indiana YMCA  
Holy Name of Jesus Christ School Athletic Facilities  
Irvington Presbyterian Church  
St. Luke's United Methodist Church – 2 units  
Covington City Park – 4 (Girl's Youth Softball, Boy's Youth Baseball, Youth Soccer, Park Caretaker)  
HeartSavers – Evansville, IN-17 Units  
Covington Community School Corporation – 5 (High School, Middle School, Middle School  
Gymnasium/Multi-Purpose Room, Trojan Complex – 2) Covington Friendship Circle Center – 1  
Washington High School Athletics– Washington, IN  
Outreach Inc. Indianapolis  
The Barrington of Carmel– 4 Units  
Carmel / Cornerstone Lutheran Church  
Family Health Ministries-Fondwa, Haiti- St. Antoine School  
Forever an All Star-Dylan Williams Foundation, Union City, IN – 150 Units  
• Fort Recovery Youth Baseball League, Monroe Central Youth Baseball League,  
• Troy Youth Baseball League  
Danville High School Football Athletics-in Honor of Justin Siller  
YMCA Crowsley Summer Camps – Indianapolis 2-Units  
DeKalb County Middle School – Fort Wayne  
Fountain County EMS-Covington Courthouse in Memory of Millie and Vince Grogg  
Smokey Row Community Pool – In Memory of Kay and Jim Troy  
Abiding Love Church – Austin, Texas – Mike Highum  
Carmel Swim Club / Be Like Bill  
Heart Reach Medical – IU Health / Atlanta – Sheridan Baseball Complex  
Shares Inc. – Greenfield Brian's Heart  
Lafayette Baseball Club  
Mended Hearts / Riverview Hospital - 4 units  
Sccecina High School (IU Health Donation)  
Hamilton County Administrative Offices– 12 units

**Total: 258 AEDs**

## ***Indiana State Police Department***

2014 = 5 Units – Carmel Bolt Race  
2015 = 55 Units – Carmel Bolt Race

2016 = 160 Units-Carmel Bolt race  
2017/18 = 7 Units (Lepeep donation day)  
2017/18 = 90 Units-Carmel Bolt Race  
2018= 14 (HeartSaver donation ISP)  
2018 =115 Units Bolt Carmel Race  
2018=20 units (HeartSaver donation ISP)  
2020=State Police SWAT Team – 1 unit  
2025= 12 units donated

**Total: 499 AED's** (*Indiana State Police Complete*)

### ***Local City Law Enforcement Departments***

Carmel Police Department- 15 units  
Carmel Fire Department - 1 unit  
Noblesville Police Department - 1 unit  
Union City Police Department – 2 Units  
New Castle Police Department – In memory of Kreg Van Dam  
Fishers Police Department-In honor of Joel TseTse  
Fishers Police Department – New Hire patrols cars – 3  
East Randolph Athletic Department – 2 Units  
Long Beach, Indiana Police Department – 6 Units  
Tipton County FOP – 4 Units (anonymous donation)  
Noble County (Kendallville) FOP – 88 units  
Westfield Police Department – 49 units  
Cicero Police Department – 4 units  
Sheridan Police Department – 14 units  
Michigan City Police Department – 17 units  
Franciscan Health Michigan City – 4 units  
Indianapolis Metropolitan Police Department – 86 units  
Greenfield PD (donation by AP Engineering & Consulting) – 5 units  
Cloverdale PD (donation Andy Mohr Automotive) – 4 units  
Indiana University Health Police Department - 7 units  
Orange Theory Fitness Donation Day  
• IMPD (2), Carmel, Fishers, Noblesville, Westfield, Zionsville – 7 units  
Port St. Lucie Police K9 Department, FL – Donation in Memory of David McKeever  
LaPorte Police Department - 44 units  
Portage Police Department - 1 unit  
Corydon Police Department - 7 units  
Westfield Police Department - 11 units  
Coatsville Police Department - 1 unit

**Total: 415 AEDs**

### ***Michigan State Police Department***

Bolt for the Heart Race in Lansing, MI

**Total: 19 AEDs**

### ***Indiana Sheriff Departments***

Morgan County Sheriff - 38 units  
Monroe County Sheriff – 1 unit  
Pike County Sheriff – 1 unit  
Laporte County Sheriff – 64 units  
Allen County Sheriff – 14 units  
ST. Joseph County- 2 units  
Boone County Sheriff – 1 unitRandolph County Sheriff – 1 unit  
Howard County Sheriff- 1 unit

