

YOU CAN GET HERE



FROM THERE



SOLDIER ON

CHANGING THE END OF THE STORY FOR FORMERLY HOMELESS VETERANS



THE SOLDIER ON AWARD

DINNER & TRIBUTE BOOK

HONORING ADMIRAL MIKE MULLEN

OCTOBER 29, 2009

THE LOG CABIN

HOLYOKE, MASSACHUSETTS

On October 29, 2009, Soldier On will honor Admiral Mike Mullen, Chairman of the Joint Chiefs of Staff, for his efforts to further the cause of ending veteran homelessness. We will recognize Admiral Mullen with a dinner at the Log Cabin in Holyoke, Massachusetts, at which Admiral Mullen will be presented with the prestigious Soldier On Award.

Admiral Mullen is the 17th and current Chairman of the Joint Chiefs of Staff. He is the highest ranking officer in the United States Armed Forces. By dedicating himself to raising awareness of veteran homelessness, Admiral Mullen has proven a powerful ally for groups like Soldier On.

Admiral Mullen will be on hand to receive the Soldier On Award at the October 29 dinner event. In addition, 25 Members of Congress from across all six New England states have graciously agreed to serve on the event's Honorary Committee and are planning to join us in honoring Admiral Mullen. We invite you to be there, too, as a sponsor.

Soldier On will be in touch soon to discuss sponsorship opportunities. To learn more right away, call Jack Downing at 413-822-8364 or visit www.wesoldieron.org/awardevent.

Since 1994, Soldier On has been helping homeless veterans of the United States Armed Services by providing shelter, counseling, job training and education.

In October 2009, we will take the next step toward our goal of changing the end of the story for homeless veterans. With the start of construction on the first Veterans Village limited equity housing project, we will take a giant step forward in realizing our vision of helping veterans transition from homelessness to home ownership.

To learn more about Soldier On and Veterans Village, visit us at wesoldieron.org.



SPONSORSHIP PACKAGES

We will recognize the major sponsor organizations that helped us make this event a reality with a private reception prior to dinner and a place on the dais during the award presentation. All sponsorship packages include placement of your organization's message in our Tribute Book and logo presence in the Award section of Soldier On's web site. Sponsors also will have the opportunity to display a banner at a groundbreaking ceremony for the Berkshire Veterans Village earlier on the day of the award dinner.

HONORARY COMMITTEE

Massachusetts

Senator Edward M. Kennedy
Senator John F. Kerry
Congressman John W. Olver
Congressman Richard E. Neal
Congressman Jim McGovern
Congressman Barney Frank
Congresswoman Niki Tsongas
Congressman John F. Tierney
Congressman Ed Markey
Congressman Michael E. Capuano
Congressman Stephen F. Lynch
Congressman Bill Delahunt

Connecticut

Senator Christopher J. Dodd
Senator Joseph I. Lieberman
Congressman John B. Larson
Congressman Joe Courtney
Congresswoman Rosa L. DeLauro
Congressman Jim Himes
Congressman Christopher S. Murphy

Maine

Senator Olympia Snowe
Senator Susan M. Collins
Congresswoman Chellie Pingree
Congressman Mike Michaud

New Hampshire

Senator Judd Gregg
Senator Jeanne Shaheen
Congresswoman Carol Shea-Porter
Congressman Paul W. Hodes

Rhode Island

Senator Jack Reed
Congressman Patrick J. Kennedy
Congressman Jim Langevin

Vermont

Senator Patrick J. Leahy
Senator Bernard Sanders

Arkansas

Congressman John Boozman



FOUR STAR: \$25,000

- Full-page ad with priority placement
- 4 Tickets to private reception
- 1 Dais seat
- 3 tables of 9
- Web site logo presence



THREE STAR: \$15,000

- Full-page ad
- 2 Tickets to private reception
- 1 Dais seat
- 2 tables of 9
- Web site logo presence



TWO STAR: \$10,000

- Half-page ad
- 1 Ticket to private reception
- 1 table of 9
- Web site logo presence



ONE STAR: \$5,000

- Quarter page ad
- 1 table of 9
- Web site logo presence



PATRIOTIC: \$500

- Listing in tribute book
- 2 Tickets to event
- Web site logo presence



TRIBUTE BOOK SPECIFICATIONS

File formats accepted:

.pdf (preferred), .tif, .eps, .jpg

Art must be 300dpi and set up for CMYK printing.

TRIBUTE BOOK DEADLINES

Space reservation:

September 21, 2009

Art submission:

September 28, 2009

TRIBUTE BOOK CONTACTS

For ad placement:

Gainer O'Brien

gainer@darbyobrien.com

413-533-7045

Final art:

Stephen Oparowski

stephen@darbyobrien.com

413-533-7045



FULL PAGE

WITH BLEED:

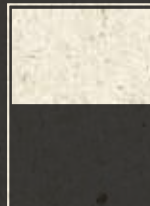
Trim: 8.5" x 11"

Safe Area: 8" x 10.5"

.25" Bleed all around

WITHOUT BLEED:

8" x 10.5"



HALF PAGE HORIZONTAL

WITH BLEED:

Trim: 8.5" x 5.375"

Safe Area: 8" x 4.875"

.25" Bleed all around

WITHOUT BLEED:

8" x 5.125"



HALF PAGE VERTICAL

WITH BLEED:

Trim: 4.125" x 11"

Safe Area: 3.625" x 10.5"

.25" Bleed all around

WITHOUT BLEED:

3.875" x 10.5"



QUARTER PAGE

WITH BLEED:

Trim: 4.125" x 5.375"

Safe Area: 3.625" x 4.875"

.25" Bleed all around

WITHOUT BLEED:

3.875" x 5.125"

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www.wesoldieron.org



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DONOVAN

ATTORNEYS AT LAW