



SILVER SHIELD PARTNERSHIP PROGRAM GUIDE

2024/25

Guide data and information effective beginning January 2024

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TRACKING ODMP'S GROWTH

Over the course of nearly three decades, the **Officer Down Memorial Page (ODMP)** has grown from a dorm room idea to a nationally recognized leader in law enforcement. In the early stages of development, ODMP honored law enforcement officers who had been killed or wounded in 1996. Through extensive research, it has expanded to include 26,000+ officers killed in the line of duty dating back to 1789.

Some organization milestones include:

- Taking over the management of the **National Police Week 5K** in 2006
- The start of the **Officer Down Memorial Ride** in 2008
- Being awarded a grant from the U.S. Department of Justice (Bureau of Justice Assistance) to provide **nationwide line-of-duty death notifications and survivor benefit resources**
- Launching programs such as **ODMP K9**, the **Front Line Club**, the **ODMP Mobile app**, **officer incident mapping**, our **Memorial Grant Program**, and the **No Parole for Cop Killers** program

Today, the Officer Down Memorial Page — with our extensive online memorial and reflection pages — is the largest law enforcement memorial in the United States. We will continue to expand our offerings in constant service to our primary mission: honoring those officers who have made the ultimate sacrifice.

We have been very fortunate to partner with a variety of organizations in a variety of ways over the years who help make our growth possible and core mission a success.

IF YOU SHARE OUR COMMITMENT TO SUPPORTING THE LAW ENFORCEMENT COMMUNITY AND HONORING THE FALLEN, LEARN MORE ABOUT THE POWER OF BEING A PARTNER...

THE POWER OF BEING A PARTNER

The Officer Down Memorial Page brings 26+ years of experience in honoring America's fallen law enforcement officers. Our mission of remembering the fallen, coupled with our partners' deep industry and topic-level expertise, is what enables our community to reflect and pay respects to the men, women, and canine officers who have died while serving and protecting.

We refer to these collaborative relationships as our Silver Shield. Some examples of the strategic partnerships that align with our values and share a common community reputation include:



STANTON
FOUNDATION



- **St. Michael's Shield Project** receives used, good-quality bulletproof vests to officers who are not issued their equipment by their agency.
- **Below 100** promotes and provides training to law enforcement aimed at decreasing preventable line-of-duty deaths.
- **Stanton Foundation** provides grants to replace fallen K9 officers and outfit them with bulletproof vests.
- **Concerns of Police Survivors (C.O.P.S.)** provides trauma training to Law Enforcement Officers, grief counseling to families and co-workers after the loss of an officer, and so much more.

These relationships are mutually beneficial as we strive to support our partners' growth as well. Partnering with ODMP sends a message to both your and our supporters that your organization is aligned with current law enforcement industry leaders in remembering and honoring our officers as well as keeping them safe.

ODMP REACH AT A GLANCE

8M website visits
25.3M site pageviews
610K social media followers

92K email subscribers
105K mobile app users
3,000+ event participants

THERE ARE A VARIETY OF WAYS TO JOIN OUR **SILVER SHIELD...**

WAYS TO JOIN OUR SILVER SHIELD

Over the years, we've customized partnerships with other organizations — both big and small — in a variety of ways. Our flexibility is a direct result of wanting to meet the specific budget and needs of anyone who has an interest in aligning themselves with our mission and a desire to combine audiences who share values (note that the Officer Down Memorial Page is a registered 501c3 non-profit organization).

All partnership agreements that we enter into, at any level, start at step one: a submitted inquiry form that will be reviewed to confirm both eligibility and compatibility. Generally speaking, though, the majority of these collaborative relationships can be categorized as either a corporate, product, or an event partnership.

CORPORATE PARTNERSHIP

Includes annual financial contribution commitment

Shared mission objectives

Logo on ODMP website homepage, socials, and monthly newsletter

Built on two-way support of each other's initiatives, programs, and events

MERCHANDISE PARTNERSHIP

Includes commitment to advertise + donate a portion of sales from approved products only

Logo on ODMP website partnership page and merch-specific mentions

Built on support for ODMP in a more indirect, customer-driven way

EVENT PARTNERSHIP

Includes sponsorships or in-kind donations towards our annual National Police Week 5K or Officer Down Memorial Ride events

Logo on ODMP event website and socials

Built on desire to promote events and connect with our participants

If you have any questions or want to refine any of these tiers according to your company's needs, please contact us at partners@odmp.org. If you're ready to start the process of becoming a Silver Shield Partner...

FILL OUT OUR FORM TO INITIATE YOUR INQUIRY...

INITIATE YOUR INQUIRY

Let's get the ball rolling. If you want to join our Silver Shield Partnership Program, or have other ideas involving supporting, donating to, or raising awareness of the Officer Down Memorial Page's mission, then we want to hear from you. Send your completed form to partners@odmp.org and a staff member will respond.

COMPANY NAME	
COMPANY WEBSITE	
CONTACT NAME	
PHONE NUMBER	
EMAIL ADDRESS	
IDEAL PARTNERSHIP TIER <i>Corporate, Merchandise, or Event</i>	
WHY WOULD YOU LIKE TO PARTNER WITH ODMP?	

By reaching out to ODMP, you agree to receive important notifications regarding your partnership renewal, our agreement, events, and other Officer Down Memorial Page communications.

