



COAST GUARD FOUNDATION

CORPORATE PARTNERSHIP OPPORTUNITIES | 2022



WE ARE THE COAST GUARD FOUNDATION

For more than 50 years, the Coast Guard Foundation has been a vital partner of the United States Coast Guard, assisting the service and its members through the toughest challenges confronting our heroes and their families.

The Foundation's work strengthens the entire community. Through close collaboration with Coast Guard leadership, our investments support families, bolster unit morale, honor the Coast Guard's service at the national level, and more.

Since our founding in 1969, we've provided more than \$80 million in services to Coast Guard members and their families. The Coast Guard Foundation ensures Coast Guard members are always ready, and their families are taken care of while their loved ones serve our country.

Thanks to our generous partners, the Coast Guard Foundation has:

- Funded \$45 million in education initiatives, helping thousands within the Coast Guard community—members, spouses, and children—achieve their dreams of higher education
- Awarded more than 17,500 grants to Coast Guard members for college tuition or professional training, enhancing their duties and setting them up for success after their service ends
- Invested \$25 million in fitness and wellness services for Coast Guard members' physical and mental health
- Provided nearly \$2 million in emergency support for members and their families impacted by natural disasters

The brave men and women of the Coast Guard sacrifice so much to serve our nation. The Coast Guard Foundation is committed to providing all members and their families the resources they need to build resilience throughout their lives when it's needed most.



ANNUAL SPONSORSHIPS

The Coast Guard Foundation offers corporations a unique opportunity to align with our strong core values in support of the men and women of the U.S. Coast Guard and their families, and increase your company's visibility nationwide. Become an Anchor Sponsor with an annual commitment that gives your company year-round exposure with the opportunity to also be recognized and take part in key events.

Our Anchor Sponsors can take pride in knowing that, beyond the impactful return on investment for your company, you are also providing essential support for the Foundation. The following levels offer the ability to partner in a variety of ways. Packages can be customized to meet your corporate and philanthropic objectives. All anchor sponsors who designate at least \$10,000 of their sponsorship towards a full mission gift will also be included in the Chairman's Circle.

ANCHOR SPONSORSHIPS ►

■ PLATINUM LEVEL: \$100,000

- Ability to designate funds towards event and program sponsorships and receive the associated benefits with selected level(s) (detailed on pages 4–9)
- Sponsor spotlight on the Coast Guard Foundation's website, which will include your logo with a link to your company's website, and information about your company's commitment to support the Foundation
- An interview with your spokesperson posted on our website and across our social media channels (YouTube, LinkedIn, Facebook, etc.)
- Logo recognition on related promotional materials as an Anchor Sponsor
- Inclusion in an annual Anchor Sponsor press release and media publication
- Honorary 2022 merit scholarship in sponsor's name

■ GOLD LEVEL: \$75,000

- Ability to designate funds towards event and program sponsorships and receive the associated benefits with selected level(s) (detailed on pages 4–9)
- Logo recognition on Corporate Partners page on the Coast Guard Foundation's website as an Anchor Sponsor
- Logo recognition on related promotional materials as an Anchor Sponsor
- Inclusion in an annual Anchor Sponsor press release and media publication
- Honorary 2022 merit scholarship in sponsor's name

■ SILVER LEVEL: \$50,000

- Ability to designate funds towards event and program sponsorships and receive the associated benefits with selected level(s) (detailed on pages 4–9)
- Logo recognition on Corporate Partners page on the Coast Guard Foundation's website as an Anchor Sponsor
- Logo recognition on related promotional materials as an Anchor Sponsor

BECOME A MEMBER OF THE CHAIRMAN'S CIRCLE ►

■ \$10,000 +

With a minimum commitment of a \$10,000 full mission gift annually, your organization will be recognized as a member of the Chairman's Circle and receive the following benefits:

- Recognition of your company's President/CEO as a member of the Chairman's Circle as part of a full-page advertisement in an industry publication and press release
- Recognition of your company on the Coast Guard Foundation's website and social media platforms (LinkedIn, Facebook, Instagram, etc.)
- Access to the Coast Guard Foundation logo and brand for inclusion in your company's own social media efforts
- Recognition in the Coast Guard Foundation annual report and newsletters

All Anchor Sponsors who designate at least \$10,000 of their sponsorship donation towards a full mission gift will be included in the Chairman's Circle.

