

RICOFIRERESCUE INC.

www.ricofirerescue.com

Offers Affordable Sponsorship Options!!!

Contact:

mike@ricofirerescue.com

or

dean@ricofirerescue.com

"THAT BROTHERS AND OTHERS MAY LIVE"

2011 MEDIA PLANNER



RICOFIRERESCUE INC. TRAINING PROGRAMS!!

RICOFIRERESCUE TRAINING PROGRAMS AVAILABLE IN YOUR DEPARTMENT or ORGANIZATION

Welcome to **RICOFIRERESCUE INC.** a not for profit fire educational training organization providing some of the most progressive and valuable training in the USA. **RICOFIRERESCUE INC.** has been involved with fire departments and their members throughout the USA since 2001, as well as having trained fire service members in Canada, South America, Germany, Sweden and Spain.

RICOFIRERESCUE INC. has developed our national programs first in the Chicago land area while expanding into numerous departments throughout the country providing lectures, seminars, and interactive hands on programs that leave firefighters of all ranks with a remarkable and memorable experience. Our hands on programs, lectures, and seminars may be custom tailored to any given department or organizations needs and are without a doubt the most up to date and progressive fireground disciplines anywhere.

Our instructor staff at **RICOFIRERESCUE INC.** encompasses some of the most experienced and seasoned veterans of the fire service from departments all over the country who care deeply about teaching as well as being committed to every participant attending. **RICOFIRERESCUE INC.** and its lecturers, instructors and seminar leaders are constantly delivering new ground breaking ideas and practices to the fire service community and its members while building the leaders and future leaders of the fire service profession.

RICOFIRERESCUE INC. specializes in providing training for your needs for any training event, whether it's a 1 day seminar, 1-5 day interactive hands-on program or a special workshop. If you are interested in attending, organizing or sponsoring any type of fire training including lectures, workshops or hands-on-training, **RICOFIRERESCUE INC.** will work with departments and organizations to provide the custom training you desire for your department or surrounding departments you wish to invite.

Let us provide your department and organization the experience it deserves from instructors who care from the heart.

Lt. Mike Mason/Director

RICOFIRERESCUE INC.

Event Sponsorship Packages

**Helping us will
help you too...**



Corporate Sponsorship and participation at these exciting events provides an opportunity for you to premier your companies products and services to all ranks of the fire service and supporters.

RICOFIRERESCUE INC. EVENT SPONSORSHIP OFFERS EACH CORPORATE SPONSOR THE CHANCE TO:

- **Align yourself with new and exciting yearly events**
- **Build relationships with potential clients**
- **Thank clients for their valued business**
- **Showcase your brand and products**
- **Open new channels for customer contact**

There are five cash sponsorship levels – 5th Alarm, 4th Alarm, 3rd Alarm, 2nd Alarm & Box Alarm.

The details of each package are enclosed.

5th Alarm Package

\$3,500.00 or Higher Investment

EXPERIENCE

- Company name and logo displayed on table.
- Framed supporters certificate of appreciation presented.

EXPOSURE

- Company name and product/services recognition with a 1 - 2 minute commercial leader presented before multimedia presentation displayed at the start of presentation.
- Company name and logo recognition on Keynote Session Welcome Screen
- A 20-30 minute presentation slot on your business/products/services.
- 2 full page colored advertisement in the R.I.C.O. event program add of your choice, & business listed on our tiered sponsor page
- Logo on tables at Opening Night Reception Dinner with instructors and attendees.
- Place your own company banner in classroom, 2 - 3 prominently displayed on training grounds.
- EXHIBITOR BOOTH Space
- Link to sponsor's corporate website from RICOFIRERESCUE INC. website.
- Company brochure or promotional material in each attendee's package.
- Company name mentioned acknowledge throughout the event.
- Business/logo on RICO shirts.

4th Alarm Package

\$2,500.00 Investment

EXPERIENCE

- Company name and logo displayed on table.
- Framed supporters certificate of appreciation presented .

