



# Sponsorship Opportunities



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Dear Community Partner,

The Anchored Leadership Foundation is building America's leaders! We are proud to announce the 11th Annual Chief Petty Officer Heritage Week, a signature military celebration taking place September 2 - 4, 2025, in Downtown Jacksonville, Florida. This multi-day event honors the achievements, service, and leadership of Chief Petty Officers within the U.S. Navy, culminating in our largest gathering—the renowned CPO Pride Day Jacksonville, on September 3, 2025, at the VyStar Veterans Memorial Arena.

As the Navy celebrates its 250th anniversary, this milestone year offers an unmatched opportunity for your organization to connect with and support one of the most respected military communities in the nation. Jacksonville's longstanding naval heritage makes it the perfect backdrop for this event, where active-duty sailors, veterans, families, and civic leaders unite in pride and camaraderie.

### Why Partner With Us?

Today's consumers value brands that support causes with genuine impact. Sponsoring Chief Petty Officer Heritage Week positions your company as a purpose-driven leader, showing visible support for those who serve while connecting your brand to Northeast Florida's military, business, and government sectors.

Our sponsorship packages are designed to deliver:

- High-profile brand exposure to thousands of active-duty service members, veterans, and civilian supporters.
- Direct engagement with military leadership, civic decision-makers, and industry professionals.
- Customizable marketing solutions aligned with your business goals, from premier branding at the VyStar Arena to targeted digital presence and exclusive networking access.
- Positive community recognition, demonstrating your company's commitment to honoring service and strengthening military families.

From visibility in the region's largest Navy-focused gathering to valuable B2B relationship-building, your partnership will help create an unforgettable experience while reinforcing your organization's community leadership.

We invite you to stand with us as we honor the past, celebrate the present, and support the future of our nation's Navy.

Thank you for considering this opportunity to partner with Northeast Florida Vets. We look forward to working together to make a lasting impact on those who serve.

With appreciation,

*Jaime Quiñones*

Mr. Jaime Quiñones

Co-Founder

CPO, U.S. Navy, (Ret)

Anchored Leadership Foundation



## About Jacksonville, Florida

### A Proud Military City with a Rich Naval Legacy

Located along Florida's Atlantic coast, Jacksonville is more than just the largest city by land area in the continental United States—it's a community deeply rooted in naval tradition and military service. Known as the "First Coast", Jacksonville has earned its reputation as one of the nation's premier military hubs, where a proud history of naval excellence continues to shape the city's identity today.

Jacksonville is home to three major military installations that form the backbone of its naval presence:

- Naval Air Station Jacksonville (NAS Jax) – A cornerstone of U.S. Navy aviation, NAS Jacksonville serves as a master air base supporting maritime patrol, anti-submarine warfare, and flight training operations.
- Naval Station Mayport – One of the Navy's strategic deep-water ports, Mayport supports a growing surface fleet and is home to Littoral Combat Ships and guided-missile destroyers. The base also houses a busy airfield and contributes significantly to Jacksonville's operational readiness.
- Naval Submarine Base Kings Bay (just north in nearby Georgia) – The East Coast home to the Navy's Atlantic Fleet ballistic missile submarines, Kings Bay plays a critical role in national security and adds to the regional military influence.

Jacksonville's connection to the Navy isn't just operational—it's personal. The region is home to hundreds of thousands of active-duty service members, retirees, and veterans, forming one of the largest military-affiliated populations in the United States. Their presence is woven into the fabric of everyday life, from civic leadership to local businesses and neighborhood communities.

Adding to its proud military heritage, Jacksonville will soon be home to the National POW/MIA Memorial & Museum, a project currently in development that will honor and remember America's prisoners of war and those still missing in action. This national landmark will further establish Jacksonville as a center of remembrance, education, and military pride.

Throughout the city, symbols of naval strength and community support are ever-present, whether in annual events like CPO Heritage Week, or through the countless organizations committed to serving veterans and their families. In Jacksonville, honoring those who serve isn't just tradition—it's a way of life.

**Jacksonville, Florida: where naval history lives and military culture thrives.**





# This Years Guest Speaker

## MCPON (Ret) RICK WEST

12<sup>th</sup> Master Chief Petty Officer of the Navy



MCPON (SS/SW) Rick D. West was born in Rising Fawn, Ga. He graduated from Northwest Georgia High School in 1981 and immediately entered the U.S. Navy.

