

2025

#SD911MSC



**San Diego  
9/11 Memorial Stair Climb**

August 30, 2025  
San Diego Hilton Bayfront





## EVENT OVERVIEW

On Saturday August 30th 2025, FirefighterAid will bring civilians and Firefighters together for the 13th consecutive year at the Hilton Bayfront San Diego to climb 110 floors in remembrance of the 343 New York Firefighters, 37 Port Authority Officers, and 23 New York Police Officers who were killed in the World Trade Center buildings on 9/11/2001.

This nationally publicized event provides a profound and meaningful sponsorship opportunity for those who support Firefighters, Law Enforcement or Military personnel. Attended by thousands of climbers, spectators, business owners, celebrities, political leaders, and dignitaries, **the SD911MSC raises awareness and funds for Firefighters and families affected by line-of-duty deaths, injuries, cancer, mental health and service-related crises.**

Participants complete the 110 flight climb while wearing a badge honoring the name and photograph of a fallen 9/11 hero, symbolically completing the journey they undertook in the Twin Towers 24 years ago to save trapped civilians and comrades.

The largest event of its kind in the region, the 2025 SD911MSC generates tremendous awareness and exposure for our cause, our city, and our private sector partners and supporters.

We would like to invite you to take advantage of this exceptional opportunity by partnering with FirefighterAid to sponsor the 2025 SD911MSC Event. For more information, or to customize your sponsorship, contact us today. **All sponsor confirmations are due July 1.**

Jamie Inn, [jinn@sdfra.org](mailto:jinn@sdfra.org)



## NEVER FORGET



- 24 YEARS
- 110 FLOORS
- 403 HEROS
- 3,000 ATTENDEES

## ONE UNFORGETTABLE DAY

	SPONSORSHIP LEVELS	PRESENTING	CHIEF	DIVISION	BATTALION	STATION	TRUCK
	Sponsorship amount	\$30,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500
	Possible sponsorship opportunities	1	2	2	6	6	12
1	Event marketed as “The San Diego 9-11 Memorial Stair Climb, presented by (Sponsor Name)”. Name/logo included in all event marketing	X					
2	Opportunity for company team to be assigned an “Honor Start” climb time (coincides with major events of 9/11/01) and official team recognition by event announcers and Climb Tower signage	X					
3	Logo included on badges worn by all Climbers, Staff, Volunteers	X					
4	Logo included on event awards, certificates, and gifts	X	X				
5	Product or service exclusivity, if applicable	X	X				
6	Name mentioned in media appearances (TV/ Radio)	X	X				
7	Logo included on Main Stage signage	X	X	X			
8	Name included in all press releases	X	X	X			
9	Logo included in event related email newsletters and social media marketing campaign	X	X	X	X		
10	Logo on event signage	X	X	X	X		
11	Logo used on social media via Facebook and Twitter	X	X	X	X		
12	Logo on Climber and Volunteer shirts	X	X	X	X		
13	First right of refusal for 2019 SD911MSC sponsorship	X	X	X	X		
14	Complimentary booth space at the event	10 x 10	10 x 10	10 x 10	10 x 10		
15	Logo on printed event material and collateral	X	X	X	X	X	
16	Logo included in Stair Climb commemorative video	X	X	X	X	X	X
17	Logo with link on Stair Climb and FirefighterAid websites	X	X	X	X	X	X
18	Logo included in FirefighterAid and San Diego Fire Relief Association newsletters	X	X	X	X	X	X
19	Complimentary Climber spaces	20	10	8	6	4	2
20	Continuous recognition by announcers throughout event	X	X	X	X	X	X

# PARTICIPANT DEMOGRAPHICS

## TOTAL PARTICIPANTS

■ Kids ■ Fundraise Only ■ Public Safety ■ Adults (Non-Public Safety)



## CLIMBERS

■ Men ■ Women



## CLIMBER AGE

■ Age 18-34 ■ Age 35-50 ■ Age 51+

WOMEN



MEN



## BE A HERO TO A HERO

Your sponsorship is an expression of patriotism and community pride which will be seen by thousands. And most of all, your support will make a difference for Firefighters and their families. Please join us for this unique memorial event. If you don't see a sponsorship level that works for you, **let's build one together!**

