



Dear Sponsor,

October 1, 2017

When a member of the United States Armed Forces dies in the line of duty, several things happen in a short period of time. The body is transported to a military facility and prepared for return to the U.S., accompanied by a military escort. A member of a special military unit personally notifies the parents and spouse of the deceased. Typically, within two weeks of the service member's death, a military funeral is conducted, at which the family receives the thanks of a grateful nation and the folded American flag that covered the casket. The family members return to their homes and begin the ordeal of coping with the loss of their loved one for the rest of their lives.

Within months of their loss, families begin to realize that those who surrounded them in their grief have returned to their own priorities. This scenario has played out thousands of times among American families since our nation began. The only remaining belief they can hold onto is that their loved one somehow not be forgotten.

Beginning in April 2018 Honor and Remember Inc. will initiate America's Run for the Fallen, one of the most comprehensive fallen military tribute events ever organized. The Run will call attention to and specifically honor the men and women who have died during the War on Terror, beginning with the USS Cole Oct 12, 2000. A rotating core team of more than 400 active duty military and civilian members from throughout the nation will embark on a 19 state, 6,000 mile journey to honor every fallen service member, numbering nearly 20,000. Each mile of the route will be dedicated to specific heroes and their families, based on their chronological date of death. This convoy of runners will receive local and national media attention every day as we travel.

Teams will be carrying a full size American Flag, Honor and Remember Flag and Honor and Sacrifice Flag along with fallen hero information, and will stop at one mile intervals where a pre-staked "Hero Marker" is placed. There they will deliver a short ceremonial tribute to those heroes for waiting Gold Star family members, friends, comrades and patriots. Covering approximately 50 miles per day, each day will conclude with an organized ending ceremony at planned stopping points in local towns and communities. The goal of the event is to create a memorial trail across America recognizing every service member who died while serving or as a result of serving, calling every name out loud along the way.

We are seeking special partnerships with corporate sponsors and in-kind donors to help offset the cost of critical expenses and to assist in providing support, hope and healing to those who grieve the military death of a loved one. In concert with any other veteran or military outreach you participate in this may be an easy one to consider adding fallen military and their families on a national level.

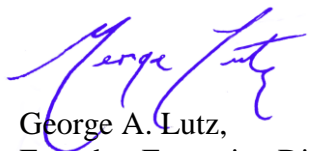
Our attached budget covers most of what we need including nutritional items, accommodations, printing, running gear and supplies etc. for the core run team, support staff, escorts and Gold Star families. We need your help large or small. This is a mission that affects every American citizen please seriously consider participating with us in this important cause. The needs for this undertaking are enormous and the rewards immeasurable.

Join us in a once in a lifetime experience, honoring every fallen service member and their family since the War on Terror began. We want every organization who supports our military to be aware of this event and to participate at any level. We need help organizing, finding runners, daily ceremonies, standing at hero markers, communicating to families and much more. Visit www.runforthe fallen.org for comprehensive information.

This is a national event whose sole purpose is the individual and collective tribute of every hero. It will gather major momentum as it progresses and should affect the patriotism of every American.

Please look over our physical and financial needs and consider how you could play a role in the success of this comprehensive tribute journey. If necessary would you or your staff be available for me to share our vision and open a dialogue to explore a future relationship? Would love to discuss your participation.

Respectfully



George A. Lutz,
Founder, Executive Director
Father, George Anthony Lutz II ~ 29 Dec 2005 ~ Iraq



America's Run for the Fallen

IN-KIND Sponsorship

www.runforthefallen.org

- **HOTEL SPONSOR** - \$120,000 or In-Kind – Commitment to be determined.
- **FUEL SPONSOR** - \$25,000 or In-Kind – Logo on all related materials.
- **APPAREL SPONSOR** - \$25,000 or In-Kind – Logo on all related materials.
- **SHOE SPONSOR** - \$40,000 or In-Kind – Logo on all related materials.
- **GROCERY SPONSOR** - \$12,000 or In-Kind – Logo on all related materials.
- **U.S. FLAG SPONSOR** – \$20,000 or In-Kind - Logo on all related materials.
- **PERSONALIZED FLAGS FOR FAMILIES SPONSOR** – \$45,000 Logo on all related materials. Sponsorship listed on certificates to families.
- **OTHER DESIGNATED AMOUNT** \$ _____

Check off your Sponsorship Level above & fill out the form below.

Sponsor Name : _____

Address : _____

City, State, Zip: _____

Phone: _____ Email Address: _____

Sponsors please send Hi-Rez logo artwork: run2018@honorandremember.org
Make checks payable to **Honor and Remember, Inc.** c/o **Run for the Fallen.** (757)504-4722.

Checks may be mailed to: Honor and Remember, Inc., PO Box 16834, Chesapeake, VA 23328. All donations collected above the needed expenses will be used to further the national mission of Honor and Remember, to perpetually recognize the sacrifice of our military fallen heroes and their families, a 501(c)(3) charitable organization. EIN 41-2277283.



America's Run for the Fallen *General Sponsorship*

www.runforthefallen.org

- **GOLD SPONSOR** - \$5,000 Minimum – Logo on all related materials.
- **SILVER SPONSOR** - \$2,500 Minimum – Logo on all related materials.
- **BRONZE SPONSOR** - \$1000 Minimum – Logo on all related materials.
- **BLUE SPONSOR** - \$500.00 – Logo on all related materials.
- **PATRIOT SPONSOR** - \$200.00 – Logo on all related materials.
- **FRIEND SPONSOR** - \$100.00 - – Logo on all related materials.
- **OTHER DESIGNATED AMOUNT** \$ _____
- **I would also like to sponsor a mile or runner** - _____
for # _____ miles for \$ _____ per mile. For a total of _____

Check off your Sponsorship Level above & fill out the form below.

Sponsor Name : _____

Address : _____

City, State, Zip: _____

Phone: _____ Email Address: _____

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