EXPOSURE

- Company name and product/services recognition with a 1 - 2 minute commercial leader presented before multimedia presentation displayed at the start of presentation.
- Company name and logo recognition on Keynote Session Welcome Screen
- A 20-30 minute presentation slot on your business/products/services.
- 1 full page colored advertisement in the R.I.C.O. event program add of your choice, & business listed on our tiered sponsor page
- Logo on tables at Opening Night Reception Dinner with instructors and attendees.
- Place your own company banner in classroom, one prominently displayed on training grounds.
- EXHIBITOR BOOTH Space
- Link to sponsor's corporate website from RICOFIRERESCUE INC. website.
- Company brochure or promotional material in each attendee's package.
- Company name mentioned acknowledge throughout the event.
- Business/logo on RICO shirts.

3rd Alarm Package

\$1,500.00 Investment

EXPERIENCE

- Company name and logo displayed on table.
- Framed supporters certificate of appreciation presented.

EXPOSURE

- Company name and logo recognition on Keynote Session Welcome Screen
- A half page colored advertisement in the R.I.C.O. event program, add of your choice, & business listed on our tiered sponsor page
- Company name and logo on tables at Opening Night Reception Dinner with instructors and attendees.
- Place your own company banner in classroom, one prominently displayed on training grounds.
- EXHIBITOR BOOTH Space
- Link to sponsor's corporate website from RICOFIRERESCUE INC. website.
- Company brochure or promotional material in each attendee's package.
- Company name mentioned acknowledge throughout the event.
- Business/logo on RICO shirts.

2nd Alarm Package

\$1,000.00 Investment

EXPERIENCE

- Company name and logo displayed on table.
- Framed supporters certificate of appreciation presented.

EXPOSURE

- Company name and logo recognition on Keynote Session Welcome Screen.
- A quarter page colored advertisement in the R.I.C.O. event program, add of your choice, & business listed on our tiered sponsor page.
- EXHIBITOR BOOTH Space
- Link to sponsor's corporate website from RICOFIRERESCUE INC. website.
- Company brochure or promotional material in each attendee's package.
- Company name mentioned acknowledge throughout the event.
- Business/logo on RICO shirts.

Box Alarm Package

\$500.00 Investment

EXPERIENCE

- Company name and logo displayed on table.
- Framed supporters certificate of appreciation presented.

EXPOSURE

- Company name and logo recognition on Keynote Session Welcome Screen.
- Company name and logo listed on our tiered sponsor page.
- Link to sponsor's corporate website from RICOFIRERESCUE INC. website.
- EXHIBITOR BOOTH Space
- Company name mentioned acknowledge throughout the event.
- Business/logo on RICO shirts.

BE PART OF RICOFIRERESCUE INC.

RICOFIRERESCUE INC. offers sponsorship packages, As a sponsor you would receive the above outlined opportunities based on the amount of sponsorship. Vendors may support RICOFIRERESCUE INC. on a annual basis or support a specific course/event. RICOFIRERESCUE INC. offers packages customized for sponsorship that will fit your budget.

Note: Sponsorships are effective on an annual basis only.

**If you would like to be part of this exciting event and help support
RICOFIRERESCUE INC.**

- Choose a sponsorship package that suits your needs
- Contact Dean Nelson at (815) - 441-8049 or email dean@ricofirerescue.com

We look forward to hearing from you soon,

Kind regards,

RICOFIRERESCUE INC.

RICOFIRERESCUE INC.

Address: 220 6th St.

Downers Grove, IL 60515

Telephone: (815) 441-8049

Fax: (630) 241-8579

E-mail: dean@ricofirerescue.com

RICOFIRERESCUE INC.

Product Sponsorship Packages

RICOFIRERESCUE INC. offers product sponsorship packages on Training Manuals, and Training DVD's. Choose a specific product to sponsor, as a sponsor you would receive the outlined opportunities based on the package selected. Vendors may support RICOFIRERESCUE INC. on an annual basis, support a specific course/event, or a specific product . RICOFIRERESCUE INC. offers packages customized for sponsorship that will fit your budget.

