



CARMEL FIRE DEPARTMENT HELMET-MOUNTED AR INITIATIVE

CITY OF CARMEL

THE HEROES CLUB

ABOUT THE INITIATIVE

Save Lives. Reduce Risk. Equip Carmel Firefighters with Life-Saving AR.

At the U.S. Conference of Mayors in Washington, D.C., the Mayor of Carmel identified groundbreaking helmet-mounted augmented reality (AR) technology designed to dramatically improve firefighter safety in zero-visibility environments.

Recognizing its life-saving potential, Mayor Finkam committed municipal support and asked The Heroes Club to lead a public-private partnership campaign to bring this innovation to Carmel.

Campaign Goal:

Raise \$400,000 to equip 16 frontline firefighters with Qwake C-THRU helmet-mounted AR systems and provide full operational training.

Why This Matters Now

- Interior firefighting remains high-risk and low-visibility
- Seconds of disorientation can cost civilian and firefighter lives
- The technology exists today – and Carmel leadership is ready to utilize

What This Technology Does

The Qwake C-THRU system:

- Enables firefighters to “see through smoke” using thermal imaging and structure detection overlays
- Identifies walls, doors, windows, obstacles, and potential victims
- Streams live interior views to incident command
- Records footage for training and continuous improvement

This is a force multiplier for life safety!!

THE IMPACT

**Faster search
times in
training and
live
incidents.**

**Reduced
distortion
related
near misses**

**Improved
speed of
human
location**

**Enhanced
command
coordination
via live
stream**

INITIATIVE BUDGET \$400,000

Includes:

- 16 helmet-mounted AR units
- Software and system integration
- Firefighter and command training
- Implementation into department protocols
- First-year support

SPONSORSHIP OPPORTUNITIES

Founding Safety Partner – \$400,000

- Naming recognition on rollout materials
- Press acknowledgment
- VIP demonstration for leadership and employees

Safety Partner – \$200,000

- Naming recognition on rollout materials
- Press acknowledgment

Engine Crew Sponsor – \$100,000

- High-visibility recognition
- Logo placement in campaign materials

Helmet Sponsor – \$25,000

- Recognition associated with one deployed unit
- Donor wall listing
- Invitation to demo event



JOIN US

- The Mayor of Carmel has committed leadership.
- The City of Carmel is ready.
- The Heroes Club is mobilizing the community.

CONTACT

To schedule a briefing or make a commitment

Matt Frey, President The Heroes Club

 317-727-3371  matt.frey@bubsburgers.com

Scan to Donate



PLEDGE COMMITMENT

**Carmel Fire Department Helmet-Mounted AR Initiative
Public-Private Partnership Commitment Form**

Organization / Donor Name: _____

Primary Contact: _____

Address: _____

Phone: _____

Email: _____

Commitment Level

- Founding Safety Partner – \$400,000
- Safety Partner – \$200,000
- Engine Crew Sponsor – \$100,000
- Helmet Sponsor – \$25,000
- Community Supporter – \$_____

Total Commitment: \$_____

Payment Structure:

- One-time payment
- Installments (details below)
- Corporate/Foundation Grant
- In-kind support (describe)

Payment Schedule (if applicable): _____

Authorized Signature: _____

Date: _____

Please return to:
The Heroes Club
P.O. Box 4236
Carmel, IN 46032

Checks Payable to:
The Heroes Club Inc.
501(c)3
EIN : 35-1995649

For EFT info or to pay another way, contact Sara VanDyke,
svandyke@carmel.in.gov or 317-900-6944