



20TH ANNIVERSARY CORPORATE SPONSORSHIP OPPORTUNITIES

OperationGratitude.com

Operation Gratitude 9409 Owensmouth Avenue Chatsworth, CA 91311

A LETTER FROM OUR FOUNDER

Carolyn Blashek
Operation Gratitude
9409 Owensmouth Ave
Chatsworth, CA 91311

Dear Friends,

2023 marks the 20th anniversary of Operation Gratitude, a time to celebrate our achievements as an organization and set an ambitious and sustainable path for the future.

Reaching such a significant milestone is a reflection of the true heart and soul of the American people—the strength and courage of our Military and First Responder communities, and the generosity and deep gratitude of those whom they inspire and protect.

Our supporters hail from every state, represent every ethnic and economic background, are aged “old enough to hold a pencil” to seniors over 100 years old, and represent every point on the political spectrum. Yet, we are all united by one common cause: To put a smile on a service member’s face and say “Thank You.”

Thanks to the generosity of our corporate partners, Operation Gratitude has lifted the spirits of millions of our nation's heroes for the past two decades. As a Marine Mom and the founder of this grass-roots organization, I am eternally grateful for your dedication to our mission and hope you will become a Sponsor of our 20th Anniversary so that we can continue to say “Thank You” to all who serve in the decades ahead.

Please join me today in kicking off the next 20 years. I look forward to being on this journey with you!

Warmly,
Carolyn

Join us on the Journey.

ABOUT OPERATION GRATITUDE

WHO WE ARE

Operation Gratitude is a nationwide nonprofit whose mission is to lift spirits, say Thank You to our Military and First Responder communities. We honor their service by creating opportunities for all Americans to express their gratitude through hands-on volunteerism. In March 2003, Operation Gratitude sent its first four care packages to deployed service members in Iraq. Since its inception, the organization has delivered more than 3.8 million Care Packages to Deployed Troops, Recruit Graduates, Veterans, Military Children, and First Responders.

OUR MISSION

To say Thank You to our Military and First Responder communities, and to honor their service by creating opportunities for all Americans to express gratitude

