ABOUT HEROES ON THE WATER

Founded in 2007, the mission of Heroes on the Water (HOW) is to help veterans, first responders and their families to relax and reconnect through kayak fishing and the outdoors. As a 501(c)3 nonprofit, HOW successfully applies a simple solution to a complex issue – giving heroes and their families a path to overcome symptoms of post-traumatic stress and traumatic brain injury while reintegrating into a successful life through:

- No Expense Kayak Fishing Trips - Proven to alleviate symptoms of post-traumatic stress, these repeat experiences provide rest, relaxation, and rehabilitation in a peaceful, calm environment.

- Camaraderie with Like-Minded People - Discover the community you have been missing by visiting one of our volunteer-led chapters to experience first-hand the fellowship.

- Family Focused Events - HOW is one of the few veterans’ charities that includes family members in our programs.

Through 2018, we have served 41,659 heroes and 11,152 family members and have chapters throughout the United States.

PADDLE. FISH. HEAL. It’s more than a tagline – it’s what we do, how we do it, and what happens thanks to our volunteers.
ABOUT THE HEROES ON THE WATER FUNDRAISER

Our inaugural Heroes on the Water Fundraiser will be held on February 8, 2020 at The Omni Hotel Downtown Dallas, Texas. We are proud to announce Dale Hansen of WFAA-TV, ABC Dallas, as our host and master of ceremonies. He also hosts Dale Hansen’s Sports Special on Sundays at 10:35 pm, consistently one of the highest-rated local programs in Dallas-Fort Worth.

Dale will present The Mount Rushmore of Dallas Sports, a casual and intimate conversation with four of Dallas’ premier athletes:

- ROGER STAUBACH – FORMER COWBOYS QUARTERBACK
- TROY AIKMAN – FORMER COWBOYS QUARTERBACK
- EMMITT SMITH – FORMER COWBOYS RUNNING BACK
- DIRK NOWITZKI – FORMER MAVERICKS POWER FORWARD

These gentlemen will entertain us with stories and anecdotes, while also answering questions submitted by the audience.

To round out the event, we will hold a live auction for an autographed jersey and photo opportunity with each celebrity athlete.

Purchase a table for you and your friends. Or encourage your business to be a sponsor and fill the table with customers. If you can’t attend, consider sponsoring a veteran or first responder and their guest to attend the gala. By working together, we can fill the venue with Heroes on the Water supporters, which will enable us to continue to support veterans, first responders and their families to relax and reconnect.
Statue of Liberty Sponsor
TITLE SPONSOR | $50,000 (1 AVAILABLE)

This sponsorship level provides the opportunity for the event to be named after your organization. It includes:
• Two (2) VIP tables of ten (10) seats each (20 seats total).
• Option to host an honored guest and his guest at a table (8 seats plus 2 for the guests).
• Option to host event host and his guest at a table (8 seats plus 2 for the guests).
• Access to the VIP invitation-only reception prior to the event.
• Company logo on the tables, on-screen rotation, and onsite signage.
• Name on two (2) Heroes Walk panels prominently featured in the foyer of the ballrooms.
• Company name in all event promotional marketing materials, website and social media posts.
• Logo on step and repeat backdrop for photographs.
• One minute of stage time in the beginning phases of the event to present your company.

Founding Fathers Sponsor
$35,000 (1 AVAILABLE)

This sponsorship level includes:
• 1 VIP table of 10 seats.
• Option to host a veteran and his/her guest at the table (8 seats plus 2 for the guests).
• Access to the VIP invitation-only reception prior to the event.
• Company logo on the tables, on-screen rotation, and onsite signage.
• Name on one (1) Heroes Walk panel prominently featured in the foyer of the ballroom that tells the HOW Founder story.
• Logo on step and repeat backdrop for photographs.
• Company name in all event promotional marketing materials and social media posts.
• Recognition of company through logo reveal via 5 second video clip.
• Presentation of the Lifetime Achievement award.
Washington Monument Sponsor
$25,000 (3 AVAILABLE)

This sponsorship level includes:
- 1 VIP table of 10 seats.
- Option to host a veteran and his/her guest at the table (8 seats plus 2 for the guests).
- Access to the VIP invitation-only reception prior to the event.
- Company logo on the tables, on-screen rotation, and onsite signage.
- Name on one (1) Heroes Walk panel prominently featured in the foyer of the ballroom.
- Logo on step and repeat backdrop for photographs.
- Acknowledgement from the stage before program begins.
- Company name in all event promotional marketing materials and social media posts.

