

HONOR. SUPPORT. SALUTE.

ANTHEM VETERANS MEMORIAL
EXPANSION SPONSORSHIP
PACKAGE 2023



CONTACT INFORMATION

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ABOUT THE ANTHEM VETERANS MEMORIAL The Pillars of Pride

The Anthem Veterans Memorial (AVM) was dedicated November 11, 2011. It became a State Historic Landmark in May, 2012. The AVM currently honors 2400 veterans from the U.S. and three allied nations from all service branches, living and deceased who served in the past and serve today. In April, 2023 the Anthem Community Council approved the expansion of the AVM to add over 3000 veteran commemorative pavers. Fundraising for the 2023 AVM Expansion has begun.

The AVM is composed of five marble pillars, one for each service branch, serving steadfast together. The pillars vary in height from sixteen feet to six feet tall. The five pillars are organized in the Department of Defense order of precedence: Army, Marine Corps, Navy, Air Force/Space Force and Coast Guard. On November 11, 2021, the Space Force was officially recognized as the sixth service branch under the Air Force command.

On each of the pillars is the official seal of that service branch. The Department of Defense approved the project design and provided the use of the official seals for each service branch. Within each pillar is an ellipse (cut circle), each perfectly aligned and angled with the pillar before and after it.

To honor the armistice signed to end World War I, at precisely 11:11 a.m. each November 11, the sun's rays pass through the five ellipses of the Armed Services pillars to form a solar spotlight over the mosaic of The Great Seal of the United States.



Every part of the AVM is symbolic.

- The Circle of Honor represents the solidarity of the U.S. Armed Forces and the honor our veterans deserve.
- Two perpendicular rows, known as soldier rows, flank the Circle of Honor and represent individuals coming together as a unit, never leaving a soldier behind – e pluribus unum.
- The white pillars stand on the red brick pavers under the blue Arizona sky to represent the colors of the United States Flag.
- The hand-cut glass mosaic of The Great Seal of the United States faces the pillars, just as the eagle, a symbol of our nation, looks to the military to defend and protect our freedom. The Secretary of State's office approved the use of The Great Seal
- Five benches surround the Circle of Honor, symbolizing the families of service members from each branch who also make great sacrifices as they wait for their loved ones to return home.

The AVM has won numerous design and engineering awards since its dedication and is visited by thousands annually.



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The Anthem Community Council is honored to share the Pillars of Pride with our residents and visitors from around the world. We are grateful to the many individuals and businesses who have donated to support our programming.

When the project was first proposed in 2010, we knew it would be special. We never imagined that, since the dedication November 11, 2011, thousands of visitors would attend our ceremonies and walk the Circle of Honor, remembering the veterans in their families, their veteran friends and the honoring veterans whom they have never met. We never dreamed millions would have watched on social media platforms that special 11:11 a.m. moment as the sun's rays pass through the pillars to form a perfect solar spotlight over The Great Seal of the United States.

The AVM hosts ceremonies on Memorial Day and Veterans Day. The Veterans Day ceremonies draw over 12,000 annually. The AVM also has drawn millions of viewers on social media on Veterans Day.

Hundreds of school children visit the Memorial throughout the year and learn about the important roles our veterans have served throughout history. They learn about honor, service, sacrifice and the need for recognizing our veterans each and every day. They learn about prisoners of war, those missing in action, and important events in history that drew a military response. They learn about The Great Seal of the United States, the military branch seals and the symbolism behind each element of the Memorial. Older students learn about military battles and study the math behind the Memorial, which is included in high school text books across the nation.

Clubs and organizations, tour groups on their way to the Grand Canyon, and those crossing off another entry on their bucket lists, come to Memorial not sure what to expect, but leave with a lasting memory of how one small town in Arizona came together to support, honor and remember veterans and their families.

Sponsor/Donor information to support the 2023 AVM Expansion program is provided here and we ask you designate your donation as 2023 AVM Expansion. We also invite you to support the Anthem Veterans Memorial educational programming. (Designate donation for educational programming) and the Jim Martin STEM Scholarship program that provides scholarships to college-bound students who plan to enter a STEM field. (Designate Jim Martin STEM Scholarship).

