



## RALLY POINT: KENTUCKIANA

### *Connecting with Kentuckiana Veterans*



Inspired by Mayor Greg Fischer's pledge to end veteran homelessness, several Kentuckiana businesses, to include Brown-Forman, UPS, Humana, and Ford, led by their veterans resource groups, came together in August to discuss how they could help. Leaving all corporate names at the door, the group formed a coalition called Rally Point: Kentuckiana. The mission of the group was to find ways to better the lives of our local veterans by working toward resolving three of the greatest challenges facing veterans today: unemployment, homelessness, and fulfilling mental and physical health needs.

To help fulfill the mission, the coalition reached out and secured support from the Louisville Mayor's Office for two initiatives planned on **June 23, 2016**:

1. A Veterans Resource Fair in the morning that will provide information and education for veterans and soon to be veterans in the areas of employment, homelessness services, and mental and physical health care options.
2. An evening event featuring a motivational speaker and led by Mayor Fischer to help raise money to benefit three select charities that service Kentuckiana veterans. The plan is to recruit a nationally renowned speaker and sell tickets to the event starting at \$25, with all ticket sales going to support the three selected charities.

The three charities selected to be beneficiaries from these initiatives are:

- **Active Heroes**, a 501c3 military veteran suicide prevention organization that helps both the mental and physical health needs of veterans and their families.
- **Where Opportunity Knox**, a regional initiative to connect 10,000 transitioning veterans and military spouses to jobs and the Greater Louisville region by the end of 2017.
- **Coalition for the Homeless**, a local organization with a 2016 focus on ending and maintaining an end for veteran homelessness in Louisville through their collaborative Rx: Housing Veterans initiative.

The Center for the Arts has graciously donated their foyer for the Resource Fair and the Whitney Theater for the speaker event. We have several pledges of financial support for these initiatives but we still need more help.

Every dollar that is contributed will be used to support the mission. We are looking for additional partners who can help us service our veterans through either a financial donation or in-kind service equivalent to one of the sponsor levels below. All sponsor dollars will go to Active Heroes, which has graciously volunteered to help with the logistics of these initiatives and to distribute funding.

If you would like more information or to make a pledge to support Kentuckiana veterans, please reach out to [rallypointKYIN@gmail.com](mailto:rallypointKYIN@gmail.com) .

If your organization is interested in having a table at the Veterans Resource Fair to assist veterans, please email [rallypointKYIN@gmail.com](mailto:rallypointKYIN@gmail.com) for more information.

### **Sponsorship Levels and details:**

#### **RED SPONSOR \$5,000 Level**

- Twenty reserved VIP seats for the speaker's event
- A spot on the Rally Point: Kentuckiana Board
- Sponsors' acknowledgement and introduction at event
- Sponsor recognition in all media relating to the Veterans Resource Fair and speaker event, print and electronic
- Multi-year agreement with first right of refusal
- Opportunity to build brand promotions and employee engagement for the events
- Logo recognition in promotional advertising
- Invitation to any VIP and/or Sponsor event
- 6' table at the Veterans Resource Fair

#### **WHITE SPONSOR \$2,500 Level**

- Twenty reserved VIP seats for the speaker event
- Sponsor recognition in print materials handed out at the Veterans Resource Fair and speaker event
- Opportunity to build brand promotions and employee engagement for the events
- Invitation to any VIP and/or Sponsor event

#### **BLUE SPONSOR \$1,000 Level**

- Ten reserved VIP seats for the speaker event
- Sponsor recognition in print materials handed out at the Veterans Resource Fair and speaker event