



9.10.11

9\*11  
2011  
**PATRIOT DAY  
CELEBRATION**  
10 YEARS LATER



JOE NICHOLS

# 10TH ANNIVERSARY HONORING 9-11 SATURDAY, SEPT. 10, 2011

presented by



**"Arizona's Largest Ford Dealership"**

**Thank you** for considering to help **Friends of Freedom** raise money to benefit the Patriot Day Celebration - honoring the 10th anniversary of 9-11. This year's event benefits educational scholarships to the dependents and spouses of active-duty U.S. military personnel, with special emphasis given to those who lost a loved one in service to America. This year we are proud to present award-winning, Grammy-nominated singer, Joe Nichols as our headline musician.



Friends of Freedom, is a 501(c)(3) chartered foundation, pending nonprofit organization status. It is comprised of a team of business owner's, leaders of industry and everyday citizens dedicated to aiding and supporting our military family of active duty service members and veterans and the men and women first responders in our police, fire and emergency response team.

## ORGANIZATIONS BENEFITING FROM 2011 EVENT



Last year's 2nd Annual Patriot Day Celebration proved to be very successful with more than 3,000 citizens gathering to celebrate our heroes, their families and to salute our fallen soldiers. Approximately 3,000 blankets were collected for refugees in war torn Afghanistan delivered by signature sponsor, **American Airlines**. We were very fortunate to have 55 Corporate Sponsors, 7 National, 10 regional and 35 local vendors. Crocs Shoes Donated 700 pairs of shoes to Airmens and Afghan families. History was made when we landed a BlackHawk and Apache Longbow helicopter in a business district on a city street.

We hope you'll decide to **"Join the Troops"** and be a member of our sponsorship team. If you have any questions, please contact me by phone or email. Sponsorships are offered from \$50,000 to \$350, giving your company prominent visibility and recognition. Attached for your review a sponsorship package outlining the donation levels. Visit the official event website: **[www.patriotdayaz.org](http://www.patriotdayaz.org)**

## **EVENT OVERVIEW**

WHAT: 10th Anniversary honoring 9 -11 - 3rd Annual Patriot Day Celebration  
WHEN: Saturday, September 10, 2011 (9.10.11)  
WHERE: Paseo Highlands Park, 35th Ave & Pinnacle Peak Rd., Phoenix  
2 pm- 9 pm  
WHO: Hosted by Friends of Freedom  
RECIPIENTS: ThanksUSA, Fighter Country Foundation and 100 Club  
Scholarships Go To Benefit:

- Dependents and spouses of active-duty U.S. military personnel, with special emphasis given to those who lost a loved one in service to America.
- Families of Arizona National Guardsmen serving on active duty
- Families of Arizona Police and Firemen

COST: \$9.11. Food and drink available for purchase.  
COLLECTING: New or gently used blankets for Afghan refugees  
SITE: **[www.patriotdayaz.org](http://www.patriotdayaz.org)**  
EMAIL: [amy@sensationalevents.com](mailto:amy@sensationalevents.com)



Thank you for your support.

## SPONSORSHIP FORM

YES, I would like to help Friends of Fumar raises money to benefit educational scholarships to the dependents and spouses of active-duty U.S. military personnel.

