

The DUCKS are COMING to FRISCO!



## 2020 Sponsorship Opportunities

AN EVENT TO BENEFIT veterans, military, and their families.

Saturday, April 25, 2020

Dr Pepper Ballpark

Frisco ★ Texas

*Presented by*



*Frisco*  
**Rough Riders™**





## JOIN THE BIGGEST SPLASH IN FRISCO!



Presented by

*Frisco*  
**RoughRiders™**

Dear Future Sponsor:

The Frisco Veterans of Foreign Wars (VFW) Post 8273 is joining the Frisco RoughRiders for the inaugural debut of **OPERATION DUCK**: the first 'official' duck race in Frisco, Texas! This event will support our **mission** to provide unique and urgently needed services that improve the lives of veterans, military personnel, and their families, all while supporting positive citizen involvement for the betterment of the community. While we can never truly

repay the debt we owe our heroes, we are determined to show our brave veterans the continued support and gratitude for their commitment to our way of life.

This event is possible with the support of the community and sponsors like you, that **help us support those who have fought hard to preserve our red, white, and blue**. We invite you to join in this exciting fundraising opportunity at the Frisco RoughRiders' Dr Pepper Ballpark on **April 25, 2020**. **OPERATION DUCK** will bring the community together in a family-fun setting, to support a **GREAT CAUSE!** During the game, over 5,000 pre-purchased ducks will hit the water in a big splash and tumble, bob, and bump their way down The RoughRiders' Lazy River towards the finish line. The first ten (10) finishing ducks will win prizes for their adopters!

**Help us support those who have served on our behalf, by becoming an OPERATION DUCK SPONSOR. Your sponsorship is needed** to make this event a success and to ultimately support the many programs and services Frisco VFW Post 8273 offers. Visit us at **FriscoVFW.org** for more about our organization.

We are determined to adopt-out all available ducks and to sell-out the ballpark prior to the big race! Your sponsorship announces to the local community your commitment to our veterans. Your business is more visible to the people and businesses of your community. Sponsorship is Tax Deductible - the VFW is a Non-Profit organization and all Sponsorship dollars are Tax-Deductible.

**Will you help us reach our goal?** Please review the enclosed opportunities and **contact us with your sponsorship**, or with any questions at **operationduck@friscovfw.org**.

**Yours in true Comradeship,**

**Shenna Lawless**  
Commander  
Frisco VFW Post 8273  
214.218.5645



Visit us at [www.friscovfw.org](http://www.friscovfw.org)!

