



V.E.H.



VETERANS AND EVERYDAY HEROES

DAY OF HEROES

BE THE HERO



OUR HEROES NEED

SPONSORSHIP PACKAGE

V-EH! DAY OF HEROES

WHAT IS VETERANS AND EVERYDAY HEROES

Veterans and Everyday Heroes (V-EH!) performs acts of kindness for veterans and first responders in need of support, to achieve or maintain mental and physical wellness.

These are everyday heroes – correctional officers, peace/police officers, firefighters, paramedics, nurses, 9-1-1 operators and members of the military; those committed to serving their communities and Canadians. Too often there are times when these everyday heroes could use some extra kindness in their day, particularly in the face of a diagnosis of an Operational/ Occupational Stress Injury (OSI), post-traumatic stress disorder or other mental health challenges.

Acting as a conduit, we deliver the collective kindness of OUR awesome community, to our heroes in need.

WHAT IS THE DAY OF HEROES

20 July, 2024, at Rocky's Harley Davidson, V-EH will be holding a fundraiser event. This event will be called "Day of Heroes" in recognition of all the veterans and first responders we support. The purpose of this event is to ensure we can raise enough funds to properly provide all the support our heroes need. Whether that is to help in a financial crisis, help pay for therapy that is not covered by either Veterans Affairs or WSIB, or purchase a much needed service dog for a veteran or first responder struggling with Post Traumatic Stress Disorder (PTSD).

On almost a daily basis, V-EH gets requests for support. This support is financially draining on our organization. We want to ensure that we never have to say no to a veteran or first responder that needs help. However, with so many requests coming through, it is very difficult to ensure that the funding is always available to guarantee the support that is needed can be fulfilled.

To ensure that we can meet the needs of our heroes, V-EH is holding the "Day of Heroes" fundraiser. Many plans are going forward to make this fundraiser highly beneficial. One of the main plans is for a motorcycle charity ride. With that said, we want to ensure that those that do not ride, also have an opportunity to partake in this event. Which is why we will have many other activities to enjoy and help raise further funds.

This Day of Heroes is bound to be an incredible way of not only showcasing our heroes, but the support that the community can provide for the heroes in need.

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WHAT IS THE PLAN FOR DAY OF HEROES

One of the main activities is a 100km motorcycle ride. This ride will leave Rocky's Harley Davidson and travel through the area with three stops at different Royal Canadian Legions and finishing up back at Rocky's. It will be a "poker run" style ride allowing the riders and passengers to potentially win some prizes for the best poker hand.

We fully understand that not everyone will want to, or can do the ride, which is why we are planning on having other activities to run concurrently. These activities will include a motorcycle stunt show, a vendor's market, 50-50 draws, a silent auction, food trucks, and other games and audience participation activities.

To help promote the veteran and first responder community, the vendor's market will be exclusively reserved for veteran and first responder owned businesses. There are so many of these types of businesses out there that not only are owned and operated by our heroes, but also work to support our heroes in need.

To help end the day off by mixing all the riders and non-riders back together, we are planning a concert with a live band or two to wrap everything up nicely. Riders and non-riders will be able to mingle and continue to support our veterans and first responders while listening to great music, and possibly enjoying a couple refreshments from New Ontario Brewery (veteran owned and operated) that have been made specifically for V-EH.

This will be a jam-packed day that provides an incredible opportunity for the community to come together and support all of our heroes.

WHAT HAVING SPONSORS WILL DO FOR TO THE EVENT

Sponsors of Day of Heroes are crucial to making this event as successful as it can be. Without Sponsors, this event will be drastically diminished. Funding received by V-EH is constantly having to be utilized to support veterans and first responders in need. This fact does not allow our organization to maintain funds required to hold special events like this. Supporting our heroes when they need us comes first and foremost above anything else.

Can we pull off an event to help raise money for veterans and first responders without sponsors? Yes. Will the event be as successful? Not even close. Having dedicated sponsors will ensure that this event will be able to generate the funds required to help our heroes.

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WHERE SPONSORSHIP FUNDS WILL GO

There are many areas that require the funding needed from sponsors. Listed below are just a few of the areas.

1. Tent rental - \$7,400 approx
 - a. To ensure that rain or shine this event can be enjoyed, we want to secure a large tent to hold the concert and potentially all the vendors.
2. Bands - \$7,200 - \$25,000 (per band)
 - a. What is a concert without a band? Just a large group of people standing around. Quality bands that can bring in an audience are not cheap.
3. Stage/lighting/Audio - \$2,000 - \$12,000 (Band dependent)
 - a. You can't see or hear a band without a raised platform, lighting, and audio.
4. Marketing and signage - \$10,000
 - a. Posters, banners, event signage, event specific material, route markers (for the ride), and advertising on traditional media.
5. Permits and Insurance - \$1,500
 - a. Governments like to get their money from permits, and we want to make sure that should anything unfortunate happen, we are fully covered.
6. Entertainment - \$5,500
 - a. A huge draw at any event is quality entertainment.
7. Prizes and draw items - \$5,000
 - a. While some prizes and draw items can be sourced through donations, larger prizes and draw items will need to be purchased.

These are some of the major areas we need the support of sponsors. Any funds remaining after event expenses have been paid will go directly to helping the veterans and first responders get the support they need.

V-EH! DAY OF HEROES

HOW WILL SPONSORS BE RECOGNIZED FOR THEIR SUPPORT

V-EH knows that without the support of sponsors, Day of Heroes will not be as successful as it could be. Which is why we propose to have many ways to recognize those sponsors. Please see below our suggested table of sponsorship levels to help you determine how you would like to sponsor. **Sponsorship Commitment Deadline: 20 April 2024.**

SPONSORSHIP BENEFITS	Bronze level \$100- \$499	Silver Level \$500- \$999	Gold Level \$1,000- \$2,499	Platinum Level \$2,500- \$4,999	Diamond Level >\$5,000
Collaboration on Customized Sponsorship Package					
Logo on event signage and printed advertising material					
Sponsorship Recognition during public speaking engagements					
10 Tickets to Day of Heroes Concert					
Dedicated Logo space on the sponsorship webpage with link to website					
Social Media Promotion (Facebook, Instagram, TikTok, LinkedIn)					
Dedicated Logo Space on Day of Heroes T-Shirt					
V-EH! Sponsorship Certificate of Appreciation					

If you wish to become an event sponsor or have any questions about being a sponsor, please contact:

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 519-777-9719

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