FULL MISSION SUPPORT

The Coast Guard Foundation is able to execute its mission thanks to committed supporters who trust us to faithfully steward their gifts. Gifts that fund our full mission allow us the flexibility we need to adapt to the Coast Guard's most pressing needs.

We are committed to getting all members and their families the resources they need to build resilience throughout their lives when it's needed most. Take pride in knowing you are investing in a strong future for the men and women of the Coast Guard and their families, and assisting these heroes tackle the toughest challenges confronting them.

With a minimum commitment of a \$10,000 full mission gift annually, your organization will be recognized as a member of the Chairman's Circle and receive benefits associated with that program (see page 2).

I SUPPORT A PROGRAM FOR COAST GUARD MEMBERS AND FAMILIES

Our team can work with your organization to achieve the greatest impact on the Coast Guard community — and for your organization — by identifying specific opportunities in your area or nationwide. Here are a few examples:

EMERGENCY ASSISTANCE ▶ Support programs that provide immediate financial assistance and resources to members following a natural disaster, and to families of those lost in the line of duty.

WORKFORCE DEVELOPMENT ▶ Sponsor classes that provide Coast Guard members the ability to earn Merchant Mariner and other credentials, gaining advanced knowledge in their fields. Naming and recognition opportunities available for full class sponsorships.

SCHOLARSHIP PROGRAMS ▶ Sponsor one of our scholarship programs for enlisted members, spouses or children. Named scholarships available at specific levels.

UNIT ASSISTANCE ▶ Sponsor projects that improve the health and morale of Coast Guard members and families at specific locales. These include workout and recreation gear, and community improvements, many with naming or recognition opportunities such as ribbon cutting events and press and social media exposure.



LIVESTREAMED EVENTS

HEROES OF THE COAST GUARD BROADCAST ►

STREAMING LIVE SEPTEMBER 2022

The Heroes of the Coast Guard broadcast offers the incredible opportunity to showcase your support of the men and women of the U.S. Coast Guard and their families to a potential reach of one million viewers. Past audience members have tuned in to this exciting and engaging program from all over the United States and internationally.

Participants in the inaugural Heroes of the Coast Guard event in 2021 included well-known actor, author and Armed Forces advocate Gary Sinise; Commandant of the U.S. Coast Guard Karl Schultz; Vice Commandant Linda Fagan; Master Chief Petty Officer of the Coast Guard Jason Vanderhaden; and key members of the Coast Guard Foundation. The event also featured behind-the-scenes stories of bravery and action-packed rescues directly from the men and women who remain 'always ready' to serve.

Sponsors have a variety of ways to partner with the Foundation to bring these heroic stories into the homes and offices of a diverse audience:

■ PRESENTING SPONSOR: \$25,000

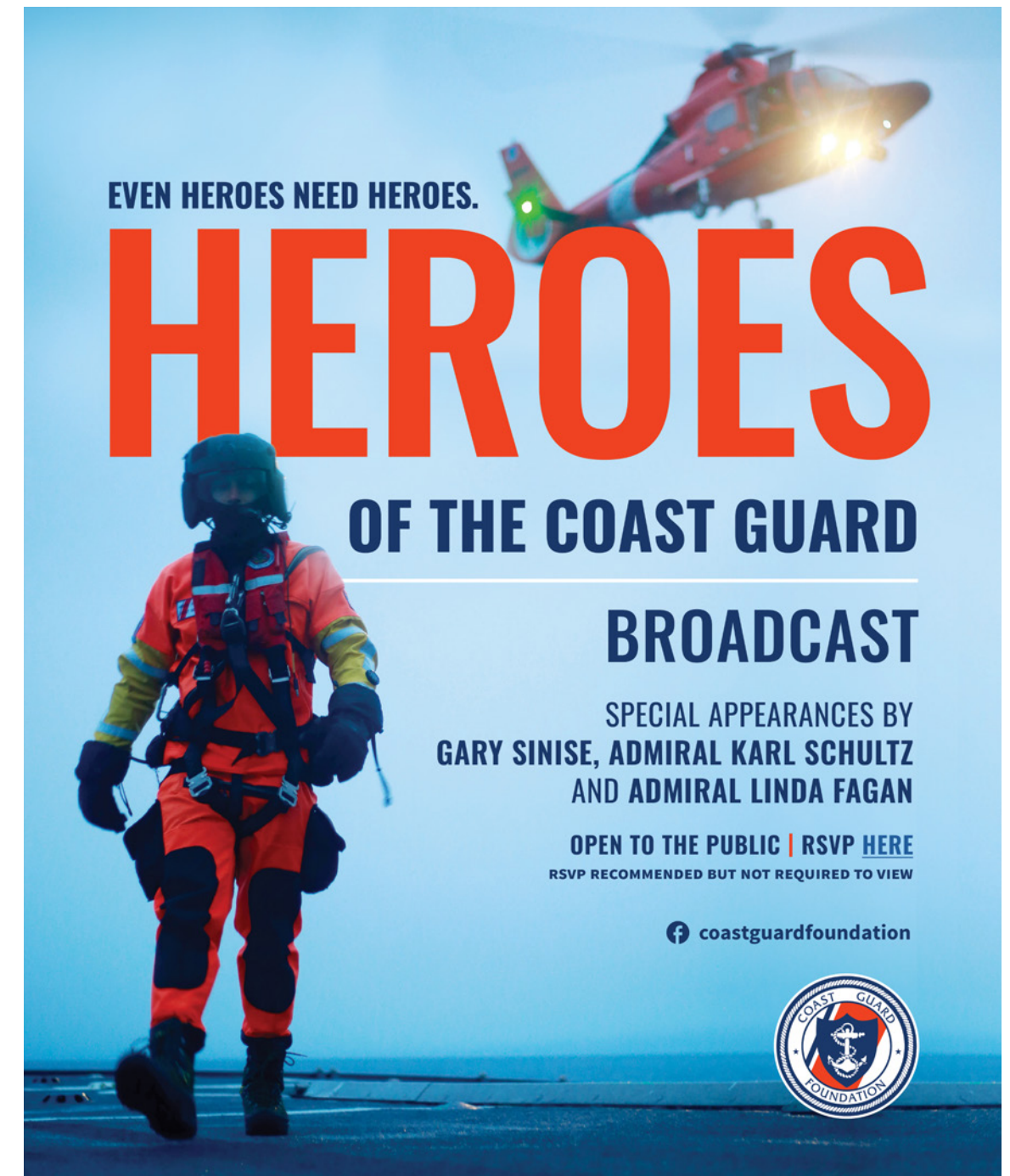
- Top billing as the Presenting Sponsor on all event marketing materials, press materials, event webpage, social media posts and promotional emails
- 30-second video promo played during the broadcast
- Sponsor spotlight in pre-event emails, which will include your logo with a link to your company's website
- Recognition through logo placement and verbal acknowledgment during the broadcast
- Inclusion of logo on the 2022 Corporate Partners page on the Foundation's website

■ SEGMENT SPONSOR: \$10,000

- A dedicated image promo played during the broadcast
- Logo placement on digital marketing pieces and pre-event communications for the broadcast
- Logo recognition during the broadcast
- Inclusion of logo on the 2022 Corporate Partners page on the Foundation's website

■ CONTRIBUTING SPONSOR: \$5,000

- Logo recognition during the broadcast
- Inclusion of logo on the 2022 Corporate Partners page on the Foundation's website



2021 EVENT POSTER

LIVESTREAMED EVENTS

INDUSTRY SPOTLIGHT SPEAKER SERIES ►

First launched in 2021, the Coast Guard Foundation's Industry Spotlight Speaker Series offers sponsors unparalleled access to open and in-depth conversations with defense and maritime industry executives, government professionals and Coast Guard leadership. Moderated by Jeanne Meserve, Emmy Award-Winner and former anchor and correspondent for CNN and ABC News, the Speaker Series also offers an excellent opportunity to position your company's representative as an expert thought leader on topics of interest to government and industry.