West received recruit training and Quartermaster training at Orlando, Fla., followed by Enlisted Submarine School at Groton, Conn. His first duty assignment was aboard USS Ethan Allen (SSN 608) where he completed submarine qualifications. Other assignments include USS Thomas Edison (SSN 610), USS Sea Devil (SSN 664), Commander Naval Activities United Kingdom (COMNAVACTUK), USS Tecumseh (SSBN 628) (Blue), and Commander, Submarine Force, U.S. Pacific Fleet (COMSUBPAC) Staff (Training/Tactical Readiness Evaluation (TRE) Team).

Immediately after SUBPAC, West was assigned as the Chief of the Boat (COB) aboard the San Diego-based fast-attack submarine, USS Portsmouth (SSN 707), where he completed two Western Pacific deployments and the crew earned two, Battle Efficiency "E" awards.

Upon completion of a Command Master Chief (CMC) tour at Submarine Squadron (COMSUBRON) ELEVEN, West attended the Navy's Senior Enlisted Academy in Newport, R.I. and then selected and served as the COMSUBPAC Force Master Chief from January 2001 to 2004. West then reported as the CMC to USS Preble (DDG 88) homeported in San Diego, where he deployed to the Persian Gulf and qualified as an Enlisted Surface Warfare Specialist and the crew earned the Battle Efficiency "E" award.

West selected during his tour onboard the Preble to serve as the Pacific Fleet (PACFLT), Fleet Master Chief from February 2005 to June 2007. Following PACFLT, he served as the Fleet Master Chief for Commander, U.S. Fleet Forces Command from June 2007 to December 2008. The first Master Chief to hold Fleet Master Chief positions in both the Pacific and Atlantic Fleets.

West became the 12th Master Chief Petty Officer of the Navy (MCPON) on Dec. 12, 2008, to September 28, 2012. MCPON (SS/SW) Rick West retired from the Navy after over a thirty-two-year career. West's personal awards include the Distinguished Service Medal, the Legion of Merit (two awards), Meritorious Service Medal (three awards), Navy and Marine Corps Commendation Medal (four awards), Navy and Marine Corps Achievement Medal (two awards), Enlisted Surface Warfare Insignia, Enlisted Submarine Insignia, and SSBN Deterrent Patrol Pin.

Rick currently works as the President of AHRN.com and works as a Consultant at General Dynamics Mission Systems (GDMS) Progeny Systems LLC.

Rick is a Military Advisor at Veterans United Home Loans and sits as a Military Advisor on the board with First Command Financial and Blue Cross Blue Shield Military Relations. Additionally, Rick is active as a previous board member for the Naval Submarine League (NSL), and the Navy League and routinely invited by Navy Leadership to speak on a variety of subjects across the Navy. Additionally, Rick alongside the five other Senior Enlisted Leaders of each service is co-owner of Summit Six LLC and published the leadership book *"Breaching the Summit."*

Rick and his wife Bobbi currently reside in Poulsbo, Washington.



**September 2, 2025**

**“Pearls of Wisdom”**

Held at Naval Air Station Jacksonville, this intimate event brings together retired and active-duty Chief Petty Officers to pass down their knowledge, leadership lessons, and time-honored traditions to newly selected Chief Petty Officers (CPO Selectees). A meaningful day of mentorship, legacy, and professional development.

**September 3, 2025**

**“11th Annual CPO Pride Day”**

Hosted at the VyStar Veterans Memorial Arena, CPO Pride Day is the pinnacle of Heritage Week, a high-energy, day-long celebration of Chief Petty Officers, their history, and their vital role in the Navy. This flagship event welcomes thousands of CPOs, Selectees, veterans, military families, civic leaders, and corporate partners to participate in motivational speaking sessions, leadership panels, vendor showcases, networking, and camaraderie. It is a unique blend of formal tradition and community pride.

**September 4, 2025**

**“Community Relations Projects (COMRELs)”**

Anchoring Heritage Week in service, this day is dedicated to hands-on community service projects throughout Northeast Florida. Retired Chiefs, active-duty personnel, sponsors, and CPO Selectees partner with local nonprofits and community organizations to contribute resources, labor, and support to causes that make an immediate difference. COMRELs represent the heart of CPO leadership, service before self.