**ADOPT a DUCK, HELP a VETERAN**



# CORPORATE SPONSORSHIP OPPORTUNITIES

|   | Distinguished Service Duck          | Great American Duck                    | Delta Force Duck                    | Quacker Backer                             | Red, White, & Blue Duck                   | Freedom Duck                              | Friendly Forces Duck<br><i>(Veteran non-profits only)</i> |
|---|-------------------------------------|--|-------------------------------------|--|---|---|---|
| <b>Sponsorship Opportunities</b>                                      | <b>\$10,000</b>                     | <b>\$7,500</b>                         | <b>\$5,000</b>                      | <b>\$2,500</b>                             | <b>\$1,250</b>                            | <b>\$500</b>                              | <b>\$250</b>  |
| *Radio & Print  | <b>100 % inclusion</b>              | <b>50% inclusion</b>                   |                                     |  |   |   |   |
| Announces Winning Ducks   |                                     |  |                                     |  |   |   |   |
| Logo/Name on 15,000 + Adoption Papers                                 |                                     |  |                                     |  |   |   |   |
| Logo/Name on all RoughRiders Pre-Game Ads/Marketing Materials         |                                     |  |                                     |  |   |   |   |
| Logo/Name Mentions on Outfield LED Board                              |                                     |  |                                     |  |   |   |   |
| 5' Inflatable Duck Display & Acknowledgement at Company               |                                     |  |                                     |  |   |   |   |
| Logo/Name on Event Banners and All Printed Materials                  |                                     |  |                                     |  |   |   |   |
| Corporate Duck w/Logo in Lazy River <i>(duck not eligible to win)</i> |                                     |  |                                     |  |   |   |   |
| Logo on Posters & Flyers  |                                     |  |                                     |  |   |   |   |
| Announcement Mentions at Event  |                                     |  |                                     |  |   |   |   |
| Logo/Name with link on OPERATION DUCK website                         | <b>Logo &amp; Hyperlink</b>         | <b>Logo &amp; Hyperlink</b>            | <b>Logo &amp; Hyperlink</b>         | <b>Logo &amp; Hyperlink</b>                | <b>Logo &amp; Hyperlink</b>               | <b>Company Name</b>                       | <b>Non-Profit Name</b>                                    |
| Game Tickets RoughRiders vs. Hooks                                    | <b>Sponsor Suite</b>                | <b>Suite (20) w/ food &amp; drinks</b> | <b>Suite (20)</b>                   | <b>10 (HomePlate) w/ food &amp; drinks</b> | <b>6 (HomePlate) w/ food &amp; drinks</b> | <b>4 (HomePlate) w/ food &amp; drinks</b> | <b>2 (VID)</b>  |
| VID OPERATION DUCK Race Access  | <b>30 Passes (reserved seating)</b> | <b>20 Passes (reserved seating)</b>    | <b>10 Passes (reserved seating)</b> | <b>5 Passes</b>                            | <b>3 Passes</b>                           | <b>2 Passes</b>                           | <b>2 Passes</b>   |
| Ducks <i>(eligible to win)</i>  | <b>30 Ducks</b>                     | <b>20 Ducks</b>                        | <b>20 Ducks</b>                     | <b>10 Ducks</b>                            | <b>6 Ducks</b>                            | <b>4 Ducks</b>                            | <b>2 Ducks</b>  |
| VID Parking   | <b>6 Passes</b>                     | <b>4 Passes</b>                        | <b>4 Passes</b>                     | <b>3 Passes</b>                            | <b>2 Passes</b>                           | <b>1 Pass</b>                             | <b>1 Pass</b>   |
| OPERATION DUCK Swag Bag   |                                     |  |                                     |  |   |   |   |
| Adoption Paper Display  |                                     |  |                                     |  |   |   |   |
| *Social Media Mentions  |                                     |  |                                     |  |   |   |   |
| 6-8 weeks exposure leading up to OPERATION DUCK race                  |                                     |  |                                     |  |   |   |   |
| Mention on Post Event Thank You                                       | <b>Logo &amp; Hyperlink</b>         | <b>Logo &amp; Hyperlink</b>            | <b>Logo &amp; Hyperlink</b>         | <b>Logo</b>                                | <b>Logo</b>                               | <b>Company Name</b>                       | <b>Non-Profit Name</b>                                    |

[WWW.OPERATIONDUCK.ORG](http://WWW.OPERATIONDUCK.ORG)

\*Frisco Veterans of Foreign Wars (VFW) Post 8273 is a 501(c)3 & 501(c)19 Non-Profit organization and all Sponsorship dollars are Tax-Deductible.

\*Print and Media placement is base on coverage received from our local media partners.

\*Social Media Campaign begins 6 weeks prior to the event (March 14 - April 25).



# INTENT TO SPONSOR

## OPERATION DUCK 2020 Sponsorship Agreement

**Please Print**

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

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

City/State/Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

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

Company Web Address: \_\_\_\_\_

|  |   |
|--|---|
| <p><b>Please select Sponsorship Level</b></p> <p><b>DONATION:</b></p> <p><input type="checkbox"/> Distinguished Service Duck \$10,000</p> <p><input type="checkbox"/> Great American Duck \$7,500</p> <p><input type="checkbox"/> Delta Force Duck \$ 5,000</p> <p><input type="checkbox"/> Quacker Backer Duck \$ 2,500</p> <p><input type="checkbox"/> Red, White, &amp; Blue \$1,250</p> <p><input type="checkbox"/> Freedom Duck \$ 500</p> <p><input type="checkbox"/> Friendly Forces Duck \$ 250<br/><i>(for Veteran Non-Profits Only)</i></p> <p>Donation Amount: \$ _____</p> | <p><b>IN-KIND:</b></p> <p><input type="checkbox"/> Volunteer Sponsor   20 Volunteers</p> <p>Or Prize</p> <p>Product: _____</p> <p>Or Service: _____</p> <p>Fair Market Value (Product/Service) \$ _____</p> <p>Value determined By: _____</p> |
|--|---|

