



## Sponsor Proposal Package

### **Holiday 4 Heroes**

3990 Wholesale Ct.  
Suite #2  
N. Fort Myers, FL 33903

Phone: 239-677-9823

email -  
[holiday4heroes@outlook.com](mailto:holiday4heroes@outlook.com)

Website-  
[Holiday4heroes.com](http://Holiday4heroes.com)



Dear Holiday 4 Heroes Supporter:

Did you know that, since 2007, Holiday 4 Heroes has distributed over 20,000 Comfort and Care Packages to our deployed military all over the world? In addition, creating 4 additional programs to support our home-less and in-need veterans through our “Backpacks for Heroes” Program, our “Bulk Food Drop Program”, to the VA Pantry, “Tents & Water Filtration Bottles” and our “Mission Make Merry” program.

We couldn't do the work we do for our Heroes without the help of generous people like you. That's why I'm reaching out to you today. We're looking for sponsors to support our cause—and we have many ways for you to be involved:

- An employer matching donation program ensures we get the funding we need to help our mission.
- In-kind contributions are perfect for fundraising activities like raffles, silent auctions and contests.
- And if you have other ideas for helping our cause, we'd love to hear them!

### **What's in it for you?**

In appreciation of your generosity, we'd like to offer you the opportunity to promote your company or raise your profile with our beneficiaries as well as the general public

We will promote your company as one of our sponsors at our events, on our website, in our promotional materials, and in our newsletter. Your company name and logo will appear on our banner displayed at all our events.

We hope we may count on your support to help us reach our yearly goal to send 2000 comfort and care package 600 Backpacks for Homeless Veterans, 6 Food Drops to the VA Food Pantry and adopt 17 Mission Make Merry Families. It would be great to chat with you to discuss this exciting opportunity for both of us. You may reach me at 239-677-9823 or at email me at [holiday4heroes@outlook.com](mailto:holiday4heroes@outlook.com).

I look forward to hearing from you soon. Thank you for the opportunity to share our Mission.

Jonette H. Kassack, Founder



## **What is Holiday 4 Heroes**

### ***Who we are***

*Holiday 4 Heroes was founded in 2007 by Jonette Kessack, who owned a Postage and Wine Store. While waiting on a customer one day she became aware that our government did not supply the necessities needed by our brave Heroes. This grassroots effort was started to fill a need to provide comfort and care to our deployed men and women all over the world.*

*We are a group of team members, volunteers and business owners who have a desire to show our military that we remember them and appreciate their sacrifices for us.*

### ***What we do***

*What started as a Holiday Program, the first year sending 40 packages, became a Year-Round effort. We now send 100 - 200 comfort packages each month to our brave men and women, and 1000 packages for our Holiday Mission. We have now sent over 20,000 packages.*

*To fill the need at home we have added more programs, for our community, to serve our in-need and homeless Veterans and their families.*

*Backpack for Homeless and In-need Veterans Program partnering with the VA and various homeless coalitions.*

- *bulk food drops to our in-need veterans and their families through the VA Food Pantry.*
- *tents and water filtration bottles for our Veterans who are losing their homes during the current housing crisis.*
- *Holiday Program and Necessities Program for our in-need Military Families.*



## How it all started

*Holiday 4 Heroes began in 2007 because of a chance encounter with a young mother. She had come into my post office with an armload of stuff and was trailed by three little girls. Seeing that she was a couple of hands short I asked her if I could help. She was mailing a care package to her husband serving in the US Army in Iraq. She was mailing tee shirts, socks, toothpaste, deodorant, body wash and Advil. I joked that her husband must be awfully picky about his personal care since she had to send all this stuff to him. What she said to me next floored me. That day I was given an education by this young mother on just what it is like to have a loved one serving our country in a war zone. I was told that the US government does not supply the basics to our soldiers and that it was up to the families to see that these needs are met. As nearby bases and commissaries are shut down these items become difficult to acquire. In turn, this becomes a burden to the families that are already strapped. On top of all that, they have to pay for the postage to send the supplies.*

*When I went home that night I could not stop thinking of my conversation with Diana. The next day I shared her story with my staff and we all agreed that we needed to do something. I called Diana and asked how we could help. She told me that many soldiers in her husband's unit never received packages from home and that the ones who did would share the bounty with others. We contacted their Chaplain and he gave us a supply list and we went to work. We asked our customers to buy and donate supplies and our company donated the money for the postage.*

*That first year we busted with pride as we sent 46 boxes to our soldiers.*

*Fast forward to today, in addition to sending over 20,000 comfort and card packages, we have added three new initiatives. Our Backpacks for Homeless Veterans' Program, our Bulk Shipment Program for the VA Food Pantry and our Mission Make Merry Program.*