Thank you for your support.

*All donations to the Anthem Way Foundation are tax deductible as a designated 501 (c)(3). Donations for the 2023 AVM Expansion should be named as such. All other donations to the Anthem Way Foundation, including veteran/support pavers and the Jim Martin Stem Scholarship) are used for educational programming and scholarships.
Please see the end of the packet for appropriate donation forms.*

AVM EXPANSION TITLE SPONSORSHIP: \$150,000

Title Sponsorship Benefits Include:

- Once Title Sponsorship is secured, no other sponsor may assume this role.
- Sponsor name/logo will be displayed on safety fencing of AVM expansion project.
- Sponsor name will be listed on the new expansion dedication marker on the front of the dedication pillar.
- The Anthem Community Council (ACC)/AVM will issue a dedicated news release announcing Title Sponsorship. A corporate executive will be invited to share a quotation for inclusion in the release and the corporate communication department will work collaboratively with the ACC communication director.
- Sponsor may promote their donation and include the final photo of the AVM with their marketing/media material, as approved by ACC communication director. *
- Sponsor will be identified in all additional news releases and ACC-issued articles regarding the expansion project.
- Sponsor will be included in all paid media and advertising promoting the AVM expansion.
- Sponsor will be noted as "Title Sponsor" or "paid for by" on a one-page sponsor thank you advertisement in the 2023 or 2024 issue of the ACC's Anthem Way/Activities Guide which is mailed to more than 10,000 Anthem homes.
- The OnlineAtAnthem.com will include the sponsor with name and corporate logo on the AVM landing page and provide a link to sponsor's corporate website. After one year, the AVM sponsorship will be included in the AVM Sponsor/Donor page of the website when development finalized.
- Sponsor will be recognized in the 2023 Veterans Day ceremony program and script during the expansion portion of the script.
- Sponsor will be acknowledged a second time for Title Sponsorship in the closing remarks of the 2023 Veterans Day ceremony and listed on the sponsor slide project on the LED screen.
- Sponsor will be provided table space at the Nov. 11 ceremony to display corporate marketing materials. This must be secured in writing by September 1.
- A brick paver engraved with 2023 Expansion, the company name and six stars will be permanently placed in the AVM sponsor section outside the Circle of Honor. builder and project manager, Haydon Corp, also will receive a 6-star paver.
- Eight seats will be reserved at the 2023 and all future Veterans Day ceremonies. These can be used by sponsor representatives or donated to veterans. RSVP is required.
- Four corporate representatives will be included in a private Meet the Greet event prior to the Veterans Day ceremony.
- Sponsor will receive up to four parking passes for entrance to parking adjacent to the Memorial for the 2023 Veterans Day ceremony.

**Any promotion is limited to the sponsorship. The AVM may not be used in any advertisement or marketing material without the written approval by the ACC or ACC Executive Director.*



Five-Star Circle of Honor Sponsorship: \$25,000 (Unlimited)

Associate Sponsorship will include:

