

NAM TO SAND JAM

NEVER ABANDON ME JUST ACCEPT ME



OCTOBER 23, 2021 • REID PARK

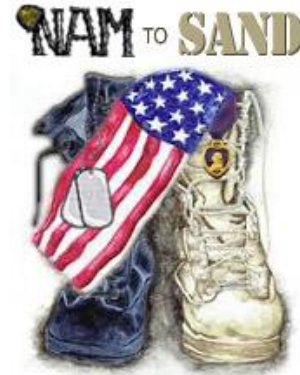
FREE CONCERT 10AM - 6PM

The Original Concert by Veterans for Veterans

SPONSORSHIP PACKET



Contacts: vva106@live.com • Jim Barnhart 520-404-2040 • Terry Byron 520-982-0023 • NamJamTucson.org





Nam to Sand Jam

**A Community Salute to ALL Veterans,
Military and their Families**

NAMJAM®: The Original Concert, for Veterans by Veterans, for 33 years and counting *will be held Saturday, October 23, 2021 at Reid Park Bandshell, 900 S. Randolph Way, Tucson, AZ 85716.*

NamJam®, A Community Salute to ALL Veterans, Military and their Families.

It's A FREE CONCERT with military vehicles, food and beverages.

October 23rd at Reid Park Bandshell – 10 am to 6 pm.

NamJam® gathers on site **Resources for All Veterans**, while providing a GREAT day of fun, food and music. Military Vehicles, Memorial Museum, Chopper Charlie, and more.

It's FREE for the entire community

Help us Serve those who Served!

NAM TO SAND JAM

NEVER ABANDON ME JUST ACCEPT ME



OCTOBER 23, 2021 • REID PARK FREE CONCERT 10AM - 6PM

- Military Displays • Veteran Resources • Camaraderie
- 9 AM Pancake Breakfast • Cold Drinks • Food • Music

OPEN TO THE PUBLIC

Accepting donations of non-perishable food items.

NAM TO SAND

BRING A TOY FOR THE MARINE CORPS RESERVE



Dignity

LIFE WELL CELEBRATED

DESERT DIAMOND CASINOS & ENTERTAINMENT



Like us on Facebook • www.NamJamTucson.org • www.VVA106.org



Marketing Benefits

Vietnam Veterans of America Chapter 106, a 501(c)19, offers you the opportunity to market directly to attendees of the 33rd annual NamJam[®] event on October 23, 2021 at Reid Park Bandshell.

Guests will be able to enjoy a fun filled day with entertainment provided by local bands, food and beverages, military vehicles/static displays and other activities.

- Salute to America's Heroes
- Live Entertainment
- Presentation of Colors
- Family Learning Experience

VVA Chapter 106 Tax ID #52-1389485 Group #3202. Please see the following sponsorship opportunities available.



events 2

Nam Jam Rockin' For All Vets

by Craig Baker



DENNIS ST. GERMAINE returned to Tucson from Vietnam in 1967 and enrolled at the University of Arizona a week later. "And that," he says, "was an eye-opener." As an enlisted man, St. Germaine says he hadn't given the antiwar movement a whole lot of thought, but once he was on campus, "all of the sudden, there it was." He started talking to local activists and it led him to doubt his involvement in the war, and that doubt racked him with guilt.

"I had to start questioning myself," says St. Germaine. He wondered if considering the other side of the debate was akin to betraying the trust of his fellow vets, that is, until he came across a group of veterans that were experiencing the same thing.

Coming back to the United States from an active combat zone, St. Germaine explains that "There were so many people who were not on our side, (and) were actually blaming us (for the war)" though, he points out, enlisted men "didn't have much to do with it starting and didn't have much to do with ending." He believes at least some Post-Traumatic Stress Disorder symptoms come, not just from memories of being under fire, but also from the feeling of alienation that inevitably follows a soldier's return from war.

In 1987, twelve years after the end of the roughly 20-year-long Vietnam War, a replica of the Vietnam Memorial came to Tucson as a traveling exhibit where it was erected in a corridor on the Tucson Convention Center grounds. One day during a torrential monsoon storm, visitors — folk musicians Michael Martin and Tim Holiday, billed as Martin and Holiday — filled the air with acoustic guitar music about their time spent at war. The party moved from there to the home of a young lady whose brother had died in Vietnam, in turn, sparked the idea for Tucson's first ever Nam Jam. The event has been rockin' ever since.

