American Legion Post #63
271 W Plant Street
Winter Garden, FL 34787
(407) 656-6361

January 3, 2019

Dear Sir or Madam:

On November 16, 2019 the **American Legion Post #63 in Winter Garden** and **Crooked Can Brewery** are once again partnering their resources and volunteers to hold the **3rd Annual Challenge 22 Event** to raise money and community awareness of the 22 veteran suicides happening per day due to PTSD. The American Legion is one of many organizations trying to stop this epidemic among the veteran community. However, unlike other organizations, we have the power to impact legislative change and bridge the gap nationally between thousands of organizations already established and helping veterans suffering from PTSD. The **Challenge 22 Events** are just one of the vehicles used to create awareness and raise money for this important cause.

The Event will once again take place outside of Plant Street Market held in partnership with Crooked Can Brewery. Local businesses, services, and organizations are invited to become a sponsor of the event through either monetary contributions or in-kind services in exchange for signage and other means of brand publicity. For your convenience, the enclosed Sponsor Pledge Form can be used to earmark funds for our upcoming Challenge 22 Event on November 16, 2019. ***Please consider completing this form, submitting it to your financial department to secure the funds, and returning a copy to us. This will be beneficial to both sides for planning purposes.***

Other ways your organization can participate:

- Ask a member of your organization that is a veteran to head up a committee.
- Donate a silent auction item of $100 or more
- Hold a fundraiser and present us with a check (made out to American Legion Post 63) on the day of the event.
- Gather a team, wear your branded T-shirts, and participate during the event and walk.
- Display a poster and ask the members to pass out flyers at your place of business. (We will furnish the poster and flyers.)

Thank you for your support and generosity in helping our veterans.

For God and Country,

Kurt Gies
Commander, Post 63

Enclosure: Sponsor Pledge Form

Sponsor Pledge Form

Challenge 22 Event

November 16, 2019

Sponsor Name		Contact Person	
Address		Telephone:	
City, St, Zip		E-mail:	

Participation Level

❑	Division Sponsor - $10,000	Publicly recognized at opening ceremony ~ 1 foursome at Project Vet Relief Golf Tournament ~ Year-round logo on all Post 63 mail-out including newsletters ~ Banner on Post 63 Christmas parade float ~ Invitation to present check to PVR at Florida Dept Conference in November ~ Banner on stage, 10 bandit signs on walk route ~ Year-round presence on Post 63 website/Facebook pages ~ Year-round presence on PVR social media pages ~ Company info placed in event bags ~ Company Table at event.
❑	Brigade Sponsor - $5,000	Publicly recognized at opening ceremony ~ 1 foursome at Project Vet Relief Golf Tournament ~ Logo on all Post 63 mail-outs including newsletters for 6 months ~ Banner on Post 63 Christmas parade float ~ Banner on stage ~ 5 bandit signs on walk route ~ Year-round presence on Post 63 website/Facebook pages ~ Year-round presence on PVR social media pages ~ Company info placed in event bags ~ Company Table at event.
❑	Regiment Sponsor - $2,000	Banner on stage ~ 2 bandit signs on walk route ~ Year-round presence on Post 63 website/Facebook pages ~ Company info placed in event bags ~ Company Table at event.
❑	Battalion Sponsor - $1,000	Banner on stage ~ 1 bandit sign on walk route ~ Year-round presence on Post 63 website/Facebook pages ~ Company info placed in event bags.
❑	Company Sponsor - $500	1 bandit sign on walk route ~ Year-round presence on Post 63 website/Facebook pages ~ Company info placed in event bags.
❑	Platoon Sponsor - $250	1 bandit sign on walk route ~ Year-round presence on Post 63 website/Facebook pages ~ Company info placed in event bags.

❑	Squad Sponsor - $100	❑	Fire Team Sponsor - $50

Please complete Pledge Form and return to: American Legion Post 63
271 W Plant Street,
Winter Garden, FL 34787

As soon as funds are available for the 2019 budget, please make checks payable to American Legion Post 63 and mail to the above address.