



Jim Novinsky

Chief Executive Officer

Snap-tite Hose

217 Titusville Road

Union City, PA 16438

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Dear partner,

I am excited to share Snap-tite's home community of Erie, Pennsylvania, will host the **Firefighter Challenge Northeast Regional Competition** this year for the first time in two decades. As CEO of Snap-tite, a proud leader in fire hose manufacturing, I am honored to announce our role as the **presenting sponsor** of this extraordinary event.

The Firefighter Challenge, deemed by ESPN as "the toughest two minutes in sports," showcases the strength, skill, and resilience of the firefighting community. This action-packed competition not only celebrates the bravery of our first responders, but also promotes fitness, readiness, and public engagement with these real-life heroes.

As an Erie-based manufacturer dedicated to supporting emergency responders, we take pride in aligning with an event that reflects our core values of community, innovation, quality, and service. Hosting this prestigious competition in Erie is an incredible opportunity to showcase our region's commitment to supporting firefighters and their critical work.

To ensure the success of this event, we are calling on local businesses and organizations to join us as sponsors. Your support will go directly to the Firefighter Challenge nonprofit organization to not only help bring this nationally recognized competition to Erie, but also spotlight your organization as a proud partner of those who protect and serve our communities.

Together, we can:

- **Highlight Erie** as a city that values and supports its first responders.



- **Provide unmatched exposure** to participants, families, and spectators.
- **Give back to those who put their lives on the line every day.**

We've included a sponsorship brochure from the Firefighter Challenge with this letter to provide more details on the opportunities available, from digital branding to on-site event recognition. Your involvement will ensure we create a memorable and impactful experience for everyone involved.

I encourage you to join Snap-tite Hose in celebrating the firefighters who inspire and protect us. Should you have any questions or wish to discuss sponsorship options, please don't hesitate to reach out to our team at **814-722-2763** or email Joelyn Bush at **jbush@snaptitehose.com**.

Together, we can make the 2025 Firefighter Challenge Northeast Regional Competition a proud moment for Erie and a tribute to our community's heroes.

Sincerely,

Jim Novinsky
Chief Executive Officer
Snap-tite Hose

2025 SPONSORSHIPS



THE TOUGHEST TWO MINUTES IN SPORTS



2025 Season Events

April 8-11

Season Opener Classic at
Indianapolis, Indiana



July 1-3

Southeast Region Classic at
Hoover, Alabama



April 24-26

West Region Classic
Salt Lake City, Utah

August 21-23

Northeast Region Classic
Erie, Pennsylvania

May 15-17

Southwest Region Classic
Baton Rouge, Louisiana

September 24-27

U.S. National Championship
Oklahoma City, Oklahoma

June 19-21

Midwest Region Classic
St. Paul, Minnesota

October 20-25

World Championship
Farmers Branch (Dallas), Texas



OUR ATHLETES: REAL LIFE **HEROES** IN ACTION!

The TFT® Firefighter Challenge Championship Series is a program of the First Responder Institute, a 501(c)(3) tax-exempt organization, which has been serving the global fire service for more than 3 decades thanks to the generosity of amazing sponsors who support America's fire service.

Deemed by ESPN as **“the toughest two minutes in sports,”** our purpose driven competition platform is one of the most globally recognized action-packed sporting events of its kind. Our events are always free to the public, giving them a front row seat to witness the physical talents of these public safety professionals in action.

“Fun to watch! A must-see event I recommend every family experience. We were proud to cheer on these national heroes.”

Justine A.
Ohio

*** WATCH OUR WORLD CHAMPS WINNING RUN** →



OUR MISSION

SHOWCASE THE STRENGTH AND READINESS OF THE FIRE SERVICE

INSPIRE THE NEXT GENERATION OF FIREFIGHTERS

PROMOTE THE PHYSICAL, MENTAL, CARDIAC and RESPIRATORY BENEFITS THAT RESULT FROM ROUTINE EXERCISING, AND GOOD NUTRITIONAL HABITS.



