

2ND ANNUAL



POLICE VS. FIRE CHARITY BOXING | 2026 PARTNERSHIPS OVERVIEW



The **Rockford Hero Rumble** is the Rockford region's premier Police vs. Fire charity boxing event. Established in 2025, the program features area police officers, firefighters and first responders competing for community pride – all while raising awareness and funds for a local nonprofit selected by the Rockford Police and Fire Departments. The second annual event is Saturday, November 7, 2026, at Hard Rock Live in Rockford.

INAUGURAL EVENT BY THE NUMBERS

\$14,000 <i>Raised for Carrie Lynn Children's Center</i>	1,050 <i>Total Attendance</i>	36 <i>Ringside Sponsor Tables</i>
13 <i>Sanctioned USA Boxing Bouts</i>	6 <i>Participating Police/Fire Depts.</i>	1st <i>Team Fire Wins Inaugural Hero Cup</i>



FOUNDING
POLICE
PARTNER



FOUNDING
FIRE
PARTNER



2026 ROCKFORD HERO RUMBLE



SAT., NOV. 7, 2026, HARD ROCK LIVE, ROCKFORD, IL

- 6 P.M. – Doors Open, DJ + Entertainment
- 7 P.M. – National Anthem + Undercard
- 8:15 P.M. – Intermission
- 8:30 P.M. – Main Card
- 9:15 P.M. – Co-Main + Main Events
- 9:30 P.M. – Event Ends + Casino Post-Party

SANCTIONED BY



Schedule is subject to change. Net proceeds benefit the Carrie Lynn Children's Center.

TEAM POLICE

TEAM FIRE

WHY BE A

HERO



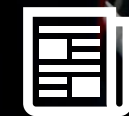
BRAND AWARENESS
+ REACH



COMMUNITY
ENGAGEMENT



FIRST RESPONDER
SUPPORT



MEDIA + PR
PLACEMENT



NONPROFIT
BENEFACTOR



PREMIER
ENTERTAINMENT



VIP ACCESS
+ TICKETS



VOLUNTEER
OPPORTUNITIES



CARRIE LYNN CHILDREN'S CENTER NONPROFIT PARTNER OF ROCKFORD HERO RUMBLE



As selected by the Rockford Police and Fire Departments, the **Carrie Lynn Children's Center** is the nonprofit beneficiary of the Rockford Hero Rumble. Serving Boone and Winnebago Counties, the Center stands as a trusted support system for families grappling with the challenges of child sexual and serious physical abuse. The Carrie Lynn team coordinates investigations, medical care, counseling referrals, legal support and training—all with a focus on the well-being of victims and families so they receive the help and protection necessary to heal and thrive. Last year, the Rockford Hero Rumble donated \$14,000 to the Center.



VIDEOS: [PROFILE](#) | [RECAP](#)





