



## United War Veterans Council Of New York County



*From the Greatest Generation to the Latest Generation*

**Veterans Day - Friday, November 11, 2005**

## Information & Sponsorship Opportunities



346 Broadway, Suite 807 | New York, NY 10013  
Tel: 212-693-0157 | Fax: 212-693-1475  
[info@nationsparade.org](mailto:info@nationsparade.org)

## **Executive Summary**

The **New York City Veterans Day Parade** is a unique and exciting annual event, providing partners with the opportunity to support an important public commemoration while reaching an audience of hundreds of thousands in the heart of Manhattan.

This year's parade provides a unique opportunity, as it will be the "**Nation's Parade**" giving special recognition to the World War II Generation on the 60<sup>th</sup> anniversary of the end of the war. It will be the culminating event of the Department of Defense's official commemorative activities that are taking place across the country.

Plans for this year's parade include:

- Exclusive rights to march up 5<sup>th</sup> Avenue
- Over 25,000 participants (veterans of all eras, military, civic)
- Over 750,000 spectators
- Participants from across America, including veterans and youth marching bands
- International contingents
- Special themed floats
- VIP review stand
- Special "Nation's Parade" program

Additional sponsorship and recognition opportunities include:

- Mayor's Tribute to Veterans (invitation-only event)
- Eternal Light Monument Ceremony
- Post-parade Veterans Day Fair at the *Intrepid*
- Other related activities to be announced in the coming weeks

**Join us for this community-wide commemoration honoring those who served!**

General sponsorships (from \$5,000 – 50,000) are available, as well as targeted sponsorships for the events and activities listed above. In addition, sponsors of this year's parade will receive right of first refusal for future commemorations.

**The United War Veterans Council of New York County is a 501(c) 19 non-profit organization. Contributions to the UWVC are tax-deductible as charitable contributions.**

## **Veterans Day 2005: A Special Observation**

This year's Veterans Day holds a particularly special meaning. It marks the 60<sup>th</sup> Anniversary of the end of the Second World War, and provides us with one last chance to salute the members of this great generation.

**The United War Veterans Council has been called upon by the Department of Defense to honor our World War II veterans by presenting this year's Veterans Day Parade as *the Nations Parade* -- the final event of a yearlong salute to our WWII veterans.**

In addition, this year we are again at war, with many of our men and women deployed overseas and in harm's way. By honoring those who served in years past, we ensure that *tomorrow's* veterans know that their courage and sacrifice will be remembered by future generations.

To honor Veterans "from the Greatest Generation to the Latest Generation" and all eras in between, we are enhancing this year's parade by introducing a number of new initiatives designed to recognize our veterans and engage the community – particularly **youth**. Please refer to the following pages for details.

As a sponsor of this year's activities, you will secure your right of first refusal for next year's event, and have the opportunity to be a part of a New York tradition that honors service and builds community.

---

## **Veterans Day 2005: Sponsorship Opportunities**

The following activities are currently planned for this year's Veterans Day observation:

- **Mayor's Tribute to Veterans**
- **Eternal Light Monument Ceremony**
- **Veterans Day Parade Floats**

These opportunities are described in detail on the following pages.

## **Mayor's Tribute to Veterans**

An annual tradition, this special event hosted by the Mayor, offers the opportunity to meet the Mayor and top veterans and military personnel in an intimate setting.

The Mayor's Tribute to Veterans takes place prior to the Parade, and includes a speech by the Mayor as well as photo opportunities for major supporters with the Mayor and other dignitaries.

All major sponsors will receive invitations for this exclusive, invitation-only event. The primary sponsor will receive recognition from the podium and in the printed materials for the event. Contact us for more information.

**Mayor's Tribute to Veterans Sponsorship  
is available for \$15,000.00**

## **Eternal Light Monument Ceremony**

This prestigious ceremony takes place in front of the Eternal Light Monument in Madison Square Park (5<sup>th</sup> Avenue between 23<sup>rd</sup> and 25<sup>th</sup> Streets), immediately before the parade.

