Dear Community Member,

Each Memorial Day weekend, the Westerville Sunrise Rotary Club hosts the Field of Heroes. This event is an opportunity to honor your personal heroes - whoever they are... a family member; a friend; a veteran; a member of the armed services; a favorite teacher; a police officer; a firefighter or any other person who has made an impact on your life.

The Field of Heroes offers a unique and moving way to honor your heroes by flying a flag with a custom tribute in a spectacular display of 3,000 American flags across from the Westerville Community Center. Standing 8 feet tall and measuring 3' x 5', the flags are situated in perfect rows to create an inspirational display that visually represents each individual hero joining together with others to form a community.

Themed programs run throughout the weekend, including opening and closing ceremonies, a flag retirement ceremony and a free Saturday evening concert. A 5K Run/Walk for Heroes is hosted at the Field of Heroes to provide an opportunity to honor heroes in a truly unique and inspiring setting. And this year, the Field of Heroes will host a special tribute to the public safety personnel who serve and protect our community every day — police officers, firefighters, EMTs and dispatchers.

The Westerville Sunrise Rotary Club is seeking donations to underwrite the cost of presenting the Field of Heroes, so that this special event can continue to be shared with the community. Due to the solemn nature of the event, patron recognition must be done in a respectful way. Corporate logos are included in printed material, on volunteer and race t-shirts, on www.fieldofheroes.org, and on limited signage. However, participation in the event offers benefits beyond return on investment, as Field of Heroes patrons become part of a revered community tradition.

Highlights of previous Field of Heroes events, including pictures and videos, can be found on our web page (www.fieldofheroes.org) and social media.

We invite you to join us as we come together as a community to remember, to honor, and to heal. The enclosed fact sheet provides additional details for your review.

Thank you in advance for your consideration.

Respectfully,

The Westerville Sunrise Rotary Club
Field of Heroes Committee
Westerville Sunrise Rotary
Field of Heroes
Central Ohio’s Memorial Day Weekend Tradition

Memorial Day Weekend, May 23—26, 2014

Dates and Times
Friday, May 23—Field Constructed, field opens to the public
Saturday, May 24—9:30 a.m.—Opening Ceremony, field open to the public
Sunday, May 25—Field open to the public, 5K Run/Walk for Heroes
Monday, May 26—Closing ceremony at 12:30 p.m., flag pickup 1:00—3:00 p.m.

Location
Across Cleveland Avenue from the Westerville Community Center. The field location offers substantial
exposure; over 35,000 cars pass through the intersection per day.

Visitors
10,000+ visitors generated from individual flag purchasers, corporations, volunteers, and the Central
Ohio community at large.

Event Goal
The Westerville Sunrise Rotary club hosts the Field of Heroes annually to honor community members’
personal heroes - whoever they are... a family member, a friend, a veteran, a member of the armed
services, a favorite teacher, a first responder or any other person who has made in impact on their lives.

Patron Opportunities and Benefits
Patron donation opportunities range from $1,000 to $5,000.
Patron benefits include corporate identity/logo recognition on volunteer and race t-shirts, limited sign-
age, in Field of Heroes marketing materials and on the web site www.fieldofheroes.org. Patrons also
receive flags to be dedicated for employees/customers/others, and a recognition plaque. Patrons at
certain levels may also receive a temporary in-store display promoting the company’s support of the
Field of Heroes.

As a one-of-a-kind event, media exposure is significant; from 2010 through 2013, an average of 29 sto-
ries ran on central Ohio newscasts, totaling approximately 31 minutes of coverage in each year. Total
Nielsen audience averaged more than 2 million viewers per year.

Contacts
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Additional Event Information
• The 100,000+ square foot field will consist of 3,000 eight foot tall American flags standing in perfect rows as a unique and in-
spiring temporary memorial in honor of personal heroes for those in our community.

• Individual flags can be purchased for $30 each ($35 if shipped after the event) at www.fieldofheroes.org. In 2013, flags were
purchased by individuals from 13 states, and dedicated flags were shipped after the event to 74 zip codes in 16 states

• In addition to outright purchase, flags may be donated to a charitable organization supporting active military, veterans, public
safety personnel or their families after they are flown in the Field of Heroes. Or, flags dedications may be purchased for $15,
with the flag being returned after the event for placement in the 2015 field.

• The 2014 Field of Heroes will feature a free “picnic-at-the-field” concert.

• Special guests participate in the opening and closing ceremonies. Other appropriately-themed programming is held on the
event stage and in the field throughout the weekend, including a flag retirement ceremony and other related activities.

• The Field of Heroes 5K Run/Walk will provide an active, alternative way for community members to honor their heroes.

• Flag sales (online at www.fieldofheroes.org) are promoted through multiple partners, including school clubs and civic organiza-
tions. The selling organizations keep a portion of the proceeds of their flag sales as a charitable contribution.

• The Westerville Sunrise Rotary Club’s other signature event is the Chilly Open, which has raised more than $2 million for cen-
tral Ohio children’s charities in the past 19 years. Additional club information is available at www.westervillerotary.org.
### 2014 Field of Heroes Patron Contribution Levels

#### Presenting Patron (1) - $5,000
- Dedication of twenty flags in the Field of Heroes
- Framed event picture with patron recognition
- In-store flag and “Proud Supporter of the Field of Heroes” sign display(s) prior to the event
- Prominent logo recognition on the Field of Heroes website
- Prominent logo on Field of Heroes volunteer shirts (~300), race shirts (~500) and official program
- Option to place promotional items in the Field of Heroes 5K race bags (~500)
- Option to read names of honored heroes during any of the reading ceremonies

#### Stage Programs Presenter (1) - $2,500
#### Tribute Field Presenter (1) - $2,500
#### Race Presenter (1) - $2,500 [SOLD]
- Dedication of ten flags in the Field of Heroes
- Framed event picture with patron recognition
- In-store flag and “Proud Supporter of the Field of Heroes” sign display prior to the event
- Logo recognition on the Field of Heroes website and official program
- Logo on Field of Heroes volunteer shirts (~300) and race shirts (~500)
- Logo as Stage / Tribute Field / Race presenter on patron “Thank-you” signs at main field and race start
- Option to place promotional items in the Field of Heroes 5K race bags (~500)
- Option to read names of honored heroes during any of the reading ceremonies

#### Friend of the Field Patron - $1,000
- Dedication of six flags in the Field of Heroes
- Framed event picture with patron recognition
- In-store flag and “Proud Supporter of the Field of Heroes” sign display prior to the event
- Logo recognition on the Field of Heroes website and official program
- Logo on Field of Heroes volunteer shirts (~300) and race shirts (~500)
- Logo on site sponsor “Thank-you” signs
- Option to place promotional items in the Field of Heroes 5K race bags (~500)
- Option to read names of honored heroes during any of the reading ceremonies

#### Stars & Stripes Patron - $500
- Dedication of four flags in the Field of Heroes
- Listing on the Field of Heroes website and official program
- Listing on Field of Heroes volunteer shirts (~300) and race shirts (~500)
- Listing on site sponsor “Thank-you” signs
- Option to place promotional items in the Field of Heroes 5K race bags (~500)
- Option to read names of honored heroes during one of the reading ceremonies