This exclusive Series is designed to bring together industry leaders for engaging discussions on issues of importance to the Coast Guard and its partners. The Series assembles an expert panel for dynamic conversations about the industry's biggest challenges. To promote the Series and its sponsors, the Foundation uses its website and LinkedIn, and sends more than 1,800 personal email invitations to industry and government executives. Past attendees have consisted of C-suite level executives tuning in and participating in the 'real-time' Q&A session.

Become a part of the conversation and join as a sponsor:

PRESENTING SPONSOR: \$25,000

- Recognition as lead sponsor during each event in the Series
- 15-second video promo played at the opening of each event in the Series
- Opportunity to develop a topic for one of the events in the Series (dependent on timing of sponsorship and at the discretion of the Coast Guard Foundation)
- Your spokesperson included on one panel in the Series (if applicable and at the discretion of the Coast Guard Foundation)
- Inclusion of logo on the 2022 Corporate Partners page on the Foundation's website
- Logo placement on digital marketing pieces for all Series events

TOPIC SPONSOR: \$10,000

- Opportunity to develop a topic for one of the events in the Series (dependent on timing of sponsorship and at the discretion of the Coast Guard Foundation), or sponsor an already existing event in the Series
- Your spokesperson included on one panel in the Series (if applicable and at the discretion of the Coast Guard Foundation)
- 15-second video promo played during one event in the Series
- Recognition during one event in the Series
- Inclusion of logo on the 2022 Corporate Partners page on the Foundation's website
- Logo placement on digital marketing pieces for one event in the Series

CONTRIBUTING SPONSOR: \$5,000

- Recognition during one event in the Series
- Inclusion of logo on the 2022 Corporate Partners page on the Foundation's website
- Logo placement on digital marketing pieces for one event in the Series

[Click here to view the events from the Foundation's 2021 Industry Spotlight Speaker Series.](#)



TRIBUTE DINNERS

TRIBUTE TO THE COAST GUARD EIGHTH DISTRICT

FRIDAY, MARCH 11, 2022 | 6:30 P.M.

THE NATIONAL WWII MUSEUM | NEW ORLEANS, LOUISIANA

| DINNER SPONSOR: \$50,000

- Two tables of eight with prominent placement (16 seats total)
- Two seats at Chairman's Table
- Sponsor gift presentation on stage during event
- Acknowledgment during speaking program
- Logo recognition at event
- Prominent full-page tribute ad in digital program

| COCKTAIL RECEPTION SPONSOR: \$25,000

- One table of eight with priority seating
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| DESSERT & DANCING SPONSOR: \$25,000

- One table of eight with priority seating
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| DEFENDER SPONSOR: \$15,000

- One table of eight with preferential seating
- Logo recognition at event
- Full-page tribute ad in digital program

| GUARDIAN SPONSOR: \$10,000

- One table of eight
- Half-page tribute ad in digital program

| RESCUER SPONSOR: \$5,000

- One table of eight
- Acknowledgment listing in digital program

| INDIVIDUAL TICKET: \$625

- One ticket to the dinner

TRIBUTE TO THE COAST GUARD SEVENTH DISTRICT

FRIDAY, APRIL 22, 2022 | 6:30 P.M.