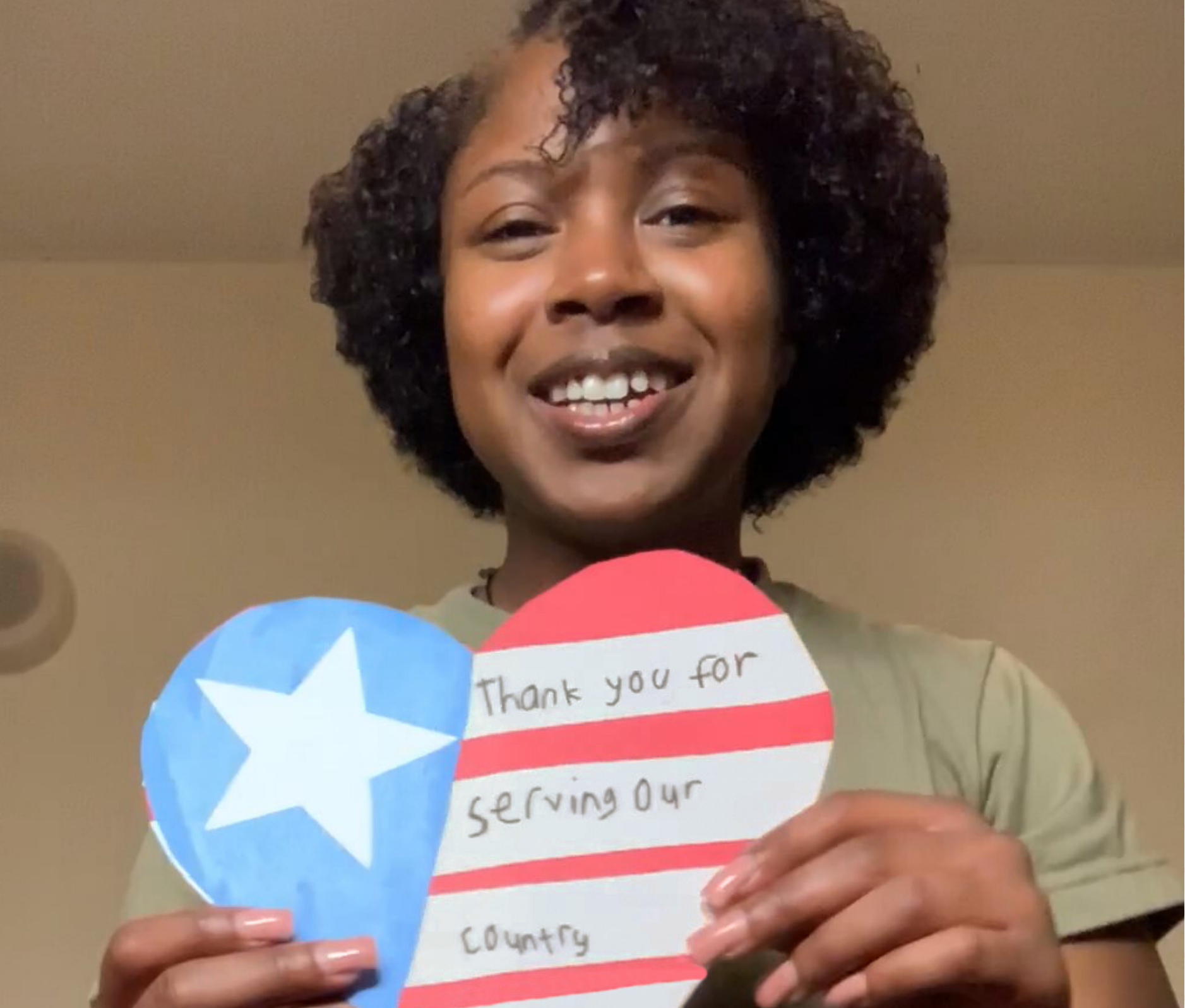
OUR FUTURE

We envision a future where all who serve believe the American people care

WE BELIEVE IN

- ★ Honoring the **service** of our Military and First Responders
- ★ Embracing the spirit of **volunteerism**
- ★ Appreciating the **generosity** of our supporters





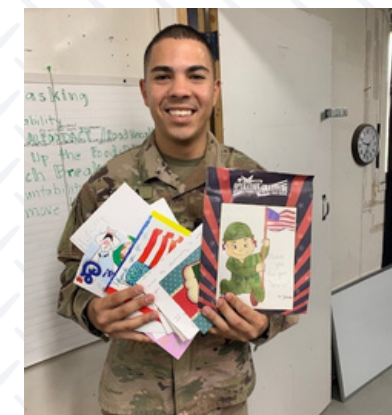
20TH ANNIVERSARY SPONSORSHIP

20 YEARS...AND THE MISSION CONTINUES!

"I'M GOING BACK OVER THERE. I KNOW I WON'T MAKE IT BACK THIS TIME, BUT IT REALLY DOESN'T MATTER BECAUSE NO ONE WOULD EVEN CARE."

These words spoken in 2003 to our founder, Carolyn Blashek, inspired a grass-roots movement of Americans to express their appreciation to those who protect and defend our country. Operation Gratitude started with the shipment of four individual Care Packages from a living room in Los Angeles. Twenty years later, we have grown into a nationwide community committed to saying "Thank You" to all who serve. As we look ahead to the next twenty years, we invite you to commemorate this important milestone with us.

Our celebration began on March 18 at our FOB in Los Angeles, where we assembled 5,000 Care Packages for Deployed Troops. Festivities will continue in communities throughout the country as we honor those who serve.



20TH ANNIVERSARY SPONSORSHIP

Presenting Sponsor - \$200,020

- Headlining logo and hyperlink to sponsor's website on the Operation Gratitude 20th Anniversary webpage
- Logo and hyperlink in Operation Gratitude's Virtual 20th Anniversary Journal
- Two Full page "Appreciation Ads" in Operation Gratitude's Virtual 20th Anniversary Journal – Full page custom graphic provided by sponsor with special messages of gratitude from sponsor to OG recipients and volunteers
- Recognition from podium at 20th Anniversary Assembly Event (December 9th, 2023)
- Four social media sponsorship highlights on two social platforms during the 2023/2024 calendar year
- Logo recognition on partnerships page in Operation Gratitude 2023 Annual Report
- Logo recognition on a minimum of two 20th Anniversary email blasts sent to full OG list (one pre and one post 20th Anniversary Celebration event on December 9th)
- Access to Operation Gratitude media kit including use of Operation Gratitude logo and likeness

Premier - \$100,020

- Logo and hyperlink to sponsor's website on the Operation Gratitude 20th Anniversary webpage
- Logo and hyperlink in Operation Gratitude's Virtual 20th Anniversary Journal
- Full page "Appreciation Ad" in Operation Gratitude's Virtual 20th Anniversary Journal – Full page custom graphic provided by sponsor with special messages of gratitude from sponsor to OG recipients and volunteers
- Recognition from podium at 20th Anniversary Assembly Event (December 9th, 2023)
- Two social media sponsorship highlights on two social platforms during the 2023/2024 calendar year
- Logo recognition on partnerships page in Operation Gratitude 2023 Annual Report
- Logo recognition on one 20th Anniversary email blasts sent to full OG list
- Access to Operation Gratitude media kit including use of Operation Gratitude logo and likeness