The ceremony consists of:

- speeches by the Mayor, our Senators, military and other state and civic leaders.
- speeches by youth Veterans Day Speechwriting contest winners (see below)
- laying of memorial wreaths at Eternal Light Monument
- military salute by ceremonial honor guard

This ceremony is the most formal of our Veterans Day events, and receives heavy media coverage each year.

**Eternal Light Monument Ceremony Sponsorship  
is available for \$10,000.00**

## Nation's Parade

The cornerstone of our Veterans Day activities, the parade will feature:

- March through heart of Manhattan (Up 5th Avenue from 26th street to 56th Street)
- 750,000 spectators
- 25,000 participants from across America, including veterans and youth marching bands
- Special contingents
  - Dignitaries (NYC, State and National leaders)
  - Active duty military
  - Procession of States (WWII vets from around the nation)
  - Procession of Nations (WWII vets from international allies)
  - NYC and national veterans groups
  - Military and youth marching bands
  - Civic organizations
- Coverage by local media (TV, print, radio)
- VIP review stand
- Special "Nation's Parade" program

## Commemorative Floats

This year, in honor of the 60<sup>th</sup> Anniversary of World War II, sponsors will have the opportunity to help present special floats around the WWII theme, and/or specialized themes:

- African-American veterans
- Asian-American veterans
- Latino-American veterans
- Women veterans
- Medal of Honor
- Army
- Navy
- Air Force (Air Corps)
- Marines
- Coast Guard / Merchant Marine
- Purple Heart

Sponsors who commit to **\$5,000** or more in support will have the opportunity to co-brand one of these floats (on a first-come, first-serve basis). Sponsors who commit **\$10,000** or more will receive a deluxe float package (a larger float with additional design options). Sponsors may further enhance float designs with their own funds.

## **Sponsorship Opportunities**

We offer numerous opportunities for individual and corporate sponsors to make a financial commitment to the UWVC and help us fulfill our mission to New York's veterans.

### **The UWVC Endowment**

For **\$300,000** annually, an individual or corporate sponsor can endow our headquarters and receive the highest-level of recognition (Five Stars) at **all** UWVC events for the year.

Benefits include:

- Recognition as primary UWVC sponsor on promotional materials, websites, etc.
- Exclusivity in category
- Five-Star level recognition at all events  
(See following pages for example)
- Sponsorship of Official UWVC float in Veterans' Day parade
- Right of first refusal to sole sponsorship of any UWVC event

### **Veterans Day 2005 Endowment**

For **\$200,000**, an individual or corporate sponsor can endow the Veterans Day 2005 events in New York that are coordinated by the UWVC, including:

- Mayor's Tribute to Veterans Event.
- The Eternal Light Monument Ceremony
- Youth Speechwriting Competition
- Parade up 5<sup>th</sup> Avenue

Included in the endowment package are:

- Exclusivity in category
- Recognition as primary sponsor of Veterans Day 2005 on all promotional and marketing materials
- Five-Star Level recognition at above activities  
(See following pages for details)

*continued* →

## **Sponsorship Opportunities (cont'd)**

### **Five Star - \$50,000.00**

- **Exclusivity in category**
- Extra-Large Logo on all promotional materials:
  - Program & printed materials
  - Website and broadcast media
  - Signage along parade route
- Sponsorship of lead float of one parade division
- Sponsorship of additional deluxe float
- Double page inside Nation's Parade 2005 Program
- Prominent recognition from stage (by Master of Ceremonies) at
  - Eternal Light Monument Ceremony
  - Reviewing stand at 40th Street and 5th Avenue
  - Post-parade events and activities at the *Intrepid*
  - Mayor's Tribute to Veterans Event
- 1 VIP seat on dais at Eternal Light Monument Ceremony
- 15 VIP seats at Eternal Light Monument Ceremony
- 10 VIP invites to the Mayor's Tribute to Veterans
- Personal thank-you note from prominent veteran