ARENA OF THE BRAVE



The LION® Arena of the Brave is one of the most rigorous challenge courses of its kind, comprised of similar training elements that most fire departments utilize for training purposes. Firefighters enter our Arena to see who can complete the five (5) evolutions in the fastest time. We offer 3 primary categories to choose from: Individual (full course run), Tandem Team (course split in two), and Relay Team (one evolution per firefighter).

Stair Tower Climb with High-Rise Pack

It is the starting point of the course, where champions are born! Participants, waiting at the base of the tower, hear the alarm and begin their climb (run) up our 41 feet high, five (5) story Training Tower of stairs (63 steps) carrying a 42lb hose pack.

Snap-Tite® Hose Hoist

Once at the top of the tower, participants hoist a 42lb hose donut roll from the ground up to the top of the tower placing it into the container on the top platform floor. They then turn around and descend the tower.

Forcible Entry

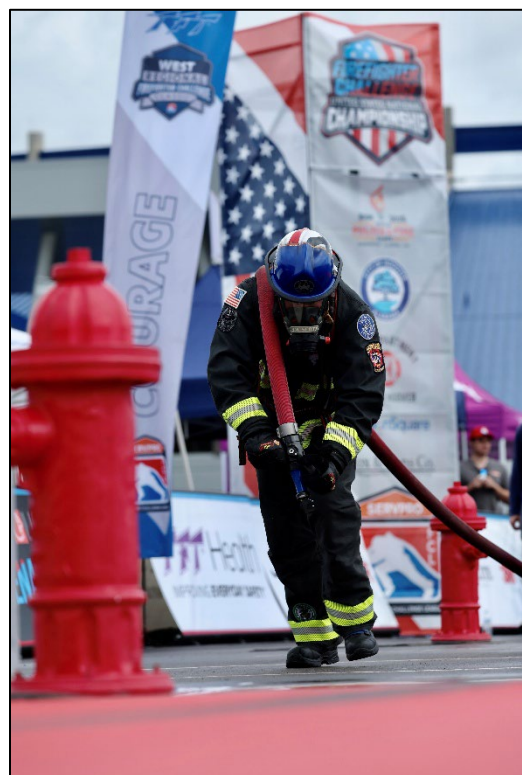
Participants simulate a chopping motion using a 9.6lb dead blow hammer to force the 160lb Force Machine's steel beam a horizontal distance of 5 feet.

Snap-Tite® Hose Advance

Participants negotiate the 140-foot slalom course without missing or knocking over any delineator. They then pick up the nozzle end of a 1- 3/4 inch charged hose line and drag it 75 feet. Once the nozzle penetrates the swinging doors, they open the nozzle, aiming the stream to hit the target.

Victim Rescue

Participants drag a 165lb Rescue Randy® manikin backwards a distance of 106 feet. The time officially stops when the rescue dummy completely crosses the finish line.



FAN CLUB

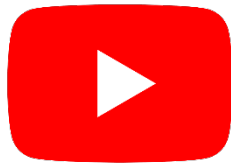
Our fan base across our various social media platforms continues to grow, and with the launch of the new FCL Network on YouTube we expect even more growth in the coming years.