Champion - \$50,020

- Logo and hyperlink to sponsor's website on the Operation Gratitude 20th Anniversary webpage
- Logo and hyperlink in Operation Gratitude's Virtual 20th Anniversary Journal
- Half page "Appreciation Ad" in Operation Gratitude's Virtual 20th Anniversary Journal – Half page custom graphic provided by sponsor with special messages of gratitude from sponsor to OG recipients and volunteers
- Recognition from podium at 20th Anniversary Assembly Event (December 9th, 2023)
- One social media sponsorship highlight on two social platforms during the 2023/2024 calendar year
- Logo recognition on partnerships page in Operation Gratitude 2023 Annual Report
- Name recognition on one 20th Anniversary email blasts sent to full OG list
- Access to Operation Gratitude media kit including use of Operation Gratitude logo and likeness

Advocate - \$25,020

- Logo and hyperlink to sponsor's website on the Operation Gratitude 20th Anniversary webpage
- Logo and hyperlink in Operation Gratitude's Virtual 20th Anniversary Journal
- Half page "Appreciation Ad" in Operation Gratitude's Virtual 20th Anniversary Journal – Half page custom graphic provided by sponsor with special messages of gratitude from sponsor to OG recipients and volunteers
- Recognition from podium at 20th Anniversary Assembly Event (December 9th, 2023)
- One social media sponsorship highlight on two social platforms during the 2023/2024 calendar year
- Name recognition on partnerships page in Operation Gratitude 2023 Annual Report
- Access to Operation Gratitude media kit including use of Operation Gratitude logo and likeness

Supporter - \$10,020

- Name and hyperlink to sponsor's website on the Operation Gratitude 20th Anniversary webpage
- Name and hyperlink in Operation Gratitude's Virtual 20th Anniversary Journal
- Quarter page "Appreciation Ad" in Operation Gratitude's Virtual 20th Anniversary Journal – Quarter page custom graphic provided by sponsor with special messages of gratitude from sponsor to OG recipients and volunteers
- Name recognition on partnerships page in Operation Gratitude 2023 Annual Report
- Access to Operation Gratitude media kit including use of Operation Gratitude logo and likeness

Patron - \$5,020

- Name and hyperlink to sponsor's website on the Operation Gratitude 20th Anniversary webpage
- Name and hyperlink in Operation Gratitude's Virtual 20th Anniversary Journal
- Quarter page "Appreciation Ad" in Operation Gratitude's Virtual 20th Anniversary Journal – Quarter page custom graphic provided by sponsor with special messages of gratitude from sponsor to OG recipients and volunteers
- Access to Operation Gratitude media kit including use of Operation Gratitude logo and likeness

Friend - \$1,020

- Name and hyperlink to sponsor's website on the Operation Gratitude 20th Anniversary webpage
- Name and hyperlink in Operation Gratitude's Virtual 20th Anniversary Journal
- Access to Operation Gratitude media kit including use of Operation Gratitude logo and likeness

SPONSORSHIP BENEFITS

BENEFITS	PRESENTING \$200,020	PREMIER \$100,020	CHAMPION \$50,020	ADVOCATE \$25,020	SUPPORTER \$10,020	PATRON \$5,020	FRIEND \$1,020
Recognition on Operation Gratitude 20th Anniversary webpage	Logo + Hyperlink	Logo + Hyperlink	Logo + Hyperlink	Logo + Hyperlink	Name + Hyperlink	Name + Hyperlink	Name + Hyperlink
Recognition in Operation Gratitude Virtual 20th Anniversary Journal	Logo + Hyperlink	Logo + Hyperlink	Logo + Hyperlink	Logo + Hyperlink	Name + Hyperlink	Name + Hyperlink	Name + Hyperlink
"Appreciation Ad" in Operation Gratitude's Virtual 20th Anniversary Journal	(2) Full Page Placements	(1) Full Page Placement	(1) Half Page Placement	(1) Half Page Placement	(1) Quarter Page Placement	(1) Quarter Page Placement	
Recognition at 20th Anniversary Assembly Event on December 9th	From Podium	From Podium	From Podium				
Social media highlight (minimum two platforms)	Four	Two	One	One			
Recognition on partnerships page in Operation Gratitude 2023 Annual Report	Logo	Logo	Logo	Name	Name		
Access to Operation Gratitude media kit	★	★	★	★	★	★	★
Social media post engagement when tagged and amplification where possible	★	★	★	★	★	★	★
Public use of Operation Gratitude logo and likeness	★	★	★	★	★	★	★

PARTNER WITH US



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KIRSTEN ADAMS
DIRECTOR OF CORPORATE PARTNERSHIPS
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THOSE WHO SERVE NEED YOU MORE THAN EVER.

Since we sent our first four Care Packages on March 20, 2003, we've sent close to four million more to those who selflessly raise their hand to serve. And with the help of our compassionate fellow Americans, we're on a mission to deliver millions more personally addressed, customized care packages in the years ahead.

We stand determined to show our support to those who deserve it most, and look forward to the day that every single service member, veteran, recruit graduate, and first responder knows that America collectively salutes their service and bravery.

Join us on the journey.

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