MARRIOTT HARBOR BEACH RESORT | FORT LAUDERDALE, FLORIDA

| DINNER SPONSOR: \$50,000

- One table of eight with prominent placement
- Sponsor gift presentation on stage during event
- Acknowledgment during speaking program
- Logo recognition at event
- Prominent full-page tribute ad in digital program

| COCKTAIL RECEPTION SPONSOR: \$25,000

- One table of eight with priority seating
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| DESSERT RECEPTION SPONSOR: \$25,000

- One table of eight with priority seating
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| DEFENDER SPONSOR: \$15,000

- One table of eight with preferential seating
- Logo recognition at event
- Full-page tribute ad in digital program

| GUARDIAN SPONSOR: \$10,000

- One table of eight
- Half-page tribute ad in digital program

| RESCUER SPONSOR: \$5,000

- One table of eight
- Acknowledgment listing in digital program

| INDIVIDUAL TICKET: \$500

- One ticket to the dinner

TRIBUTE DINNERS

TRIBUTE TO THE COAST GUARD IN OUR NATION'S CAPITAL

TUESDAY, JUNE 7, 2022 | 6:00 P.M.

NATIONAL BUILDING MUSEUM | WASHINGTON, D.C.

| DINNER SPONSOR: \$50,000

- One table of eight with prominent placement
- Four invitations to Chairman's Reception
- Sponsor gift presentation on stage during event
- Logo recognition at event
- Prominent full-page tribute ad in digital program

| COCKTAIL RECEPTION SPONSOR: \$35,000

- One table of eight with priority seating
- Two invitations to Chairman's Reception
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| DESSERT RECEPTION SPONSOR: \$35,000

- One table of eight with priority seating
- Two invitations to Chairman's Reception
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| SHIELD OF FREEDOM SPONSOR: \$25,000

- One table of eight with preferential seating
- Two invitations to Chairman's Reception
- Logo recognition at event
- Full-page tribute ad in digital program

| DEFENDER SPONSOR: \$15,000

- One table of eight
- Half-page tribute ad in digital program

| GUARDIAN SPONSOR: \$10,000

- Two seats with preferential seating
- Acknowledgment listing in digital program

| INDIVIDUAL TICKET: \$1,000

- One ticket to the dinner

ALASKA AWARDS DINNER

TUESDAY, AUGUST 23, 2022 | 6:00 P.M.

THE HOTEL CAPTAIN COOK | ANCHORAGE, ALASKA

| SHIELD OF FREEDOM SPONSOR: \$25,000

- One table of eight with prominent placement
- Four invitations to Director's Reception
- Sponsor gift presentation on stage during event
- Logo recognition at event
- Prominent full-page tribute ad in digital program

| DEFENDER SPONSOR: \$15,000

- One table of eight with priority seating
- Two invitations to Director's Reception
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| GUARDIAN SPONSOR: \$10,000

- One table of eight with preferential seating
- Logo recognition at event
- Full-page tribute ad in digital program

| RESCUER SPONSOR: \$5,000

- One table of eight
- Half-page tribute ad in digital program

| SHIPMATE SPONSOR: \$3,500

- One table of eight
- Acknowledgment listing in digital program

| INDIVIDUAL TICKET: \$425

- One ticket to the dinner

TRIBUTE DINNERS

NEW YORK SALUTES THE COAST GUARD

THURSDAY, OCTOBER 6, 2022 | 6:00 P.M.
PIER SIXTY | NEW YORK, NEW YORK

| DINNER SPONSOR: \$50,000

- One table of eight with prominent placement
- Sponsor gift presentation on stage during event
- Logo recognition at event
- Prominent full-page tribute ad in digital program

| COCKTAIL RECEPTION SPONSOR: \$35,000

- One table of eight with priority seating
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| SHIELD OF FREEDOM SPONSOR: \$25,000

- One table of eight with preferential seating
- Logo recognition at event
- Full-page tribute ad in digital program

| DEFENDER SPONSOR: \$15,000

- One table of eight
- Half-page tribute ad in digital program

| GUARDIAN SPONSOR: \$12,500

- One table of eight
- Acknowledgment listing in digital program

| INDIVIDUAL TICKET: \$1,250

- One ticket to the dinner

TEXAS SALUTES THE COAST GUARD

FRIDAY, NOVEMBER 4, 2022 | 6:00 P.M.
HOUSTON MARRIOTT MARQUIS | HOUSTON, TEXAS

| DINNER SPONSOR: \$50,000

- One table of eight with prominent placement
- Four invitations to Chairman's Reception
- Sponsor gift presentation on stage during event
- Logo recognition at event
- Prominent full-page tribute ad in digital program

| COCKTAIL RECEPTION SPONSOR: \$25,000

- One table of eight with priority seating
- Two invitations to Chairman's Reception
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| DESSERT RECEPTION SPONSOR: \$25,000