### **Four Star - \$25,000.00**

- Large Logo on all promotional materials (see above)
- Sponsorship of lead float of one parade division
- Single page inside Nation's Parade 2005 Program
- Prominent recognition from stage (by MC) at all events (see above)
- 10 VIP seats at Eternal Light Monument Ceremony
- 5 VIP invites to the Mayor's Tribute to Veterans

### **Three Star - \$10,000.00**

- Logo on all promotional materials (see above)
- Sponsorship of one deluxe float
- Half page inside Nation's Parade 2005 Program
- Prominent recognition from stage (by MC) at all events (see above)
- 5 VIP seats at Eternal Light Monument Ceremony
- 3 VIP invites to the Mayor's Tribute to Veterans

### **Two Star - \$7,500.00**

- Logo on all promotional materials (see above)
- Sponsorship of one float
- Quarter page inside Nation's Parade 2005 Program
- Recognition from stage (by MC) at all events (see above)
- 5 VIP seats at Eternal Light Monument Ceremony
- 3 VIP invites to the Mayor's Tribute to Veterans

### **One Star - \$5,000.00**

- Sponsor name (level 1) on all promotional materials (see above)
- Sponsorship of one float
- Quarter page inside Nation's Parade 2005 Program
- Recognition from stage (by MC) at all events (see above)
- 4 VIP seats at Eternal Light Monument Ceremony
- 2 VIP invites to the Mayor's Tribute to Veterans

### **Eagle- \$2,500.00**

- Sponsor name (level 2) on all promotional materials (see above)
- Special mention inside Nation's Parade 2005 Program
- 3 VIP seats at Eternal Light Monument Ceremony
- 2 VIP invites to the Mayor's Tribute to Veterans

### **Oak Leaf- \$1,000.00**

- Sponsor name (level 3) on all promotional materials (see above)
- Special mention inside Nation's Parade 2005 Program
- 2 VIP seats at Eternal Light Monument Ceremony
- 1 VIP invite to the Mayor's Tribute to Veterans

### **Mayor's Tribute to Veterans - \$15,000**

Also includes Three-Star recognition (except float)

### **Eternal Light Monument Ceremony - \$10,000**

Also includes Three-Star recognition (except float)

### **Youth Speechwriting Contest - \$15,000**

Also includes Three-Star recognition (except float)

### **Official State Float**

- **\$10,000** – Individual customized float
- **\$5,000** – Share float with one other State
- **\$2,500** – Share float with 3 other States.

### **Official International Float - \$10,000**

### **Friends of Veterans Sponsorship**

(All donations welcomed)

**If you wish to make a contribution, please refer to the form at the end of this document. For more information contact us at: 212-269-4284. We would also be happy to make a presentation at your location regarding these sponsorship opportunities.**

## About the United War Veterans Council

*“to care for him who shall have borne the battle.”*

The United War Veterans Council of New York County (UWVC) is a 501(c) 19 non-profit organization that is responsible for hosting and producing Veterans' Day ceremonies and other recognition and memorial events. We also provide a variety of services to New York's veterans and their families. Thousands of New Yorkers count on the UWVC and the role we play in helping America's veterans.

The UWVC is the keeper of a tradition that looks back to the Civil War, when veterans of the Grand Army of the Republic would meet each year to remember their fallen comrades. This torch was passed to veterans of the Spanish-American War, World War I and World War II. Following the Second World War, the initial United War Veterans Council was convened to assume the responsibility for holding Memorial Day and Armistice Day (now Veterans' Day) ceremonies.

Today, the UWVC is one of the most respected organizations serving veterans in the country. We have as its member's representatives of the major veterans' groups in New York County. Our membership includes veterans from all the Armed Forces who have served in time of war and peace in World War II, Korea, Vietnam, the Dominican Republic, Panama, the Gulf War, Bosnia and other deployments. We are in the process of welcoming a new generation of veterans into our fold – the men and women who have served in Global War Against Terrorism in Iraq and Afghanistan.

