



# American Heroes Event Sponsorship Opportunity

May 23, 2009  
Texas Rangers Ballpark

# American Heroes Event

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# American Heroes Event

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Join us on Saturday May 23, 2009  
at the Texas Rangers Ballpark in Arlington, TX  
for the 4<sup>th</sup> Annual American Heroes Event.

- ▶ The American Heroes Event is designed to showcase our Military while inviting our community to show their gratitude for the sacrifices our Active and Reserve Military Personnel, their Families and our Veterans have made for our beloved Country!



# American Heroes Event

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Memorial Day Weekend

May 23, 2009

**American Heroes Event will include:**

## 1k/5k/10k Walk/Run

- ▶ 08:30 - 1K Lil Heroes Troop Run
- ▶ 09:00 - 5K/10K Walk/Run

## Memorial Day Tribute

- ▶ Military Chaplain Opening Prayer
- ▶ Presentation of colors Navy
- ▶ National Anthem
- ▶ 21 Gun Salute by the U.S. Marine Corp
- ▶ F-16 Fly Over by the Air Force
- ▶ Apache Helicopter Fly over by the U.S Army
- ▶ Parachute Jump
- ▶ Speech by Arlington Mayor Dr. Robert Cluck
- ▶ Representative of the Department of Defense

## After Race Party

- ▶ Music Provided by Vandersnook
- ▶ Expo by local Restaurants and Vendors



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**Benefiting**

**Huey 091 Foundation and The Fort Worth Air Power Council**

# American Heroes Event

- ▶ The American Heroes Event Supports the Huey 091 Foundation and their Mission. [www.huey091foundation.org](http://www.huey091foundation.org)

- ▶ **Education**

To perpetuate the education of Americans, in particular those of school age. Helping to provide educational materials that teach civics and history, providing relevant and interesting teaching materials that highlight the contribution made and the results achieved by those men and women who served and died in the Armed Force Services of our country obtaining, preserving and protecting the freedoms and rights of Americans and our allies. The Foundation will promote educational curricula and teachings of the many sacrifices made by the men and women who have served our country from the War of Independence to today. To teach of the role of the helicopter during the Vietnam War and beyond, and to tell the stories of heroism, freedom and citizenship which resonate with children and adults alike, all with the goal of preserving and promoting peace and goodwill.

To cooperate, to the extent deemed feasible and desirable with other organizations in promoting education about freedom and the price of freedom and the roles of our service men and women who profoundly impact and protect our freedoms and whose lives also are profoundly impacted by their service to our country and in aid of our country's allies.

- ▶ **Providing Assistive Devices and Other Rehabilitative and Therapeutic Resources to Severely Injured Service Members**

To raise funds, at times in cooperation with other non-profit organizations, to purchase and provide assistive devices like the Ibot® mobility system to severely wounded and impaired veterans and to assist such veterans and their families with travel arrangements to facilitate rehabilitation and training in the use of such devices.

- ▶ **Support for Families**

To provide logistical and other support to non-profit organizations like Snowball Express, assisting military family members who have lost spouses, fathers and mothers in the global conflict against terror.



# American Heroes Event

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- ▶ The American Heroes Event also Supports the Fort Worth Air Power Council and their mission:
  - ▶ The purpose of the Foundation is to provide a charitable organization through which area businesses and individuals can make tax-deductible donations in support of our military leaders, troops and their families. Although focused on supporting the troops and units based at NASJRB “Carswell,” donations from the Foundation have reached as far away as Fallon NAS Nevada.



# American Heroes

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## Media Placement for 2009

- ▶ Total Placements = 337 (Print/Online/Radio)
- ▶ Estimated Impressions (includes ads) = More than 10,000
- ▶ Estimated Web Visitors per month = More than 100,000 (based on numbers available by outlets)
- ▶ Estimated Promotional Value = \$100,000 +
- ▶ Calendar listing, distributed locally and regionally = February through May
- ▶ Event press release, distributed locally and regionally = April and May
- ▶ Media alert, distributed locally = April and May
- ▶ Local/Regional/Trade Distribution to approximately 185 media outlets
- ▶ Local Only Distribution to approximately 97 media outlets



# American Heroes Event

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Welcome and thank you for taking the time to review the American Heroes Event Sponsorship Package. We hope you find a suitable level of sponsorship that can help you reach out to the North Texas Community, Military personnel, their families and show your support for the Huey 091 foundation and Fort Worth Air Power Council. The 2009 American Heroes Event will showcase our Military Active, Reserve and Retired Personnel in a fun filled family event unlike any other in North Texas during the Memorial Day Weekend.

Sponsorship of the American Heroes Event represents the chance for an organization, company or individual to align itself with our Military, address the North Texas community, and gain maximum exposure for products. This premier event celebrates its return to Arlington, TX for the fourth consecutive year in 2009 and will attract and spotlight the active community of North Texas. This provides a great opportunity to gain exposure for your organization, company or product.