- One table of eight with priority seating
- Two invitations to Chairman's Reception
- Acknowledgment during speaking program
- Logo recognition at event
- Full-page tribute ad in digital program

| SHIELD OF FREEDOM SPONSOR: \$20,000

- One table of eight with preferential seating
- Two invitations to Chairman's Reception
- Logo recognition at event
- Full-page tribute ad in digital program

| DEFENDER SPONSOR: \$15,000

- One table of eight with preferential seating
- Logo recognition at event
- Full-page tribute ad in digital program

| GUARDIAN SPONSOR: \$10,000

- One table of eight
- Half-page tribute ad in digital program

| RESCUER SPONSOR: \$6,500

- One table of eight
- Acknowledgment listing in digital program

| INDIVIDUAL TICKET: \$1,000

- One ticket to the dinner

GOLF TOURNAMENTS

NEW YORK/NEW JERSEY SCHOLARSHIP GOLF TOURNAMENT

MONDAY, MAY 16, 2022 | 7:00 A.M.
SOUTH SHORE GOLF COURSE
STATEN ISLAND, NEW YORK

| UNDERWRITER SPONSOR: \$10,000

- Golfing package for eight players
- Two hole sponsorships
- Acknowledgment during speaking program
- Commemorative plaque

| LEADERSHIP SPONSOR: \$5,000

- Golfing package for four players
- Hole sponsorship
- Commemorative plaque

| SCHOLARSHIP SPONSOR: \$2,500

- Golfing package for four players
- Hole sponsorship

| FOURSOME: \$1,200

- Golfing package for four players

| HOLE SPONSOR: \$1,000

- Company name displayed on signage at sponsored hole

| INDIVIDUAL GOLFER: \$400

WASHINGTON, D.C. AREA SCHOLARSHIP GOLF TOURNAMENT

MONDAY, MAY 23, 2022 | 7:00 A.M.
ARMY-NAVY COUNTRY CLUB | FAIRFAX, VIRGINIA

| UNDERWRITER SPONSOR: \$10,000

- Golfing package for six players*
- Hole sponsorship
- Acknowledgment during speaking program
- Commemorative plaque

| SHIRT/JACKET SPONSOR: \$7,500

- Company name/logo on golf shirt or jacket which is provided to every participant

| DOUBLE EAGLE SPONSOR: \$7,500

- Golfing package for six players*
- Hole sponsorship
- Commemorative plaque

| EAGLE SPONSOR: \$4,500

- Golfing package for three players*
- Hole sponsorship
- Commemorative plaque

| LUNCH SPONSOR: \$4,000 (2 AVAILABLE)

- Recognition at lunch and in program

| SWAG BAG SPONSOR: \$3,500

- Golf balls, a poker chip and divot repair tool with company logo
- Recognition in program

| BEVERAGE CART SPONSOR: \$2,500 (2 AVAILABLE)

- Advertisement on the beverage cart
- Recognition in program

| TOURNAMENT PRIZE SPONSOR: \$2,500

- Tournament prizes for winning foursomes

| BIRDIE SPONSOR: \$2,500

- Golfing package for three players*

| BREAKFAST SPONSOR: \$2,000 (2 AVAILABLE)

- Recognition at breakfast and in program

| AT THE TURN SPONSOR: \$1,500

- Signage at the snacks station provided midway

| HOLE SPONSOR: \$1,500

- Sponsorship of one hole with signage

| INDIVIDUAL GOLFER: \$800

**Individual Coast Guard members are placed with teams of three.*

