



# HOMETOWN HEROES & WARRIOR WHEELS FESTIVAL

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## HOMETOWN HEROES & WARRIOR WHEELS FESTIVAL with HEROES BIKE GIVEAWAY

The Birdwell Foundation for PTSD & Warrior Wheels Foundation invite you to be a part of the HOMETOWN HEROES & WARRIOR WHEELS FESTIVAL. At this amazing first annual event we will honor our fellow veterans and first responders from all over Florida and beyond. Hosted by Sumter County Swap Meets and located in beautiful Bushnell Florida, we will spend three days December 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup>, with over 10,000 veterans, first responders and community members, honoring and remembering all those who serve our country and community. There will be an escorted "HONOR RIDE" to Florida National Cemetery, for the Recognition and Remembrance of all veterans & first responders past and present as well as the Pearl Harbor Memorial Wreath Laying. Visit the War On Terror & 9/11 Memorial Wall, brought to us by the Friends of the Marion County Veterans Park Foundation. Be a part of recognizing Veterans & First Responders from surrounding counties for their continued service and dedication to their community and culture, with the "Presentation of Heroes". But that's not all! Enjoy the Car-Jeep-Truck & Bike Show with Kickin Audio Contest. Get your chance to win the "Heroes Bike Giveaway" & "Mini Willys Jeep", December 4<sup>th</sup>. All this and more with the "Crisis Intervention Vehicle", that will be donated to the Birdwell Foundation for PTSD. As well there will be the "Surprise Truck Donation", donated to a deserving veteran or first responder.

You can be a part of this amazing event with over 900 vendors, swap meets, crafts, all wheels vehicle show, all while honoring and remembering our fellow veterans and first responders. Your involvement and sponsorship supports providing an opportunity for these veterans and first responders to be recognized and honored at the Hometown Heroes & Warrior Wheels Festival, while supporting those same heroes through the Birdwell Foundation for PTSD and Warrior Wheels Foundation. Your sponsorship will receive generous marketing and recognition over multiple platforms all across Florida and the United States. As well you will be able to SEE first hand as you

become a part of providing an opportunity to our veterans and first responders through the donated vehicles and treatment where NO ONE HEALS ALONE.

The Birdwell Foundation for Ptsd and Warrior Wheels Foundation thanks you for marking difference in our heroes lives.

### **Sponsorship Packages**

Receipt from Birdwell Foundation for PTSD 501c Organization Provided Upon Donation.

#### **Hometown Heroes & Warrior Wheels Festival Presenting Sponsor (\$10,000 Donation-1 Donor Maximum.)**

1. Recognition as presenting sponsor of event
2. First right of refusal for next year's event
3. Opportunity to speak at the opening ceremony and during the Crisis Intervention vehicle presentation
4. Inclusion in all marketing materials as presenting sponsor-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
5. Presenting sponsor banner on main stage of event and entrance
6. Inclusion in all social media marketing of promotion and event as presenting sponsor (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
7. Your company logo as presenting sponsor on the Birdwell Foundation for PTSD website Hometown Heroes & Warrior Wheels Festival "page" & hyper link to your company's website
8. Your company logo exclusively on one side of HEROES BIKE Trailer-1 year placement
9. Your company logo as community sponsor on "donated wrapped crisis intervention vehicle" presented with recognition at event presentation- 1 year placement
10. Your company logo as community sponsor on the "Truck Donation" that will be donated and given to a veteran or first responder through Warrior Wheels Foundation, with recognition during giveaway presentation – 1 year placement
11. Inclusion in all paid advertisement on all social media platforms of promotional video and marketing on Birdwell Foundation, Warrior Wheels Foundation digital platforms
12. You and your company logo placement in professionally filmed video as presenting sponsor
13. Mentions in podcasts in collaboration with industry partners as presenting sponsor
14. Acknowledgment at all upcoming Birdwell Foundation and Warrior Wheels Foundation events as presenting sponsor for main event
15. (30) Promotional shirts
16. (30) Tickets to win the Heroes Bike
17. (30) Tickets to win the Mini Willys Jeep