Consider the following statistics:

- ▶ Over 2500 runners and spectators participated in the American Heroes Event Last year.
- ▶ Race participants came from all over Texas and Oklahoma.
- ▶ These participants are extremely web savvy, and passionate about their sport, as evidenced by the American Heroes Website ([www.amerianheroesrace.com](http://www.amerianheroesrace.com)) which gets approximately 108,543 successful page requests per year.
- ▶ 5k and 10K run participation levels have increased by 25% providing you the opportunity to network and market your Organization, Company or Product. It's About TIME Race Management Events are consistently highly ranked and well attended, even in soft economic times.

Keep in mind the above statistics as you review this sponsorship package. Having the opportunity to make an impression on such a fertile group of consumers will allow your corporate image to be branded with this segment for an extended period of time. If you are interested in any opportunity included in this document or if you have any questions please do not hesitate to contact us.

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# American Heroes Event

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## Title Sponsor \$25,000

- ▶ Your company logo incorporated with the race logo on the front of 6,000+ T-shirts.
- ▶ Your company logo incorporated with the race logo on the front of 40,000 brochures, 25,000 will be mailed to our mail list. Our mail lists are kept on a year to year basis. We only mail out to participants that have attended our events in the last 12 months. 10,000 flyers will be sent to the Military bases in TX, LA, NM, and OK.
- ▶ Your company logo incorporated with the race logo on the front of 1,000 posters. Of which 250 will be sent to the Military bases in TX, LA, NM, and OK. The other 500 will be posted throughout the Dallas, Fort Worth and Arlington area.
- ▶ Your company logo incorporated into the title of this event on all email correspondence including an email blast that will be sent to over 50,000 unique addresses.
- ▶ Sponsor recognition on Huey 091 Foundation web site. We will create a link to your company's web site, if desired.
- ▶ Sponsor recognition on the American Heroes web site with a web link to your site. There were over 150,000 hits to this site in 2008.
- ▶ We will provide a 10 X 10 tent and two tables for your company to distribute product samples and/or promotional materials.
- ▶ Displaying of your company's banner in the center of the awards stage.
- ▶ Your company logo will be placed on a finish line banner, and incorporated on the main race banner across the finish line.
- ▶ Your company will be placed on banners throughout the 5k and 10k course.

## Presenting Sponsor \$15,000

- ▶ Your company logo at the top of the back of 6,000+ T-shirts.
- ▶ Your company logo incorporated with the race logo on the front of 40,000 brochures, of which 25,000 will be mailed to our mail list. Our mail lists are kept on a year to year basis. We only mail out to participants that have attended our events in the last 12 months. 10,000 flyers will be sent to the Military bases in TX, LA, NM, and OK.
- ▶ Your company logo incorporated into 1,000 posters. Of 250 will be sent to the Military bases in TX, LA, NM, and OK. The other 500 will be posted throughout the Dallas, Fort Worth and Arlington area.
- ▶ Displaying of your company's banner in front of the trophies at the awards stage.
- ▶ Sponsor recognition on Huey 091 Foundation web site. We will create a link to your company's web site, if desired
- ▶ Sponsor recognition on the Americas Heroes' web site with a web link to your site. . There were over 150,000 hits to this site in 2008
- ▶ Your company can display products, samples, or promotional materials at the event.
- ▶ Your company logo will be placed on the finish line banner.
- ▶




# American Heroes Event

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## Star Level \$7,500

- ▶ Your company name displayed on all marketing material which includes 30,000 race brochures, 25,000 will be mailed to our mail list. Our mail lists are kept on a year to year basis. We only mail out to participants that have attended our events in the last 12 months. 2,500 flyers will be sent to the Military bases in TX, LA, NM, and OK.
- ▶ Your company name will be on 1,000 posters. Of which 250 will be sent to the Military bases in TX, LA, NM, and OK. The other 500 will be posted throughout the Dallas, Fort Worth and Arlington area.
- ▶ Your company logo on the back of 6,000 T-shirts.
- ▶ Your company logo will be placed on the finish line banner.
- ▶ Displaying of your company banner at the awards stage.
- ▶ Your company can display products samples or promotional materials.
- ▶ Your company can display their banner at the finish line.

