



The New Jersey Fallen Soldiers Foundation

A Non Profit New Jersey Organization



August 21, 2013

Call for Sponsors - Annual Fundraiser to Support N.J. Homeless Veterans and Their Families

Dear Corporate Recipient:

Did you know that 67,000 veterans are homeless on any given night? We invite your organization to be a part of a unique community engaging opportunity to change these statistics by supporting the needs of homeless veterans in New Jersey; living under bridges, abandoned buildings, and homeless encampments. We request your support so we can continue to provide several services for these men and women who defended our country and made extreme sacrifices to preserve our freedoms.

We will be holding our 8th annual fundraiser on Saturday, September 28th. This year we will be conducting a Casino Night at the Spring Brook Country Club, Morristown, NJ. We invite you to support our efforts and have enclosed a sponsorship guide with several options for you to consider. Please review and select one of the choices and become a part of a unique opportunity to make a difference and help to change the lives our neediest of veterans in a positive way.

Funding will go towards our programs in support of U.S. Armed Services men and women who have fallen on hard times and require services such as housing support, mental and medical healthcare, employment, legal assistance, PTSD counseling, VA benefits, Social Security and more. Funding will allow us to conduct our second annual stand down for homeless veterans. Our first Morristown Stand Down assisted nearly 150 homeless veterans from 13 counties in N.J. Stand Downs are events that are conducted nationwide and have helped tens of thousands of homeless veterans. Support organizations include the VA NJ Healthcare System, the U.S. Department of Labor, N.J. Health Services, N.J. Department of Military and Veteran Affairs, and several other federal, state and local agencies. This year's Morristown Stand Down will be held on November 8th and 9th at the Morristown Army National Guard Armory. For more information on Stand Downs visit the National Coalition for Homeless Veterans website at www.NCHV.org. We are a proud member of the NCHV.

Join us in demonstrating to your community of employees and customers how your organization is making a positive difference to end veteran homelessness by partnering with us to support our programs. The New Jersey Fallen Soldiers Foundation is a non-profit 501(c)(3), tax id number 34-2035122. We are an all volunteer organization and no one receives a salary or compensation. For more information on our programs and support for homeless veterans in New Jersey, please feel free to call or e-mail me. I can be reached at 973.920.0831 or tom@njfallensoldiers.org. We are happy to discuss your specific sponsorship needs.

Thank you for your anticipated support!

Yours faithfully,

Thomas D. Dresdner
President



Sponsorship Guide

Casino Night at Spring Brook Country Club

Morristown, NJ
September 28th, 2013

Our annual fundraiser in support of homeless veterans in New Jersey is a wonderful opportunity to bring business and community together for a philanthropic cause. Please help our homeless and at-risk veteran population to receive the resources and assistance needed to support a successful transition to self sufficiency. The wide range of free services include: medical and mental healthcare, housing, employment, legal, financial, social services and personal care.

No humanitarian effort of this magnitude is ever accomplished alone. Thanks to funding and in-kind donations companies like yours provided at our inaugural Morristown Stand Down, we served hot meals and distributed clothing, hygiene kits and care packages to nearly 150 veterans.

We need the support of community partner in business to join in producing this event. There are several options of sponsorship available to fit any organization's philanthropic budget:

Prizes

We are in need of prizes to give out to our guests. At the end of the evening chips will be converted to tricky tray tickets to give attendees a chance at winning prizes, similar to a trick tray. We are looking for businesses to contribute items such as: gift certificates, free golf outing, free night(s) at a hotel or resort, tickets to a sports event or concert, free products, a day at the spa, and more. Your company will be recognized at the prize table and when your prize is awarded.

Signage

Dining Signs (\$50) – Provide your logo and message, we'll print and place it on dining tables (8½ x11).
Banner (\$100) – Provide your company banner, we'll hang it around the room (any size).

Gaming Tables

Black Jack or Poker (\$250) – One 8½ x 11 sign; Place on the table in prominent view of players.
Roulette or Craps (\$350) – Same as Black Jack or Poker tables only fewer tables so more recognition.
Money Wheel (\$450) - Only one money wheel gives you maximum exposure at the gaming tables.

High Roller

High Roller (\$500) - Two 8½ x 11 signs (one at entrance table and one at roulette or craps table), company banner prominently displayed. Includes two complimentary tickets to the event.

Bank

The Bank (\$1,000) - Prominent position, everyone has to go to the Bank for chips. Your company's signage on easels in front of bank. Cashiers will wear your company's logo.

Entertainment Sponsor

Entertainment Sponsor (\$1,000), your banner on display and mention by the performers during each set plus signage on easel at entry area.

Event Sponsor

Event Sponsor (\$2,500) – Signage and banners throughout the event, the Bank, and 4 complimentary tickets.



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Major Event Sponsor

Major Sponsor (\$5,000) – Major event sponsorship includes: signage and banners throughout the room and every table, the Bank, recognition in our press release(s), and 8 complimentary tickets.