

VFW and AMERICAN LEGION

A military helicopter is shown in flight, silhouetted against a bright, hazy sky. Below it, five soldiers in full combat gear stand in a line, looking towards the helicopter. The background is a large, waving American flag.

**AMERICA'S
250TH
ANNIVERSARY**

★ THIS WE'LL DEFEND ★

JULY 4TH • 2:50 PM

VFW POST 4709

1303 W. SEMANDS AVE • CONROE, TX 77301

**LIVE BAND
CORNHOLE TOURNAMENT
FREE HOT DOGS
SILENT AUCTIONS
DOOR PRIZES
GAMES AND PRIZES FOR KIDS**

SHOW UP. STAND TOGETHER.

The VFW Post 4709 and the American Legion in Conroe, Post 411 501(c)19, non-profit veteran's service organizations have partnered to bring America's 250th Anniversary celebration to the community. We are seeking sponsors to help with the cost of this event. We have several sponsorships levels and ways you or your organization can help and be part of this event.

Co-Sponsor - \$5,000 (2 available)

There is only (2) Two co-sponsors of the event. The co-sponsor will receive the following for their donation:

- The event will be re-branded to be the America's 250 Anniversary presented by The VFW and American Legion in Conroe Sponsored by [your organization].
- On air interview at the event on K-Star Country radio
- 50ea :30s radio advertisements and print advertising that will bear your organization's name or logo as appropriate. This includes all event signage and t-shirts.
- A reserved picnic table for you and your guests (max 6 ppl). You will be able to display your organization's information, or you may elect to bring a 10x10 booth and display there.
- 6 ea. (large) America's 250 Anniversary t-shirts.
- Public presentation of appropriate Appreciation award by the post commander.
- Desk display for your organization, "We support our local VFW Post 4709 or American Legion, Post 411."
- 3x5 display banner for your organization, "We support our local VFW Post 4709 or American Legion, Post 411."
- 4 each 30 second promo radio commercials to be aired on the VeteransAir radio program.
- Your web banner prominently displayed on the AmericanLegionConroe.org and VFW4709.org website on top of the Sponsors page.
- Recognition banner displayed on the VeteransAir.us website and program archives.

Estimated FMV of benefits in this package (good-faith estimate):

- On-air interview, PSAs, radio commercials, and website/banner recognition: \$900
- Reserved picnic table / optional 10x10 booth opportunity: \$250
- Six event t-shirts: \$150
- Appreciation award, desk display, and 3x5 support banner: \$120

Total estimated FMV received: \$1,420

Estimated potentially deductible contribution on a \$5,000 sponsorship: \$3,580

Gold Sponsors - \$1,500 (5 available)

The Gold sponsors will receive the following for their donations:

- 10 :15sec PSAs and event t-shirts will bear your organization's name or logo as appropriate.
- A shared, reserved picnic table for you and your guests (max 4 ppl). You will be able to display your organization's information, or you may elect to bring a 10x10 booth and display there, space permitting.
- 2 ea. (large) America's 250 Anniversary t-shirts.
- Public presentation of Certificate of Appreciation by the post commander
- Desk display for your organization, "We support our local VFW Post 4709 or American Legion, Post 411."
- 4 each "Thank you/ Recognition mentions" to be aired on the VeteransAir radio program
- Your web banner displayed on the AmericanLegionConroe.org or VFW4709.org website on Sponsors page.
- Recognition banner displayed on the VeteransAir.us website and program archives.

Estimated FMV of benefits in this package (good-faith estimate):

- PSAs, thank-you mentions, and website/banner recognition: \$225
- Shared reserved picnic table / optional 10x10 booth opportunity: \$125
- Two event t-shirts: \$50
- Certificate of Appreciation and desk display: \$45
- On-air Recognition and web banners - \$ 35

Total estimated FMV received: \$480

Estimated potentially deductible contribution on a \$1,500 sponsorship: \$1,020

Silver Sponsors - \$1,000 (5 available)

The Gold sponsors will receive the following for their donations:

- 5 :15sec PSAs and all event t-shirts will bear your organization's name or logo as appropriate.
- A shared, reserved picnic table for you and your guests (max 4 ppl). You will be able to display your organization's information.
- 2 ea. (large) America's 250 Anniversary t-shirts.
- Public presentation of Certificate of Appreciation by the post commander
- Desk display for your organization, "We support our local VFW Post 4709 or American Legion, Post 411."
- 2 each "Thank you/ Recognition mentions" to be aired on the VeteransAir radio program
- Your web banner displayed on the AmericanLegionConroe.org or VFW4709.org website on Sponsors page.
- Recognition banner displayed on the VeteransAir.us website and program archives.

Estimated FMV of benefits in this package (good-faith estimate):

- PSAs, thank-you mentions, and website/banner recognition: \$125
- Shared reserved picnic table / optional 10x10 booth opportunity: \$125
- Two event t-shirts: \$50
- Certificate of Appreciation and desk display: \$45
- On-air Recognition and web banners - \$ 35

Total estimated FMV received: \$380

Estimated potentially deductible contribution on a \$1,000 sponsorship: \$620

Friends of the VFW Sponsors - \$250

The Friends the VFW sponsors will receive the following for their donations:

- 2 ea. (large) America's 250 Anniversary t-shirts.
- Public presentation of Certificate of Appreciation by the post commander
- 4 each "Thank you/ Recognition shout outs" to be aired on the VeteransAir radio program.
- Your web banner displayed on the AmericanLegionConroe.org or VFW4709.org website on Sponsors page.
- Recognition banner displayed on the VeteransAir.us website and program archives.

Estimated FMV of benefits in this package (good-faith estimate):

- Four thank-you shout-outs and website/banner recognition: \$80
- Two event t-shirts: \$50
- Certificate of Appreciation: \$15

Total estimated FMV received: \$145

Estimated potentially deductible contribution on a \$250 cash sponsorship: \$105

For Friends sponsorships, the estimated deductible amount is generally the donor's eligible contribution amount minus the estimated FMV of any benefits received (\$145 for this package), subject to IRS rules.

Silent Auction Contributors

- Public announced Thank you at the event.
- Your business cards displayed by your donated item
- Table Tent for your donated item.

Estimated FMV for Silent Auction Contributors:

Public thank-you announcement, business-card display, and table tent are treated as acknowledgment/recognition only and are assigned an estimated FMV of \$0.

Estimated potentially deductible contribution: generally equal to the donor's otherwise deductible value of the donated item, subject to IRS substantiation and valuation rules.

Disclosure and tax note:

These FMV amounts are good faith estimates for sponsor disclosure purposes. Under IRS quid pro quo contribution rules, the potentially deductible portion is generally limited to the amount paid that exceeds the fair market value of goods or services received. Deductibility also depends on the donor's tax situation and the applicable rules for contributions to qualified veterans' organizations. Donors should consult their tax advisor.

In-Kind Donations

The event is in need of all sorts of consumables and support. Hot dogs, buns, sodas, door prizes, etc. Your donation of this In-Kind sponsorship will receive a donation receipt for the full value of your donation and presentation of Certificate of Appreciation by the post commander(s).