- Sponsor name/logo will be displayed on safety fencing of AVM expansion project as an associate sponsor.
- Sponsor name will be listed under Associate Sponsors on the new expansion dedication marker on the front of the dedication pillar.
- The Anthem Community Council (ACC)/AVM will issue a news release announcing all associate sponsors and contributing sponsors (Friends of the AVM) for the expansion project. A corporate executive will be invited to share a quotation for inclusion in the release and the corporate communication department will work collaboratively with the ACC communication director.
- Sponsor may promote their donation as they deem appropriate and include the final photo of the AVM with their marketing/media material.
- Sponsor will be identified in all additional news releases and ACC-issued articles regarding the expansion project.
- Sponsor will be included in all paid media and advertising promoting the AVM expansion.
- Sponsor will be included as an Associate Sponsor on a one-page sponsor thank you advertisement in the 2023 or 2024 issue of the ACC's Anthem Way/Activities Guide which is mailed to more than 10,000 Anthem homes.
- The OnlineAtAnthem.com will include the associate sponsor(s) by name on the AVM landing page and provide a link to sponsor's corporate website. After one year, the AVM sponsorship will be included in the AVM Sponsor/Donor page of the website when development finalized.
- Sponsor will be recognized in the 2023 Veterans Day ceremony program and script during the expansion portion of the script.
- Sponsor will be acknowledged a second time for Title Sponsorship in the closing remarks of the Veterans Day ceremony and name listed in the sponsor slide on LED screen at this time.
- Sponsor will be provided table space at the Nov. 11 ceremony to display corporate marketing materials. This must be secured in writing by September 1.
- A brick paver engraved with 2023 Expansion, the company name and five stars will be permanently placed in the AVM sponsor section outside the Circle of Honor.
- Four seats will be reserved at the 2023-2025 Veterans Day ceremonies. These can be used by sponsor representatives or donated to veterans. RSVP is required.
- Four corporate representatives will be included in a private Meet the Greet event prior to the 2023 Veterans Day ceremony.
- Sponsor will receive up to four parking passes for entrance to parking adjacent to the Memorial for the 2023 Veterans Day ceremony.

Note: The AVM may not be used in any advertisement or marketing material without the written approval by the ACC or ACC Executive Director.

Four-Star Affiliate Sponsorship. \$10,000. (Unlimited). Four-Star Turf Sponsor (\$10,000) Limited to One.

- Sponsor will be recognized in a news release announcing expansion sponsorships.
- Sponsor name will be listed on the new expansion dedication marker on the front of the dedication pillar.
- Sponsor will be included as a four-star sponsor on the AVM expansion listing on the AVM landing page on OnlineAtAnthem.com and included in the donor/sponsor page when available.
- Sponsor will be recognized in 2023 Veterans Day ceremony program and thanked at the ceremony.
- Sponsor will be noted on closing remarks Expansion slide projected on the LED screen.
- Two seats and two parking passes will be reserved at the 2023 Veterans Day ceremony. These can be used by sponsor representative or donated to veterans. RSVP is required.
- A brick paver engraved with 2023 Expansion or 2023 Turf Sponsor, company name and four stars will be permanently placed in the donor section of the AVM outside the Circle of Honor.

Three-Star Contributing Sponsors (\$5000), Unlimited Three-Star Signage Sponsorship: \$5000 (Limited to One)

- Sponsor will be recognized in a news release announcing sponsorships.
- Sponsor name will be listed on the new expansion dedication marker on the front of the dedication pillar.
- Sponsor will be included as a three-star sponsor on the AVM land page under the 2023 Expansion section on OnlineAtAnthem.com and on the donor/sponsor section of page when available.
- Sponsor will be recognized in 2023 Veterans Day ceremony program and thanked at the ceremony.
- Sponsor will be included as a Contributing Sponsor on the sponsor slide projected on the LED screen at the end of the 2023 Veterans Day ceremony.
- Two seats will be reserved at the 2023 Veterans Day ceremony. These can be used by sponsor representative or donated to veterans. RSVP is required.
- A brick paver engraved with 2023 Lighting Sponsor or 2023 Garden Sponsor, company name and two stars will be permanently placed in the donor section of the AVM outside the Circle of Honor.

Two-Star Lighting or Garden Sponsorship: \$3000 (Lighting or Garden, Limited.). Two-Star Supporting Sponsorship: \$3000 (Unlimited).

- Sponsor will be recognized in a news release announcing sponsorships.
- Sponsor name will be listed on the new expansion dedication marker on the front of the dedication pillar.
- Sponsor will be included as a two-star sponsor on the AVM event page expansion section on OnlineAtAnthem.com and on the donor/sponsor section of page when available.
- Sponsor will be recognized in 2023 Veterans Day ceremony program and thanked at the ceremony.
- Sponsor will be included as the Lighting or Garden Sponsor on the sponsor slide projected on the LED screen at the end of the 2023 Veterans Day ceremony.
- Two seats will be reserved at the 2023 Veterans Day ceremony. These can be used by sponsor representative or donated to veterans. RSVP is required.
- A brick paver engraved with 2023 Lighting Sponsor or 2023 Garden Sponsor, company name and two stars will be permanently placed in the donor section of the AVM outside the Circle of Honor.

