

# MILITARY WINTERFEST BUSINESS PARTICIPATION

Dear Angel Fire Business Leader:

The National Veterans Wellness & Healing Center is hosting its 3rd festival *for* veterans, organized *by* veterans -- *Military Winterfest!* Held here February 9 - 13, this festival is the first of its kind in New Mexico that raises awareness & *directly* supports veterans who suffer from PTS, the “invisible wounds of war.”

*Military Winterfest*, a snow-filled celebration for veterans, military serving now & their families, features:

- Skiing, snowboarding, tubing & snowshoeing!
- Former U.S. Army Golden Knight & double amputee, Dana Bowman's American Flag Jump-in!
- Inter-service races!
- KidFest!
- Celebratory Dinner
- Lessons *for* vets, taught *by* vets!
- Adaptive Program for vets with disabilities!
- Twilight Colors Retirement Parade
- Military Family Expo

To enhance the experience that this festival will have in Angel Fire, residents, area businesses & local veterans, have joined hands to salute our veterans, active duty military & their families. And, we're boosting awareness on our website: [MilitaryWinterfest.com](http://MilitaryWinterfest.com), on Facebook at [facebook.com/militarywinterfest](https://facebook.com/militarywinterfest) and on Twitter @AFWinterfest.

We invite you to participate in *Military Winterfest's* success story! There are a number of sponsorship opportunities for the right benefactors that will offer a return on your sponsor investment via advertising, signage, customer interaction, social media, sponsorship access to activities, exclusivity, goodwill & venues for media attention. Contact our Sponsorship Chair Michael Turri (505) 350-3295 or [mvturri@gmail.com](mailto:mvturri@gmail.com) for the complete *Sponsor Opportunities Package*. He'll work with you to tailor a package to best satisfy your organization's needs.

Or, please contact Carla Sides [carlasides@gmail.com](mailto:carlasides@gmail.com) to lend a hand in these 3 *easy* ways:

1. ***GIFT BAG CONTRIBUTOR:*** As a part of their registration package, attendees receive a *VIP Gift Bag*. This is an opportunity to promote your business/organization & give a friendly welcome to our military guests! Suggested items include: lip balm, mini-sunscreens, t-shirts, magnets, stickers, packaged snack items, restaurant coupons, note pads, Angel Fire mementos, key fobs, water bottles, bottle openers & more.

***Contribution*** – Any amount is helpful but we're anticipating more than 600 vets & their families. Sufficient quantities of your item *OR* \$100 cash value minimum.

***Benefits Acknowledging Your Support:***

- A specially designed *Military Winterfest* sticker for your window or signage for your storefront saying you are “A Proud Supporter of Military Winterfest 2017!”
- *Your* gift in *each* attendee's *VIP Gift Bag*.
- Your business listed on our website.

- You'll be included in the "thank you" news release upon the festival's conclusion.
2. **LOCAL ENTRY-LEVEL BUSINESS OPPORTUNITY:** With your donation, you can help our community ensure the festival projects a positive image of our community to *all* our veteran visitors as well as enhances economic impact to our community & businesses.

**Contribution** - \$50

***Benefits Acknowledging Your Support:***

- A specially designed *Military Winterfest* sticker for your window or signage for your storefront saying you are "A Proud Supporter of Military Winterfest 2017!"
  - Your business will be included in a listing of all supporters in their VIP Gift Bags.
  - Your business will be listed *WITH YOUR LOGO* on festival website with details of your offering. (Consider offering something "special" to festival visitors, such as: 2 for 1 lodging, 25% off rental equipment or selected merchandise, discounts on menu items, offer a complimentary add-on to their purchase; or offer a BOGO.)
3. **LOCAL BUSINESS DISCOUNT LISTING:** Still want to reach out to our special visitors but don't have the budget this year? Your *goodwill* will be appreciated by offering participants a special discount.

***Benefits Acknowledging Your Support:***

- Your business will be listed on festival website with details of your offering. (Offer something "special" to those festival visitors frequenting your establishment. Ideas include: 10% or *greater* military discount; pay their sales tax for them; offer a complimentary add-on to their purchase; or offer a BOGO.)

All direct donations or value of discounted goods or services are tax deductible and the Center will provide documentation of donations to all participating businesses or individuals.

On behalf of the Military Winterfest Committee, thank you for your generosity in supporting our active duty & veteran military families. We're sure our businesses & community will also benefit from their visits.