## Stripes Level \$5,000

- ▶ Your company name displayed on all marketing material which includes 30,000 race brochures, 25,000 will be mailed to our mail list. Our mail lists are kept on a year to year basis. We only mail out to participants that have attended our events in the last 12 months. 2,500 flyers will be sent to the Military bases in TX, LA, NM, and OK.
  - ▶ Your company name will be on 1,000 posters. Of which 250 will be sent to the Military bases in TX, LA, NM, and OK. The other 500 will be posted throughout the Dallas, Fort Worth and Arlington area.
  - ▶ Your company logo on the back of 6,000 T-shirts.
  - ▶ Your company name will be placed on the finish line banner.
  - ▶ Your company can display products, samples or promotional materials.
  - ▶ Your company can display their banner at their booth or table.
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# American Heroes Event

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## Liberty 2,500

- ▶ Your company name will be on all marketing material which includes 30,000 race brochures 25,000 will be mailed to our mail list. Our mail lists are kept on a year to year basis. We only mail out to participants that have attended our events in the last 12 months. to the Military bases in TX, LA, NM, and OK.
- ▶ Your company name will be on 1,000 posters. Of which 250 will be sent to the Military bases in TX, LA, NM, and OK. The other 500 will be posted throughout the Dallas, Fort Worth and Arlington area.
- ▶ Your company name on 2,500+ race T-shirts
- ▶ Your company can display their banner at the race and share a booth, or table at the event.

## Freedom up to \$1,000

- ▶ Your company name will be on all marketing material which includes 30,000 race brochures, 25,000 will be mailed to our mail list. Our mail lists are kept on a year to year basis. We only mail out to participants that have attended our events in the last 12 months. to the Military bases in TX, LA, NM, and OK.
- ▶ Your company name will be on 1,000 posters. Of which 250 will be sent to the Military bases in TX, LA, NM, and OK. The other 500 will be posted throughout the Dallas, Fort Worth and Arlington area.
- ▶ Your company can display their banner at the race.



# American Heroes Event

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## **Sponsorship levels**

Title ..... \$25,000  
Presenting..... \$15,000  
Stars..... \$10,000  
Stripes..... \$5,000  
Liberty..... \$2,500  
Freedom.....up to \$1,000

Mail to: It's About TIME Race Management  
4204 SW Green Oaks Blvd  
Suite 110  
Arlington, TX 76017

I am/we are unable to be a sponsor at this time, but enclosed is a donation of: \_\_\_\_\_

## **Sponsorship Information**

Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_

## **Sponsorship Agreement**

Level of sponsorship \_\_\_\_\_  
Name printed exactly as you want to be listed on all printed materials \_\_\_\_\_  
(Please email or send a diskette with a jpeg file or art file of your logo.)  
Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_  
Method of payment \_\_\_\_\_ Date of expected payment \_\_\_\_\_  
Credit card # \_\_\_\_\_ Expiration date \_\_\_\_\_  
Circle one    Visa    MC



# American Heroes Event

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**If you are in a position to help the American Heroes Event out by being an in-kind sponsor please let us know. Here are some ways you can sponsor this event by being an in-kind sponsor**

- ▶ **Donate services (printing, food, water, soda, fruit, tables, tents, massages, etc).**
- ▶ **Present a health or educational display (subject to race director's approval).**
- ▶ **Provide volunteers for the event.**
- ▶ **Provide coupons or promotional product for the runners at the race.**
- ▶ **Develop cross-promotional and/or tagged ads in print, radio, or TV (subject to race director's approval).**
- ▶ **Announce the event in your email, or on your web site, in your company calendar.**
- ▶ **Display brochures and posters in your retail store, company lunchrooms, or health facilities.**
- ▶ **Help implement a promotion for American Heroes Race (subject to race director's approval).**



# American Heroes Event

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## Participant Information

Participation level \_\_\_\_\_

Company name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Sponsor signature \_\_\_\_\_ Date \_\_\_\_\_

What materials would you like to donate and how many? Date of expected delivery

\_\_\_\_\_

Method of payment \_\_\_\_\_ Date of expected payment \_\_\_\_\_

Credit card # \_\_\_\_\_ Expiration date \_\_\_\_\_ VISA MC

Make checks payable to: It's About TIME Race Management 4204 SW Green Oaks Blvd. Suite 110  
Arlington, TX 76017

For more information, please call 817-478-0796

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# American Heroes Event

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## **Huey 091 Foundation:**

**Gary Lawson**

[www.huey091foundation.org](http://www.huey091foundation.org)

**Phone:** (214) 651-4307

901 Main Street Suite 4400

Dallas, TX 75202

Americas Huey 091 Foundation is a 501©(3) organization Tax  
ID# 36-4605639

## **Fort Worth Air Power Council**

[www.fortworthairpower.org](http://www.fortworthairpower.org)

Fort Worth Airpower Council:

Phone: (817)237-3999

P.O. Box 102017

Fort Worth, TX 76185

## **It's About TIME Race Management:**

[www.itsabouttimerm.com](http://www.itsabouttimerm.com)

**Mary Berger**

**Phone:** (817) 478-0796

## **Mailing Address:**

It's About Time Race Management

4204 SW Green Oaks Blvd. #110

Arlington, TX 76017

**Email:** [Maryberger@sbcglobal.net](mailto:Maryberger@sbcglobal.net)

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