RICOFIRERESCUE INC. PRODUCT SPONSORSHIP OFFERS EACH CORPORATE SPONSOR THE CHANCE TO:

- Align yourself with new and exciting yearly events**
- Build relationships with potential clients**
- Showcase your brand and products**
- Thank clients for their valued business**
- Open new channels for customer contact**

The details of each package are enclosed.

TRAINING MANUAL:

EXPERIENCE

- Company name and logo displayed on front and back of training manual.
- Framed supporters certificate of appreciation presented.

EXPOSURE

- Company name and product/services 3 full pages for your company in manual.
- Company name and logo recognition on Keynote Session Welcome Screen.
- A full page colored add in training manual.
- Link to sponsor's corporate website from RICOFIRERESCUE INC. website.
- Company brochure or promotional material(s) packaged in each package shipped.

\$3,000.00 Investment

EXAMPLE:



*** All logos placed on this example are not intended for further use***

Training DVD:

EXPERIENCE






- Company name and logo displayed on front and back of case.
- Framed supporters certificate of appreciation presented.

EXPOSURE

- Company name and product/services recognition with a 1 - 2 minute commercial leader presented before multimedia presentation displayed at the start of presentation.
- Company name and logo recognition on Keynote Session Welcome Screen
- A full page colored insert card in DVD case.
- Link to sponsor's corporate website from RICOFIRERESCUE INC. website.
- Company brochure or promotional material packaged in each package shipped.

\$4,000.00 Investment

EXAMPLE:

<p>[Redacted]</p> <p>The presentation is spirited by an in depth look into managing and leading on and off the battlefield from the philosophies and actions of those who have been their within the military as well as the fire service.</p> <p>The presentation provides insights into motivating firefighters through compassion, trust, sense of duty, courage and commitment while keeping them safe on and off the fireground.</p> <p>The presentation also addresses the key issues regarding fire departments and their chief officer's recognition and understanding of the true cornerstone of how company officers are the make or break key figure in the success of fire department goals, operating guidelines and their communities perception of their protectors.</p> <p>Video Production By: </p> <p>Sponsored By: </p> <p></p> <p>RICOFIRERESCUE INC COPYRIGHT © 2010</p> <p>[Redacted]</p>	<p>www.ricofirerescue.com</p> <p>RICOFIRERESCUE INC.</p> <p>FIRE DEPARTMENT CORNERSTONE LEADERSHIP! If You Would Just Lead Them ...</p> <p>DVD 5 Disc Set</p> <p></p> <p>Sponsored By: </p> <p>[Redacted]</p>
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www.ricofirerescue.com

RICOFIRERESCUE INC. offers **Internet Marketing Services:** To maximize your online impact, we offer simple affordable advertising packages on our website. Market your website or business with our web advertising, eMail campaign services.

Recognized benefits...

- One place for training, education that saves lives.
- Nationally recognized speakers share life-saving ideas and concepts.
- Networking opportunities allow for camaraderie and mentoring between individuals and departments.
- Reach top leaders in the Fire Service.

Website Advertisement Options: RICOFIRERESCUE INC.

Offers advertising on one of the fastest growing Firefighter Safety and Survival Training websites. You don't need to over pay for exposure on cluttered pages. We have SIMPLE advertising options. You are getting tremendous exposure on our website.

WWW.RICOFIRERESCUE.COM is viewed by more than 96,000 individuals each month.