*Our team evolved as the program grew. Marie Dyer, a prominent artist, joined the team offering her creative artistic abilities and design talents. ToniRae Hurley brings extensive non-profit and event planning experience to the team. Kelly Byas, a Marketing whiz, assists with our fundraising efforts. Madelyn Kish, our Donation Queen solicits the businesses in the area for donations. Pauline Whalen, a Business and IT Professional, handles the technical and communications for the organization. Tricia Rice, joined the team in 2020 and heads our Packing Operation at her warehouse in N. Fort Myers where she has generously donated an amazing space, Leslea Ellis, Lawrence Cremia and Diane Yavor joined the team in 2022 spear heading out Mission Make Merry Project. We are all volunteers and do whatever it takes to make Holiday 4 Heroes successful.*



## ***Events, Fundraisers and Communication***

- *Designer Purse Bingo held twice a year with a total attendance of 700 people*
- *Monthly on-line Raffles*
- *On-line Fund Raisers*
- *Quarterly Newsletter*
- *Packing Parties held bi-weekly*
- *Southwest Florida Community Events*
- *Website Recognition with a Sponsor Spotlight highlighted Quarterly*

## ***Partnerships***

- *United States Military*
- *Bay Pines VA Health Care System*
- *Gold Star Mothers of Southwest Florida*
- *Paradies Lagardere – SWFL Airport Concessions*
- *Midwest Foodbank*



## ***Mission***

To show the love, support and appreciation of a grateful nation, by providing necessities and comfort items to our military men, women and their families, all over the world, through the continued support and generosity of businesses, individuals and volunteers.

## ***Yearly Goals***

- Send over 2000 Comfort and Care Packages to our Military Men and Women serving all over the world
- Provide 600 Backpacks for our Homeless Veterans
- Donate 6 Bulk Shipments to the VA Food Pantry for our in-need Veterans
- Supply Tents and Water Bottles to our Homeless Veterans when needed
- Champion our Holiday - Mission Make Merry Program supporting up to 20 families and when a need arises helping them through out the year
- Administer funds to our In-need Veteran's Unexpected Expenses Program when funds are available



## ***Holiday 4 Heroes Sponsor Levels***

### **All Sponsor Levels include**

- Your Logo or name on our Thank you Banner
- You will be mentioned and thanked at all our events
- Your Logo or Name on our Thank You Cards placed in each package to our troops
- Your Logo or Name on our Website Sponsor Page and in our Quarterly Newsletter

### ***\$ 10,000 - You will be our Executive "Named Sponsor"***

- Your Logo or name will be displayed on "All" Holiday 4 Heroes Materials
- Receive 2 Tables for 8 at all Holiday 4 Heroes Events
- Bingo Round Sponsor at our Designer Purse Events
- Our Thank You Banner displayed at your business for 3 months
- Your Logo or name will be displayed on "All" Holiday 4 Heroes Materials

### ***\$ 5000 "4 Star General Sponsorship"***

- Receive 1 Table for 8 to all Holiday 4 Heroes Events
- Bingo Round Sponsor at our Designer Purse Events
- Our Thank You Banner displayed at your business for a month

### ***\$ 2000 "3 Star General Sponsorship"***

- Receive 1 Table for 8 to Designer Purse Bingo Event
- Bingo Round Sponsor at our Designer Purse Events
- Our Thank You Banner displayed at your business for 2 weeks

### ***\$ 1000 "2 Star General Sponsorship"***

- Receive 4 Tickets to Designer Purse Bingo Event
- Our Thank You Banner displayed at your business for a week

### ***\$ 500 "1 Star General Sponsorship"***

- Receive 2 Tickets to Designer Purse Bingo



## **Testimonials**

*June 2, 2022. "Good morning, ma'am. I wanted to extend a very gracious and heartfelt thank-you to everyone at your organization that has helped to send out those care packages to myself and my brothers and sisters during our deployment. They have truly been wonderful for improving morale, as well as being helpful when certain toiletries became hard to come by.*

*Upon my return to the states, I hope to share with you a few pictures of how the packages have helped and been used and appreciated."*







**This is a thank you from one of our "Mission Make Merry Families"**

*"My family and I were the recipients of the H4H donations for 2022, on both Thanksgiving and Christmas. Due to my declining health and other situations that have arisen, we have been struggling exceptionally hard this year, we had no idea how we were going to pull off these holidays for our children, then your organization stepped in.*

*From the gift cards which ensured our family had more than enough on the table at all times, to the Christmas tree and the WONDERFUL gifts you provided, I can honestly say this has been the best holiday we have had in a very long time.*

*My toddlers, our teenager (my wife and I were extremely happy with all we received, that goes triple for the kids who all not only received exactly what they wished for, but LOVED every minute of playing with everything.*

*I cannot tell you how wonderful this has been. I want to thank your organization and everyone that took the time out of their busy lives to not only donate, but also organize this all. Thank you, God bless you all, I am forever in debt to you for your kindness and generosity. "*



## **Application Form**

**Sponsor Ship Level** \_\_\_\_\_

**Name** \_\_\_\_\_

**Company name** \_\_\_\_\_

**Name to Appear on Materials** \_\_\_\_\_

**Street Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Contact Phone Number** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Website** \_\_\_\_\_

**Send Logo if desired to [holiday4heroes@outlook.com](mailto:holiday4heroes@outlook.com)**

**Questions or Comments**

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