The UWVC strives to uphold the words of Abraham Lincoln, who urged all Americans to join *“to care for him who shall have borne the battle.”* Your financial commitment to the UWVC will provide us with the resources necessary to achieve this mission, and will ensure that the public remembers the sacrifices of those who served.

# **United War Veterans Council: A history of success**

The UWVC's past events and accomplishments include:

- The New York City Veterans' Day Parade (Annual)
- The National World War II Memorial Dedication Celebration in NYC
- Vietnam Veterans Memorial Plaza Renovation and Rededication Ceremony
- 50th Anniversary of the Korean War - Commemorative Commission Parade
- The Nations Parade, celebrating the 50th Anniversary of World War II
- "The Status of Veterans in the New Millennium" – investigative hearings and summary report
- "Thank You for Serving" Video (2003 & 2004) - Distributed by the USO to units at home and overseas.
- Junior ROTC Parade & Recognition Ceremony.
- Tribute to Governors Island Flotilla and Landside Ceremony
- "Tribute to 9/11" at Vietnam Veterans Memorial Plaza NYC

In addition, our organization and its members have received numerous Proclamations and Certificates of Appreciation from the City Council and the Mayors Office, as well as recognition from the Department of Defense and Armed Forces – including the Civilian Service Medal, the second-highest civilian award that the military bestows.

**Thanks to this track record of success, we have been appointed by the *Department of Defense's World War II 60<sup>th</sup> Anniversary Committee* to present this year's Veterans Day Parade as *the Nations Parade* -- the final event of a yearlong salute to our WWII veterans.**

You can be confident that your support will enable us to deliver a successful event that will honor our veterans, bring together our community, and reflect well upon your company or organization.

# About Veterans Day

## History

On November 11, 1921, three years after the end of World War I, the body of an unknown soldier who had died in Europe was laid to rest in Arlington National Cemetery as part of the ceremonies of the first *Armistice Day*,

In 1954, after the mobilization of millions of men and women for World War II and after America forces had fought aggression in Korea, President Dwight Eisenhower signed into law a bill that changed Armistice Day to Veterans Day, honoring the service of all of our nation's veterans.

Since that time, Veterans Day has become an event that brings communities across America together to recognize the contributions of those who have served our nation.

## Why a parade?

The Veterans Day Parade is more than an opportunity for our veterans and civic leaders to march down the street. It plays a vital role in enhancing public understanding of the service of our nation's veterans.

As an exciting, highly visible public event, the Veterans Day Parade invites the community to participate in honoring those who served, and brings veterans and veterans' issues into the awareness of the public. It is an opportunity to build fellowship, bring new veterans into the fold, and to recruit volunteers and mobilize resources.

By supporting the Veterans Day Parade, you not only help celebrate those who served; you will play an important part in helping us mobilize the community to support and serve our veterans, military and family members on an ongoing basis.

# Make a contribution today!

All contributions are welcome. Additional sponsorship opportunities may be available. Please call Vince McGowan or Pat Gualtieri at (212) 693-1476 for more information.

The United War Veterans Council of New York County is a 501(c) 19 non-profit organization. Contributions to the UWVC are tax-deductible as charitable contributions.

Yes, I am proud to join the United War Veterans Council's mission to serve the New York City area's 350,000 veterans and their families.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ S: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Levels:

- The UWVC Annual Endowment (\$300,000.00)
- Veterans Day Activities Endowment (\$200,000.00)
- Five Star Sponsorship (\$50,000.00)
- Four Star Sponsorship (\$25,000.00)
- Three Star Sponsorship (\$10,000.00)
- Two Star Sponsorship (\$7,500.00)
- Star Sponsorship (\$5,000.00)
- Eagle Sponsorship (\$2,500.00)
- Oak Leaf Sponsorship (\$1,000.00)
- Friends of Veterans Sponsorship (All donations welcomed) \$ \_\_\_\_\_
- Other (please indicate amount and category)  
\$ \_\_\_\_\_

*Please make checks payable to: United War Veterans Council of New York County, Inc.*

Name as it should appear for official recognition purposes:

\_\_\_\_\_