Lincoln Memorial Sponsor
PRINT & PRODUCTION SPONSOR | $15,000 (1 AVAILABLE)

This sponsorship level includes:
- 1 VIP table of 10 seats
- Access to the VIP invitation-only reception prior to the event.
- Company logo on the tables, on-screen rotation, and onsite signage.
- Logo on step and repeat backdrop for photographs.
- Acknowledgement from the stage before program begins.
- Company name in all event promotional marketing materials and social media posts.
We are also seeking in-kind sponsors and volunteers.

Liberty Bell Sponsor
$10,000 (5 AVAILABLE)

This sponsorship level includes:
• 1 VIP table of 10 seats
• Access to the VIP invitation-only reception prior to the event.
• Company logo on the tables, on-screen rotation, and onsite signage.
• Logo on step and repeat backdrop for photographs.
• Company name in all event promotional marketing materials and social media posts.

Eagle Sponsor
VIP COCKTAIL RECEPTION SPONSOR | $10,000 (RESERVED)

This sponsorship level includes:
• 1 VIP table of 10 seats
• Access to the VIP invitation-only reception prior to the event.
• Company logo on the tables, on-screen rotation, and onsite signage.
• Introduction opportunity during VIP reception.
• Company name in all event promotional marketing materials and social media posts.

Table Sponsor
$5,000

Secure a table of 10 in a premier section of the ballroom. This sponsorship includes:
• 1 VIP table of 10 seats.
• Signage with company logo or individual name on the table.
• Company or Individual name in event program.

HEROESONTHEWATER.ORG/2020GALA
Partial Table Sponsor
$2,500

Secure half a table (5 seats) in a premier section of the ballroom.
This sponsorship includes:
• Five seats at a premium table location.
• Signage with company logo or individual name on the table.
• Company or Individual name in event program.

Sponsor a Hero
2 TICKETS $800

Sponsor a veteran or first responder and their guest to attend the event.

Add the VIP Reception

Intimate meet and greet with multiple veterans. Premium cocktails and hors d’oeuvres. There are only a few spots available, so reserve yours today.

5:30-6:30PM | $500 PER PERSON (DOES NOT INCLUDE THE GALA)

TO DISCUSS THESE SPONSORSHIP OPPORTUNITIES, PLEASE CALL LAURA ARMBRUSTER AT (214) 763-0577 OR EMAIL LAURA.ARMBRUSTER@HEROESONTHEWATER.ORG

Sponsorship levels are examples and can be tailored to fit your needs. If you are interested in making another offer, please contact Laura Armbruster.
The direct benefits described above are not meant to represent every opportunity to showcase the corporate partnership, but rather to offer highlights of minimum agreed-upon benefits and exposures. Benefits are guaranteed on a first-come, first-served basis. All benefits are negotiable, and complete proposals tailored to the needs of your company are available. Sponsors must pledge by 12/13/2019 to guarantee recognition in all available opportunities, including pre-event promotions.
Sponsorship Pledge Form

Company/Individual Name (as it should appear in print) ________________________

Primary Contact & Title ______________________________________________________

Mailing Address ___________________________ City __________ State _________ Zip ______

Phone ___________________________ Fax __________________________________________

Email ___________________________ Website ______________________________________

IN SUPPORT OF THE HEROES ON THE WATER, I/WE PLEDGE THE FOLLOWING:

(Please check all of the following that apply to your sponsorship)

☐ Statue of Liberty | Title Sponsor: $50,000
☐ Founding Fathers Sponsor: $35,000
☐ Washington Monument Sponsor: $25,000
☐ Lincoln Memorial | Print and Production Sponsor: $15,000
☐ Liberty Bell Sponsor: $10,000
☐ Eagle | VIP Cocktail Reception Sponsor: $10,000

☐ Table Sponsor: $5,000
☐ Partial Table: $2,500
☐ Sponsor a Hero and Guest: $800
☐ Individual: $400 | Quantity: __________
☐ Add the VIP Reception: $500 per person

PLEASE ACCEPT MY CHARITABLE DONATION/PLEDGE TO THE HOW IN THE AMOUNT OF $__________

I, the undersigned, am an authorized representative of the above-named company and give the Heroes on the Water permission to use the company name in print and promotional materials as appropriate, based on the amount of the donation and agreement of benefits.

Signature: ___________________________ Date: ___________________________

Print Name: ___________________________

Please email or mail this form to:
Laura.Armbruster@HeroesOnTheWater.org
Heroes on the Water, Attn: 2020 Fundraiser
101-C N Greenville Ave #55 | Allen, TX 75002

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