Hamilton County Sheriff – 11 units  
Clark County Sheriff - 2 units  
Fulton County Sheriff - 3 units  
Johnson County Sheriff - 3 unit  
Lake County Sheriff - 8 units  
LaPorte County Sheriff - 23 units  
Owen County Sheriff - 1 unit  
St Joseph County Sheriff - 2 units  
Jefferson County Sheriff - 14 units  
Grant County Sheriff - 3 units  
Brown County Sheriff - 2 units  
Delaware County Sheriff - 18 units

**Total: 208 AEDs**

### ***Contributing PARTNERS of Bolt for the Heart***

#### **\*Performance Services Donation Day:**

Gibson County Sheriff Department  
Bartholomew County Sheriff Department  
Jackson County Sheriff Department  
Lawrence County Sheriff Department  
Delaware County Sheriff Department  
Warrick County Sheriff Department  
Morgan County Sheriff Department  
Wabash County Sheriff Department  
Wells County Sheriff Department  
Whitley County Sheriff Department  
Madison County Sheriff Department  
Henry County Sheriff Department  
Boone County Sheriff Department  
White County Sheriff Department  
Howard County Sheriff Department

**Total: 39 AEDs**

**\*Orange Theory Fitness:** IMPD (29 units), West Lafayette PD (1 unit), Other AED Placements (3)

**Total: 33 AEDs**

#### **\*Indiana University Health Cardiovascular Service Line – Academic Health Center:**

Focused on Indianapolis Metropolitan Police Department

**Total: 234 AEDs**

**\*HeartSaver – A program of The Heart Hospital at Deaconess Gateway and Deaconess Foundation:** Focusing on Hometown Heroes in the Tri-State

**Total: 920 AEDs**



## **Direct Support: Placing Lifesaving Tools in Strategic Locations**

The strategic placement of AEDs is critical for rapid response during emergencies. Bolt for the Heart goes beyond just providing financial support, actively engaging with stakeholders to determine optimal locations for AED placement. By working closely with Law-Enforcement Heroes, community leaders, and school administrators, the organization ensures that AEDs are easily accessible and strategically positioned where they can have the greatest impact.

## **Collaboration with Law-Enforcement Heroes: Strengthening the Lifesaving Network**

While the value of AEDs is undeniable, financial constraints can hinder their widespread deployment. Bolt for the Heart addresses this issue by offering financial assistance and grants to entities such as law enforcement agencies, community spaces, and schools. By alleviating the financial burden, the organization ensures that these vital public spaces have the resources needed to acquire and install AEDs. This proactive approach ensures that budgetary limitations do not stand in the way of safeguarding lives.

## **Safer Schools, Stronger Communities: Impact on Education Spaces and youth athletics**

The commitment of Bolt for the Heart extends to educational environments, where students, teachers, and staff members gather daily. By placing AEDs in schools, the organization contributes to creating safer learning environments and empowers educators and students to take prompt action in the face of cardiac emergencies.







## Empowering Communities through Lifesaving AEDs: Education, Financial Assistance, and Direct Support

In the race against time during a sudden cardiac arrest (SCA) emergency, access to a lifesaving device can make all the difference between life and death. This is where organizations like Bolt for the Heart step in, driven by a mission to save lives through education, financial assistance, and direct support in placing Automated External Defibrillators (AEDs) in crucial community spaces.

### Education: Knowledge that Saves Lives

Bolt for the Heart recognizes that raising awareness is the first step towards tackling the silent threat of sudden cardiac arrest. The organization is committed to educating communities, individuals, and organizations about the importance of AEDs and their role in increasing survival rates. By conducting training sessions and providing educational resources, Bolt for the Heart empowers individuals to become first responders in critical moments, equipped with the skills to operate an AED and administer CPR effectively.

### Financial Assistance: Breaking Barriers to Access

While the value of AEDs is undeniable, financial constraints can hinder their widespread deployment. Bolt for the Heart addresses this issue by offering financial assistance and grants to entities such as law enforcement agencies, community spaces, and schools. By alleviating the financial burden, the organization ensures that these vital public spaces have the resources needed to acquire and install AEDs. This proactive approach ensures that budgetary limitations do not stand in the way of safeguarding lives.