- TITLE ENTERTAINMENT Sponsor: \$50,000**  
(1 sponsorship available)
- Be the **TITLE ENTERTAINMENT Sponsor!**
- Company logo prominently displayed on the sides of the stage /backdrop.
  - Company logo listed on all event collateral material promoting the event such as print media, PA announcements, email blasts, news releases, social media and link to your website listed on official event website.
  - 12 VIP Sky Box Tickets includes food & beverage/12 VIP Parking Passes
  - 20 Golden Circle Seats/20 Meet & Greet
  - 4 Autographed Guitars from musicians
  - 24 General Admission Tickets
- PRESENTING Sponsor: \$30,000**  
(1 sponsorship available)
- SOLD**
- Be the **PRESENTING Sponsor!**
- Company logo prominently displayed on the top of the stage roof.
  - Company logo listed on all event collateral material promoting the event such as print media, PA announcements, perimeter fencing, email blasts, news releases, social media and link to your website listed on official event website.
  - 10 VIP Sky Box Tickets includes food & beverage/10 VIP Parking Passes
  - 10 Golden Circle Seats/10 Meet & Greet
  - 2 Autographed Guitars from musicians
  - 20 General Admission Tickets
- RADIO/PUBLICITY Sponsor: \$20,000**  
(1 sponsorship available)
- Be the **RADIO/PUBLICITY Sponsor!**
- Your company will be the sponsor of all radio, print and outdoor billboards.
  - Tag line to include your company name
  - Company logo on all event collateral material promoting the event such as print media, email blasts, news releases, social media and link to your website listed on official event website.
  - 8 VIP Sky Box Tickets includes food & beverage/8 VIP Parking Passes
  - 20 General Admission Tickets
- FIREWORKS Sponsor: \$15,000**  
(1 sponsorship available)
- Be the **FIREWORKS Sponsor!**
- Company logo on all event collateral material promoting the event such as print media, email blasts, news releases, social media and link to your website listed on official event website.
  - 8 VIP Sky Box Tickets includes food & beverage/8 VIP Parking Passes
  - 20 General Admission Tickets
- VIP SKY BOX Sponsor: \$12,500**  
(1 sponsorship each)
- Be the **VIP SKY BOX Sponsor!**
- Company logo on all event collateral material promoting the event such as print media, email blasts, news releases, social media and link to your website listed on official event website.
  - 15 VIP Sky Box Tickets includes food & beverage/8 VIP Parking Passes
  - 20 General Admission Tickets
- \*\*\*\* GENERAL'S QUARTERS Sponsor: \$5,000**  
(5 sponsorships available)
- Lead the troops! Take charge as a GENERAL'S QUARTERS Sponsor!**
- Company logo on all event collateral material promoting the event such as print media, email blasts, news releases, social media and link to your website listed on official event website.
  - 4 VIP Sky Box Tickets includes food & beverage/6 VIP Parking Passes
  - 4 VIP Back Stage Passes
  - 10 General Admission Tickets
  - Display area located inside a tent includes: 1-6' table, 2 chairs and linen

**KIDS ZONE Sponsor: \$3,000**  
(10 sponsorships available)

**SOLD**

**COLONEL Sponsor: \$2,000**  
(6 sponsorships available)

**SOLDIER Sponsor: \$750**  
(10 sponsorships available)

**VENDOR: \$350**  
(10 sponsorships available)

**PATRIOT Donor:**

**IN-KIND Contribution:**

**Have fun - be the KIDS ZONE Sponsor!**

- Company logo on all event collateral material promoting the event such as print media, email blasts, news releases, social media and link to your website listed on official event website.
- 2 VIP Sky Box Tickets includes food & beverage/2 VIP Parking Passes
- 10 General Admission Tickets
- Display area located inside a tent includes: 1-6' table, 2 chairs and linen

**Be a patriot!**

- 20 X 20 tent
- Company logo and link to your website listed on official website
- 10 General Admission Tickets/4 Parking Passes
- Display area includes: 3-6' tables, 6 chairs and linen

**Make a difference and showcase at the event!**

- 10 X 10 tent
- 5 General Admission Tickets/1 Parking Pass
- Display area includes: 1-6' table, 2 chairs and linen

**Show your support and showcase at the event!**

- 5 General Admission Tickets/1 Parking Pass
- Display area located inside a tent includes: 1-8' table, 2 chairs and linen

**• Individual contributions**

Donation Amount: \_\_\_\_\_

Donated Item \_\_\_\_\_

Donation Value \$ \_\_\_\_\_

Donation Description \_\_\_\_\_

\_\_\_\_\_



**FRIENDS OF FREEDOM**, is a 501 3(c) non profit team of business owners, leaders of industry and everyday citizens dedicated to aiding and supporting our military family of active duty service members and veterans and the men and women first responders in our police, fire and emergency response teams. Our goal is to provide resources, networks and an occasional smile to those who serve the country protecting our Freedoms.

**EASY PAYMENT OPTIONS:**

- Mail your sponsorship form with sponsorship donation payable to FRIENDS OF FREEDOM
- Send to: Friends of Freedom/Fumar Cigars 2010 W. Parkside Lane #110, Phoenix, AZ 85027

Questions: David Haddad, Fumar Cigars @ 623-594-4020 | fumar@myexcel.com or  
Amy Petrovsky, Sensational Events @ 602-696-4646 | amy@sensationalevents.com

**Please make your tax deductible donation checks payable to  
(Friends of Freedom | pending nonprofit organization status. (EIN #80-0677409, ACC File # 16515203)**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

Cell: \_\_\_\_\_ Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make your donation payable to:

Friends of Freedom  
2010 W. Parkside Lane #110  
Phoenix, AZ 85027

# 2011 SPONSORS AND MEDIA PARTNERS



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