Ad Units include:

Leaderboard Banner:



Square Banner:



Tower Banner Positions (placement in the left column) 200x700 banner with text, headline and URL:



Website Advertisement Pricing

Position	3 Months	6 Months	Annually
Slot 1 - 120x600 Full Side Bar	150.00	300.00	550.00
Slots 2 - 160 x 50 Shared Top	75.00	150.00	250.00
Slots 3 - 160 x 50 Shared Top	67.50	135.00	220.00
Slots 4 - 160 x 50 Shared Top	60.00	120.00	190.00

***Pricing is subject to change ***

eMail Blasts Sponsorship:

Every week, RICOFIRERESCUE.COM sends out a correspondence to thousands of readers who ask us to mail them. You will be well represented as a sponsor. Unlike others, we do NOT SPAM! Mailing Lists Updated Daily. As a sponsor, your ad will appear in one of five slots on the e-mail, with a direct link to your website. In addition, you receive a 25 word "sponsor message" in the body of the e-mail. The slots are sold on a 3 Month, Semi – Annual, & Annual Basis.

Position	<i>3 Months</i>	6 Months	Annually
Slot 1 - 120x600	37.50	75.00	130.00
Slots 2 - 120x120	32.50	65.00	110.00
Slots 3 - 120x90	25.00	50.00	80.00
Slots 4 - 120x90	20.00	40.00	60.00
Slots 5 - 120x90	12.50	25.00	30.00

** Pricing is subject to change ***

RICO T- Shirt Sponsor:

Proudly display your business logo in color on the R.I.C.O. T-Shirts.

Annual Fee: \$250.00

RICOFIRERESCUE INC. – Sponsorship Application

Business Name:		Business Contact (Name):	
Address:			
City:	State:	Zip:	
Business Phone:		Other Phone:	
Business Website:		Business Contact Email:	
Application Date:		Applicant's Signature:	
Payment Method: Cashier's Check, Money Order or Bank Check. No personal check's accepted.			
Business Billing Address:			
<u>Please Select Options Requesting:</u>			
<p>___ I would like to request for a annual add for my business logo on RICOFIRERESCUE INC. website on one web page of your choice for one full year. Cost: \$360.00 (Flat Rate 1 full year) Please Specify Web Page _____</p>			
<p>___ I would like to request add space for a _____ subscription to Advertise on RICOFIRERESCUE INC. website ___ 3 Months ___ 6 Months ___ Yearly Please Specify Web Page _____</p>			
<p>___ I would like to advertise my business logo in the RICOFIRERESCUE INC. eMail: ___ 3 Months ___ 6 Months ___ Yearly Please Specify Position _____</p>			
<p>___ I would like to advertise with my business logo with RICOFIRERESCUE INC. by purchasing the Annual Sponsorship Package. This would include, website add, slot for the year in web mail, and business logo on tee – shirt. <input type="checkbox"/> Box Alarm <input type="checkbox"/> 2nd Alarm <input type="checkbox"/> 3rd Alarm <input type="checkbox"/> 4th Alarm <input type="checkbox"/> 5th Alarm</p>			
<p>___ I would like to advertise with my business logo on the RICO DVD or Training Manual <input type="checkbox"/> DVD <input type="checkbox"/> Training Manual</p>			
<p>___ I would like to advertise with my business logo on the RICO National Program T-Shirts. Cost: \$250.00</p>			
<p>Application & Cancellation Policy: Cancellation of these services can only be made on a monthly or annual basis by not renewing your subscription. Payments are to be remitted to RICOFIRERESCUE INC. If affiliate sponsor chooses the monthly options, Terms are from the 1st of the month to the 1st of every subsequent month thereafter. Yearly basis terms are from Jan 1st till Dec. 31st of every subsequent year. Please read the application policy agreement. ___ I have read and understand the application and policy information agreement.</p>			
Signature to Acknowledge: _____			

The logo for RICO features the word "RICO" in a bold, white, sans-serif font. The letters are set against a dark, rectangular background that has a glowing, orange-to-yellow gradient, suggesting fire or heat. The logo is positioned in the top left corner of the document's header area.

RICO

**Please Make Checks Payable to:
RICOFIRERESCUE INC.**

**Mail Application to:
RICOFIRERESCUE INC.
P.O. Box 793
DOWNS GROVE, IL 60515**