One-Star Expansion Friend Sponsorship: \$500-\$2499 (Unlimited)

- Sponsor will be recognized in a news release announcing sponsorships.
- Sponsor name will be listed on the new expansion dedication marker on the front of the dedication pillar.
- Sponsor will be included as a one-star sponsor on the AVM event page information on OnlineAtAnthem.com.
- Sponsor will be recognized in ceremony program and thanked at the ceremony.
- Two seats will be reserved at the Veterans Day ceremony. These can be used by sponsor representative or donated to veterans. RSVP is required.
- A brick paver engraved with 2023 Expansion, company name and one star will be permanently placed in front of a designated bench at the Memorial.

All funds raised above the cost for the expansion will be dedicated to educational programming for the Anthem Veterans Memorial. All previous donors will have the option of receiving a new expansion paver or a replacement paver with accumulative stars.

Corporate Honor a Veteran Paver Matching Program

Let the veterans in your employment know you value their service to our nation by donating to the Veteran Commemorative Paver Program. Each veteran paver is \$150. You, the veteran and his/her family will be invited to the paver-laying ceremony at the AVM. The AVM will donate an additional paver for every 10 pavers you purchase.

If you do not have veteran employees, but would like to provide a paver for those who wish to be commemorated, but cannot afford to do so, donate to the Honor a Veteran Program. The AVM will provide one paver for every 10 donated by a single company/donor.

As a donor, you also will receive a star paver with your name or company name and star(s), as noted in our Friends of the Memorial programming.

Go to OnlineAtAnthem.com/AVM, paver link and use the Honor a Veteran paver form. The paver may be ordered and paid for online or the pdf form download and sent with check/credit card to the ACC office at 3701 W. Anthem Way, Suite 201, Anthem, AZ 85086. The form also is attached.

Please let us know if you need to be invoiced for your donation to this program.

AVM 11/11 PERSONAL MATCH CHALLENGE

Veterans Day, November 11 (11/11)

Let it be known you support our veteran commemoration at the AVM by participating in the AVM 11/11 Challenge.

Donate and challenge those you know to match you.

Donate \$111 and challenge others to match your donation. Our goal to round out the date with 1000 additional people who meet the challenge (11/11).

Donate \$1111 and challenge others to match your donation. Each donor will receive a one-star paver with their name from the Friends of the Memorial tiered-giving program.

All funds raised above the cost for the expansion will be dedicated to educational programming for the Anthem Veterans Memorial.

2023 AVM EXPANSION SPONSORSHIP FORM

To sponsor or donate to the 2023 AVM Expansion, please:

Make checks payable to: The Anthem Way Foundation.

Note on the check the donation is "Directed for the 2023 AVM Expansion."

Send your check to:

The Anthem Way Foundation
AVM 2023 Expansion
3701 W. Anthem Way, Suite 201
Anthem, AZ 85086

To Receive an Invoice Prior to Payment:

Please email ElizabethTurnerus@yahoo.com.

Please note the amount you wish to donate to support the 2023 AVM Expansion: _____

Your Name: _____

Your Business (if applicable): _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone Number(s): _____

Email: _____

ABOUT THE ANTHEM WAY FOUNDATION

The Anthem Way Foundation, a 501 (c) (3) nonprofit, was established to assist in the fundraising goals for the Anthem Veterans Memorial. The Foundation was established in 2011 for "providing services and raising funds for charitable, scientific, literary and education purposes." The Foundation is exempt from Federal Income Tax under Section 501 (c) (3) of the Internal Revenue Code.

Note: The AVM may not be used in any advertisement or marketing material without the written approval by the ACC or ACC Executive Director.

Thank you for your donation.