#### **Heroes Escort Sponsor (\$5,000 Donation-1 Donor Maximum.)**

1. Escort ride referred to as Warrior Wheels "HONOR RIDE" presented by "Your Company"
2. Inclusion in all marketing materials as escort sponsor-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
3. Opportunity to speak during the opening of the Honor Ride
4. Escort sponsor banner at starting location for "HONOR RIDE" & Heroes staging of area
5. Inclusion in all social media marketing of promotion and event as escort sponsor (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
6. Company logo as escort sponsor on the Birdwell Foundation for PTSD website Hometown Heroes & Warrior Wheels Festival "page" & hyper link to your company's website & registration links
7. Your company logo placement exclusively on one side of HEROES BIKE trailer -1 year placement
8. Your company logo placement as community sponsor on "Donation Truck" that will be donated and given to a veteran or first responder during event-1 year placement
9. Inclusion in all paid advertisement on all social media platforms of promotional video and marketing on Birdwell Foundation, Warrior Wheels Foundation digital platforms)
10. Company logo placement in professionally filmed video as Escort Sponsor
11. Mentions in podcasts in collaboration with industry partners
12. Acknowledgment at all upcoming Birdwell Foundation & Warriors Wheels events as escort sponsor
13. (20) Promotional shirts
14. (20) Tickets to win the Heroes Bike
15. (20) Tickets to win the Mini Willys Jeep

**HEROES BIKE SPONSOR (\$5,000 Donation-1 donor maximum)**

1. Heroes Bike referred to as Warrior Wheels Foundation HEROES BIKE GIVEAWAY presented by "Your Company"
2. Inclusion in all marketing materials as escort sponsor-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
3. Opportunity to speak during the Heroes Bike Giveaway presentation
4. Heroes Bike Giveaway sponsor banner by main stage of giveaway event
5. Inclusion in all social media marketing of promotion and event as escort sponsor (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
6. Company logo as Heroes Bike sponsor on the Birdwell Foundation for PTSD website Hometown Heroes & Warrior Wheels Festival and Heroes Bike Giveaway "page" & hyper link to your company's website & on registration links
7. Your company logo placement on "Back Door" of HEROES BIKE trailer – 1 year placement

8. Your company logo placement as community sponsor on “Donation Truck” that will be donated and given to a veteran or first responder during event-1 year placement
9. Inclusion in all paid advertisement on all social media platforms of promotional video and marketing on Birdwell Foundation, Warrior Wheels Foundation digital platforms)
10. Company logo placement in professionally filmed video as Heroes Bike sponsor
11. Mentions in podcasts in collaboration with industry partners
12. Acknowledgment at all upcoming Birdwell Foundation & Warriors Wheels events as escort sponsor
13. (20) Promotional shirts
14. (20) Tickets to win the Heroes Bike
15. (20) Tickets to win the Mini Willys Jeep

### **Honor Sponsor (\$2500-2 donors)**

1. Recognition as sponsor of Car-Jeep-Truck-Bike Show & Kickin Audio Contest
2. Your company sponsor banner at vehicle show
3. Opportunity to be a judge for any or all of the vehicle shows
4. Inclusion in all marketing materials-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
5. Inclusion in all social media marketing of promotion and event (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
6. Company logo placement on Heroes Bike Trailer (front panel)- 1 year placement
7. Inclusion on all paid advertisement on all social media platforms of promotional video on (Birdwell Foundation, Warrior Wheels Foundation, Warrior Line social media platforms)
8. Company logo placement on the Birdwell Foundation for PTSD website Hometown Heroes “page” & hyper link to your company’s website
9. Company logo placement in professionally filmed video
10. Mentions in podcasts in collaboration with industry partners
11. (10) promotion shirts
12. (10) Tickets to win the Heroes Bike
13. (10) Tickets to win the Minis Willys Jeep

### **Freedom Sponsor (\$1000-4 donor maximum)**

1. Inclusion on joint sponsor banner &, t-shirts

2. Inclusion in social media marketing of promotion and event (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
3. Company logo placement on Motorcycle Trailer -1 year placement
4. Inclusion in paid advertisement on all social media platforms of promotional video on (Birdwell Foundation, Warrior Wheels Foundation, Warrior Line)
5. Company logo placement on the Birdwell Foundation for PTSD website Hometown Heroes "page" & hyper link to your company's website
6. Your company logo placement in professionally filmed video
7. (5) promotional shirt
8. (5) Ticket to win the Heroes Bike
9. (5) Tickets to win the Mini Willys Jeep

**Courage Sponsor (\$500-10 donors maximum)**

1. Inclusion In joint sponsor backdrop banner, t-shirts,
2. Inclusion in social media marketing of of promotion and event (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms
3. Company logo placement on the Birdwell Foundation for PTSD website Hometown Heroes "page"
4. (5) promotional shirt
5. (5) Ticket to win the Heroes Bike
6. (5) Tickets to win the Mini Willys Jeep

-All sponsors will have VIP parking access & booth space at the event with the opportunity to have company promotional items.

-All sponsors will receive a personalized Honor Poster to honor a hero of your choosing at event

-All Checks may be made payable to Birdwell Foundation for PTSD

For more information contact Jason White @352-789-5909 or email  
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