



THE WESTERVILLE SUNRISE ROTARY CLUB

FIELD OF HEROES

A TRIBUTE TO HOMETOWN HEROES

MEMORIAL DAY WEEKEND, MAY 25—28, 2012



Date and Time

Friday, May 25—Field Constructed, field opens to the public
Saturday, May 26—9:00 a.m.—Opening Ceremony, field open to the public
Sunday, May 27—Field open to the public, 10:00 a.m. interfaith service
Monday, May 28—Field open to the public, closing ceremony at 12:30 p.m.

Location

Southwest corner of Cleveland Avenue and County Line Road in Westerville
(across Cleveland Avenue from the Westerville Community Center)

Visitors

10,000+ visitors generated from corporations, individual flag purchasers, 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 an impact on their lives. Any funds raised in excess of event costs will be used by the Westerville Sunrise Rotary Foundation, a 501(c)(3) entity, for enhancements to the annual Field of Heroes event.

Patron Opportunities and Benefits

Individual flags: \$30 each (\$35 if shipped after the event) at www.fieldofheroes.org
Patron donation opportunities range from \$1,000 to \$10,000.

Patron benefits include corporate identity/logo recognition on volunteer t-shirts, limited signage, 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.

As a one-of-a-kind event, media exposure is significant; in 2010 and 2011, an average of 30 stories ran on central Ohio newscasts, totaling more than 35 minutes of coverage in each year. Total Nielsen audience averaged more than 2.5 million

The field location offers substantial exposure; over 30,000 cars pass through the intersection per day.

Contact

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Additional Event Information

- The 100,000+ square foot field will consist of 2,500 eight foot tall American flags standing in perfect rows as a unique and inspiring temporary memorial in honor of personal heroes for those in our community.
- The 2012 Field of Heroes will feature a special section honoring World War II veterans (in cooperation with Honor Flight). Field visitors will have an opportunity to write letters to veterans participating in an Honor Flight for "Mail Call."
- Special guests participate in the opening and closing ceremonies. An interfaith service is scheduled for Sunday morning, and other appropriately-themed programming is held on the event stage throughout the weekend, including a Saturday evening concert, historical reenactments, speakers, and similar activities.
- Flag sales (online at www.fieldofheroes.org) are promoted through multiple partners, including school clubs and civic organizations. The selling organizations keep a portion of the proceeds of their flag sales as a charitable contribution.
- 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. And new for 2012: flags dedications may be purchased for \$15, with the flag being returned after the event for placement in the 2013 field.
- The Rotary Club of Westerville Sunrise's other signature event is the Wendy's Chili Open, which has raised over a million dollars for central Ohio children's charities in the past 15 years. Additional club information is available at www.westvillerotary.org.