## Master Chief Petty Officer of the Navy (MCPON Level)

PRESENTING "T-SHIRT" SPONSOR

**\$15,000.00**

*1 Available*

- Company Logo on all event t-shirts "Presented By ..."
- Company Logo, Advertisement Graphics/Video on Jumbotron at VyStar Veteran Memorial Arena
- Listed as "**MCPON Level Title Sponsor**" on the website with 12 months logo placement on the website until the next calendar year event. (2025/2026)
- X5 minutes on the microphone to thank/address the audience. (transcript to be approved by event coordinators)
- X6 VIP seating with CPO Pride Day packages (T-shirt, Hat, and Challenge Coins)
- X6 Meal Tickets
- Seat as Competition Judge (x1)
- Verbal & Social Media Sponsorship recognition at all events for 12 months
- X4 Tables/Booth Space for Company Resources, Information & Sales

## Master Chief Petty Officer (MCPO Level)

SUPPORTING "COIN" SPONSOR

**\$10,000.00**

*2 Available*

- Company Logo & Contact Information on all Challenge Coin PVC pouches
- Company Logo, Advertisement Graphics on Jumbotron at VyStar Veteran Memorial Arena
- Listed as "**MCPO Level Title Sponsor**" on the website with 6 months logo placement on the website until the next calendar year event. (2025/2026)
- X4 VIP seating with CPO Pride Day packages (T-shirt, Hat, and Challenge Coins)
- X4 Meal Tickets
- Seat as Competition Judge (x1)
- Verbal & Social Media Sponsorship recognition at all events for 12 months
- X3 Tables for Company Resources, Information & Sales

## Senior Chief Petty Officer (SCPO Level)

CPO MESS LEVEL SPONSORS

**\$7,500.00**

*3 Available*

- Company Logo on Jumbotron at VyStar Veteran Memorial Arena
- Listed as "**SCPO Level Title Sponsor**" on the website with 6 months logo placement on the website until the next calendar year event. (Through the end of 2025)
- X2 VIP seating with CPO Pride Day packages (T-shirt, Hat, and Challenge Coins)
- X2 Meal Tickets
- Seat as Competition Judge (x1)
- Verbal & Social Media Sponsorship recognition at all events for 6 months
- X2 Tables for Company Resources, Information & Sales



U.S. Navy Chief Petty Officers are often called "Goats", a nickname dating back to the days when ships carried goats for milk and resilience. Like their namesake, Chiefs are known for toughness, adaptability, and being essential to the crew's success. Today, being called a "Goat" is a badge of honor, marking a Chief as a seasoned leader and the backbone of the Navy.

**DID YOU KNOW?**





## Chief Petty Officer (CPO Level)

### SMALL BUSINESS LEVEL SPONSORS

**\$5,000.00**

*4 Available*

- Company Logo on Jumbotron at VyStar Veteran Memorial Arena
- Listed as “**SCPO Level Title Sponsor**” on the website with 3 months logo placement on the website until the next calendar year event. (Through the end of 2025)
- X2 VIP seating with CPO Pride Day packages (T-shirt, Hat, and Challenge Coins)
- X2 Meal Tickets
- Seat as Competition Judge (x1)
- Verbal & Social Media Sponsorship recognition at all events for 3 months
- X2 Tables for Company Resources, Information & Sales

## Veteran Owned Small Business / Chief Petty Officer (CPO Level)

### SUPPORTING SPONSOR

**\$1,500.00**

*10 Available*

- Company Logo on Website
- Listed as “**CPO Level Title Sponsor**” on the website with 3 months logo placement on the website until the next calendar year event.
- 1 VIP seating with CPO Pride Day packages (T-shirt, Hat, and Challenge Coins)
- 1 Meal Ticket
- Social Media Sponsorship Recognition leading up to and through the event.
- X1 Tables for Company Resources, Information & Sales

## Other Sponsorship Opportunities

**All sponsor packages below include one (1) event coin, t-shirt, and hat!**

### Event Drone/Videography

**\$3,500.00**

Helps pay for event video recording and post-production.

### Event Photography

**\$2,500.00**

Helps pay for event photographer(s)

### DJ / Sound

**\$2,500.00**

Pays for the event DJ and sponsor announcements will be made by the DJ once an hour during the event.



## Gifts & Awards

\$2,500.00

Per award group (Guidon/Cadence/Vessel/Coin). Not only will your name and logo be on each award, you or a representative can help present the award!

## Event Water

\$1,000.00

*2 Available*

Helps pay for event hydration. Signage by each water station with your name and logo!

## Coffee

\$500.00

*2 Available*

Signage by each coffee station with your name and logo!

## Doughnuts

\$500.00

*2 Available*

Signage by each doughnut station with your name and logo!

**Open to in-kind donations and modifications of the above to fit your needs!**

# Thank You!

To reserve your sponsorship, contact:

Mr. Jaime Quiñones | 904.504.3886

Mr. Rich Possert | 904.704.0225 *or* via

email at: [INFO@CPOPRIDEDAYJAX.COM](mailto:INFO@CPOPRIDEDAYJAX.COM)



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