When Nam Jam first started over two decades ago, it was basically an excuse for vets to get together, drink a few beers, and listen to live music. The local Vietnam Veterans Association, VVA 106 — named in honor of the 106 Tucsonans that lost their lives in the war — supported the event by selling hot dogs, burgers and t-shirts. Things went so well that they did it again the next year. And the next. Now, with Steve Kreamer as Nam Jam's Director, the event has evolved from a concert which allowed Tucson's Vietnam Vets a chance to socialize with each other as well as with the public at large, to an event that helps introduce veterans of all wars to the resources available to them in their local community.

Kreamer explains that there are three basic elements important to the re-education and reintegration of any veteran — community, camaraderie and resources. His goal was to get all three in one place. This Kreamer has brought in groups like the Wounded Warrior Project, Therapeutic Riding of Tucson (TROT), and the homeless veteran shelter Esperanza En Escalante (which was actually started thanks in part to the efforts of VVA 106 and Nam Jam) to the event. And the Vietnam vets on site, Kreamer says, are now able to act as mentors to local vets from more recent wars like those in Iraq and Afghanistan. And, as such, they are helping to form a healing community all their own — this is why Nam Jam is now "Rockin' For All Vets." Says Kreamer, "Reentering into a community is one of the most healing things you can do (as a returning veteran)." And what better way to do it than with an open-air concert?

But Nam Jam isn't just a veterans' event. St. Germaine insists that there's something at the show for everyone. "We have beer and music if that's what you want," he says. Kreamer is quick to point out that the concert is completely free and features acts like the Talking Dead, Main Street and LeeAnne Savage. But says St. Germaine, there will also be a bit of history and real artifacts from the war itself at the Vietnam Veterans Traveling Education Museum exhibit, along with a handful of military vehicles to check out, and a kids' play area. Even Mayor Jonathan Rothschild has gotten involved by officially proclaiming the day of the event, Oct. 18, as "Nam Jam Day" in Tucson.

St. Germaine says that the most important thing that a vet can do for their own healing is to get involved with an organization as soon as possible, and so the free party format of Nam Jam is there to make that step easier for them. And even if you aren't a vet, what more excuse do you need to show up — you did read the part about "free party," right? ■

Nam Jam is on Saturday, Oct. 18 at Ribbit Downs, 4502 N. 1st Ave., from 9 a.m. to dusk. All proceeds go to charities that support local veterans. More details are available at NamJamTucson.org.

October 2014 • ZOCALO • PAGE 27 • 33

Event Sponsor

Sponsorship Levels:

\$500

- 10x10 Booth Space
- On-site Signage*

\$1,000

- 10x10 Booth Space
- On-site Signage*
- Website Mention
- Inclusion in Brochure

\$2,500

- 10x10 Booth Space
- On-site Signage*
- Website Mention
- Inclusion in Brochure
- On Stage Mentions

*Signage provided by sponsor.



Help us continue support of:

- Fisher House
- Esperanza En Escalante
- Veteran Service Officers
- VA Voluntary Services
- Individual Veterans or Families In Need
- Veterans Traveling Education Museum
- 4 Chaplains Memorial Service
- Arizona Rangers

*In 2020 we have donated
over \$10,000
to Veterans in need and to
Veteran Organizations.*

**With Your Support
We Can Do More!**



Contacts: vva106@live.com • Jim Barnhart 520-404-2040 • Terry Byron 520-982-0023 • NamJamTucson.org

Event Sponsorship

\$5,000

- 10x20 Booth
- Designated Title Sponsor
- Multiple On-site Signage (including stage)*
- Website Link
- Inclusion in Brochure
- Inclusion in Event Advertising
- Announcements from the Stage



**Signage provided by sponsor.*



NAM

NEVER ABANDON ME

TO

SAND

JAM

JUST ACCEPT ME



OCTOBER 23, 2021 • REID PARK FREE CONCERT 10AM - 6PM

SPONSORSHIP AGREEMENT

Date: _____ Contact Name: _____
 Sponsor Company Name: _____
 Sponsor Address: _____
 Phone: _____ Email: _____
 Sponsor Signature: _____

Package Selected

(check appropriate line)

(Logos submitted no later than 8/31/2021 to be included in advertising.)

All sponsor investments must be paid in full by 9/30/21)

- \$ 500 Sponsorship Level
- \$1,000 Sponsorship Level
- \$2,500 Sponsorship Level
- \$5,000 Sponsorship Level
- Other Sponsorship

Make Checks Payable to VVA 106 NamJam and mail to: PO Box 40903 • Tucson, Arizona 85717-0903
 Contacts: vva106@live.com • Jim Barnhart 520-404-2040 • Terry Byron 520-982-0023 • NamJamTucson.org