BRANDING

*Digital, Static
+ Ring Logo Placement*



2026 ROCKFORD HERO RUMBLE

ACTIVATIONS

*In-Ring, Booth/Table Space +
Post-Event Hero Happy Hour*



PROMO ITEMS

*Championship Belts,
Merchandise + Ring Cards*



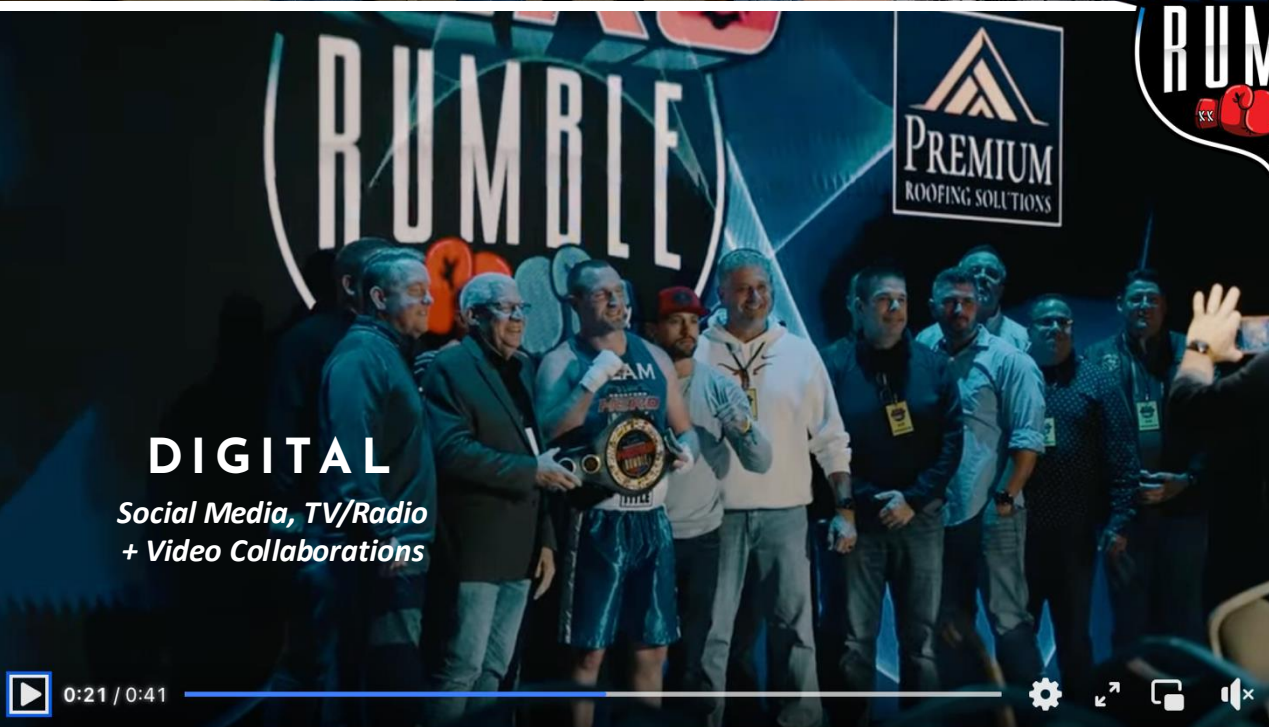
MEDIA + PR

*Event Announcements, News
Releases + Earned Media*



VIP TICKETS

*Ringside Seats + Tables with
Complimentary Beer/Wine*



DIGITAL

*Social Media, TV/Radio
+ Video Collaborations*



2026 ROCKFORD HERO RUMBLE

ENTERTAINMENT

*DJ, Music, USA Boxing,
+ Casino Access*



LOCAL CAUSE

*Community, First Responder +
Nonprofit Engagement*



BECOME A HERO

2026 SPONSORSHIP LEVELS

	TITLE (1 QTY)	HERO	CHAMPION	TABLE
	\$10,000	\$5,000	\$2,500	\$1,500
Naming rights/presented by	Yes	—	—	—
Category exclusivity	Yes	Yes	—	—
PREMIER OPTIONS	YES	YES	YES	—
Ring brand placement	Yes	Yes	Yes	—
Inclusion in PR/media events	Yes	Yes	Yes	—
Ringside tables of 8 including beer/wine	3	2	1	1
Social / website recognition	Yes	Yes	Yes	Yes
Digital / onsite brand recognition	Yes	Yes	Yes	Yes

Event net proceeds benefit the Carrie Lynn Children's Center (501(c)(3)).

PREMIER OPTIONS

Reserved for our highest sponsorship levels, custom opportunities include:

- EVENT NAMING RIGHTS
- TEAM POLICE SPONSOR
- TEAM FIRE SPONSOR
- RINGSIDE TABLE SELECTION
- ACTIVATION/BOOTH SPACE
- MERCH + PROMO ITEMS
- SPEAKING OPPORTUNITY
- POST-EVENT CHECK PRESENTATION

Based on sponsorship level and availability,
INQUIRE FOR MORE INFORMATION!



CONTACT + THANK YOU!

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ROCKFORDHERORUMBLE.COM