



# AIR RESCUE SYMPOSIUM AND AWARDS GALA



SEPTEMBER 20-24, 2023 | HAMPTON INN TROPICANA | LAS VEGAS, NV

## SPONSORSHIP OPPORTUNITIES



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Dear Potential Sponsor,

The That Others May Live Foundation (TOMLF) [www.thatothersmaylive.org](http://www.thatothersmaylive.org) and Air Rescue Association (ARA) [www.usafrescue.org](http://www.usafrescue.org) will be hosting the Air Rescue Symposium and Awards Gala in Las Vegas, Nevada on September 20-24, 2023. For the first time, we are inviting defense industry representatives to be part of the Symposium.

This year’s event starts **Thursday, September 21** with the Target for Troops, a multi-gun shoot at Boulder Rifle and Pistol Club, including the ARA Games, a **Friday USAF Rescue Symposium** where there will be informative unclassified briefings from the Air Staff, Test, JPRA, updates from the Total Force Rescue units, and much more.

At the **Saturday Awards Gala**, we will recognize and award the prestigious **USAF-level Kight Award, Jolly Green Rescue Mission of the Year**, and the **Air Force Rescue Squadron of the Year**. Also recognized during the Awards Gala will be the winners of the Target for Troops and ARA Games.

The event is open to all defense industry organizations including small businesses that want to showcase their existing and future technologies and capabilities. It presents an opportunity for the defense industry to meet with USAF Rescue warfighters who currently use or potentially will use their products. Industry representatives will be able to obtain direct feedback from the actual warfighters on what they like and do not like about existing products/technology and hear about products they would like to see in the future.



Other great benefits include:

- Meet and connect with prospects.
- Strengthen relationships with existing customers.
- Meet face-to-face with the warfighter.
- Learn about new products/services in the industry.
- Capture leads and generate sales.
- Build brand awareness.
- Speak directly to the Air Force target market.
- Introduce new products/services.
- Network and learn.

We hope you are as excited as we are for this inaugural **USAF Rescue Symposium** where we are inviting the defense industry to our event for the first time. Included herein is a menu of Sponsorship Opportunities that details the sponsorships available. We look forward to hearing from you and if you have any questions, please contact **Terri Wallace, Executive Director**, at (702) 956-0713 or [terri.wallace@thatothersmaylive.org](mailto:terri.wallace@thatothersmaylive.org) .

Best regards,

Todd Bolger, Lt Col (ret), USAF  
Chairman  
That Others May Live Foundation



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SPONSORSHIP LEVELS						
	PRESENTING \$7,500	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	COUPLES \$250	INDIVIDUAL \$150
<b>Annual Recognition</b>						
Presenting Sponsor of 2023 Symposium and Awards Gala	✓					
Logo on TOMLF's and ARA's homepages	✓	✓				
<b>Event Access Experience</b>						
Full conference registration, including # tickets to Awards Gala	✓ 10	✓ 8	✓ 6	✓ 4		
Co-Sponsor Hospitality Suite	✓	✓				
# tickets to Awards Gala					2	1
# tickets to Targets for Troops Multi Gun Shoot *	6	4	4	2		
<b>Pre-Event Marketing</b>						
Event Website	Logo and Link	Logo and Link	Logo	Logo	Logo	Logo
Social Media posts	25	20	15	10	5	
Attendee acquisition emails	Logo and Link	Logo	Listing	Listing	Listing	Listing
<b>On-Site marketing</b>						
Speaking opportunity during general session	✓ 5 minutes	✓ 2 minutes				
Recognition from podium during general session(s)	✓	✓	✓	✓		
Acknowledgement in Awards Gala program	Inside front Full	Half	Half	Half	Quarter	
Logo on signage	✓	✓	✓	✓		
Collateral in attendee bags	✓	✓	✓			
<b>Post-event Marketing</b>						
Social media posts	12	10	8	6	4	
Post event impact and thank you email	Logo and Link	Logo	Listing	Listing	Listing	Listing

\*Target For Troops (T4T) is a separate charity event, yet a partner of the 2023 Air Rescue Symposium and Awards Gala. A portion of the event proceeds raised through T4T will benefit the Air Rescue Association. To learn more about T4T, contact Michael "Festus" Agin, at (702) 806-3152 or email at Michael.Agin@thatothersmaylive.org.

## WARFIGHTER SUPPORT General Sponsorship:

TOMLF's Warfighter Support Program directly supports Air Force Rescue warfighters and their families for needs beyond their ability to meet or outside the bounds of government or other agency assistance. TOMLF offers immediate response assistance to families in crisis so they can maintain mission and family focus.

The Warfighter Support Program also works to build rescue unit camaraderie through support to unit morale functions, mission heritage events, and unit awards programs such as the annual Air Rescue Symposium and Awards Gala.

If you cannot attend this year, please consider a generous donation. Your company will be recognized as a **Warfighter Support Sponsor**.

Every donation benefits deserving members of the USAF Rescue Community.



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**YES, I/we want to sponsor the 2023 Air RESCUE SYMPOSIUM AND AWARDS GALA at the level indicated below:**

## SPONSORSHIP LEVELS

- Presenting Sponsor | \$7,500
- Platinum Sponsor | \$5,000
- Gold Sponsor | \$2,500
- Silver Sponsor | \$1,000
- Couples Sponsor | \$250
- Individual Sponsor | \$150

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact E-Mail \_\_\_\_\_

Billing Address/if different \_\_\_\_\_

Name as it should appear in program \_\_\_\_\_

### I/we cannot attend this year.

Yet, please accept the following general donation for TOMLF's **Warfighter Support Program:**

- General Donation:
- \$5,000    \$2,500    \$1,000
  - \$500    Other \_\_\_\_\_

Commitments received by **August 31, 2023**, will appear on the event invitations and other promotional materials.

Logo and/or camera-ready acknowledgment by **August 31, 2023**, to: [events@thatothersmaylive.org](mailto:events@thatothersmaylive.org)

### I would like to pay by:

- Credit Card    Check    Invoice Needed
- To donate online: [www.thatothersmaylive.org/donate](http://www.thatothersmaylive.org/donate)

On this day, \_\_\_\_\_, 2023, I make the commitment to pay my sponsor pledge amount on or before \_\_\_\_\_, 2023.

Signature \_\_\_\_\_

Please return this form via e-mail to: [events@thatothersmaylive.org](mailto:events@thatothersmaylive.org)

If you have any questions, please contact Terri Wallace, Executive Director, at (702) 956-0713.

We are a 501(c)(3) tax-exempt organization, and your donation is tax-deductible with the guidelines of U.S. Law.



**That Others May Live Foundation**  
**871 Corporate Center Drive, Suite 200**  
**Henderson, NV 89052**  
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**EIN 88-0487308 | CFC 61226**