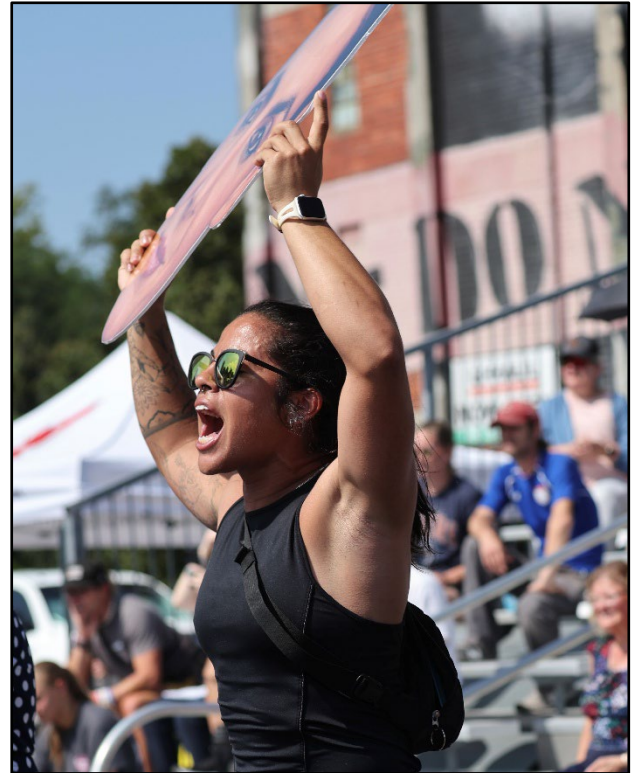
>**28,000+** Page Likes
>**51,000+** Followers
>**2.1+ million** unique reach in 2024



>**15,100+** Followers
>**600,000+** accounts reached in 2024



>**1,000+** Subscribers
>**86,000+** Views in 2024



IN THE NEWS

Throughout the season our events and firefighter athletes receive local, regional, and national news coverage on local and national networks. Millions of viewers annually are introduced to our sport while awing and celebrating the accomplishments of their local firefighters.



SPONSORSHIP OPPORTUNITIES

Our event sponsors recognize the positive brand awareness they receive by aligning their brand with our firefighter athletes. Sponsors see more than a traditional sponsorship when partnering with our sport. They see it as a tribute to these amazing men and women in their community who at a moment's notice respond to our 911 calls at home, work and in everyday life. We offer many sponsorship opportunities to choose from. We can customize a plan to fit your marketing, creative, and budgetary needs.

Sponsors must confirm no less than 30 days before the event for the following benefits to be provided by our organization.

SPONSOR	PRESENTING SPONSOR	STREAMING SPONSOR	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL	RECHARGE STATION	EXHIBIT/ VENDOR
BENEFITS	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$3,000	\$500
Logo integrated into course signage systems	✓	✓ *	✓ *	✓ *	✓ *	✓ *	
Logo integrated into live stream	✓	✓ **	✓ *				
Logo included on medal lanyard	✓	✓					
Ad Space included in live stream	✓	✓					
Logo included on event registration page	✓	✓	✓	✓	✓	✓	
Logo included on athlete's t-shirts	✓	✓	✓	✓	✓	✓	
Ad Space provided on social media pages	✓	✓					
Booth Space 10x10	✓	✓	✓	✓	✓	✓	✓

**we use a sliding scale system where sponsors at higher levels receive more placements and coverage. **differs from placement that our presenting sponsor receives*

DIGITAL OPPORTUNITIES

Our streaming highlights your brand in a positive way! Non-stop continuous stream provided on our YouTube Channel launched in 2024: @fclnetwork. Sponsors only interested in the following may reach out to us directly for pricing.

- COMMERICAL ADS
- ROTATING LOGO ON SCREEN
- VIDEO OF COMPETITOR SPEAKING ABOUT PRODUCT OR SERVICE



DEMOGRAPHICS



2024 Athlete Data:

- 1,000+ Members in the Firefighter Challenge League
- Average Regional Event Attendance: 150+ (max 200 allowed)
- World Challenge Attendance: 411
- 19% of Athletes are Female Firefighters
- 40 States Represented
- 17 Countries Represented

Age Demographics:

- ✓ Ages 17-24: 124 athletes
- ✓ Ages 25-29: 173 athletes
- ✓ Ages 30-34: 223 athletes
- ✓ Ages 35-39: 151 athletes
- ✓ Ages 40-49: 156 athletes
- ✓ Ages 50-59: 91 athletes
- ✓ Ages 60-69: 38 athletes





**FIREFIGHTER
CHALLENGE
CHAMPIONSHIP
SERIES**



CONTACT US

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