We authorize Frisco VFW Post 8273 to include our corporate name and/or logo on all Operation Duck materials consistent with our sponsorship and publication dates.

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Donation Via:**

Enclosed Check

Remit to: *Frisco VFW Post 8273, P.O. Box 2848, Frisco TX 75034*

Invoice is required to process payment

Credit Card:  Visa  MasterCard  Discover  AmEx

**Card Number:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **CVV:** \_\_\_\_\_ **Billing Zip Code:** \_\_\_\_\_

**Agreement and logo due by: January 31, 2020**

Please scan and email or mail this agreement, logo and website link to:

**Frisco VFW OPERATION DUCK Team at [operationduck@friscovfw.org](mailto:operationduck@friscovfw.org)**

214.218.5645; P.O. Box 2848, Frisco TX 75034

We appreciate your generous support for the Frisco Veterans of Foreign Wars!

Duck race details: **OperationDuck.org** Veterans Support Information: **FriscoVFW.org**



## WHO WE ARE

### FRISCO VFW

The Frisco VFW Post 8273 is a non-profit organization established over 50 years ago, and consists of 200+ members, men and women veterans who have served on foreign soil or in hostile waters during combat, in war zones, during campaigns, or expeditions. Members are veterans who have chosen to continue serving their community, and remain dedicated to supporting all veterans, military personnel, and their families who are in need. The Frisco VFW earned All-American Post and All-State Post 2018-2019. Additionally, the first Frisco VFW Auxiliary was established in 2019 to help with Post efforts.

### OUR MISSION

To facilitate, secure, and provide unique and urgently needed support and services for our nation's veterans and their dependents who are in need. To promote Americanism through education in patriotism, and through constructive community service. To maintain non-political, free, and non-VFW affiliation assistance. See [www.friscovfw.org](http://www.friscovfw.org) for more information.

### VISION

To improve the lives of veterans, military personnel, and their families in need, while supporting positive citizen involvement for the betterment of our community.

### CONTACT US

[operationduck@friscovfw.org](mailto:operationduck@friscovfw.org)

### VISIT US ONLINE

[www.operationduck.org](http://www.operationduck.org)

[www.friscovfw.org](http://www.friscovfw.org)

FB: Frisco Post No. 8273,  
Veterans of Foreign Wars, US



# THE WORD IS OUT . . .



The **DUCKS** are coming to Frisco... and **WE ARE MAKING A SPLASH!**

Here are some ways we are marketing **OPERATION DUCK** to benefit veterans, military, and their families:

- The Frisco VFW and Frisco Roughriders are working together to sell-out the Dr Pepper Ballpark for the April 25, 2020 game and duck race. Inaugural duck race: 15,000 adoption papers, 10,000 game-seats; 5,000 + ducks sold, and prizes for 10 lucky winners. The duck race will be held in the RoughRiders' Lazy River at the ballpark.
- RoughRiders' and VFW mascots making appearances together to excite the public.
- RoughRiders' and VFW working together on flyers, ticket, and suite campaigns.

## ONLINE

- www.OperationDuck.org website established with e-commerce capability.
- Established @OperationDuck on social media, and gearing up for social media campaign 6 weeks prior to OPERATION DUCK.
- Duck-adoptions drive linked to multiple web pages. Ex: FriscoVFW.org, OperationDuck.org, RidersBaseball.com/OperationDuck
- Adopt-a-duck with a Frisco RoughRiders' game ticket.



## AT LOCAL FESTIVALS AND EVENTS

- OPERATION DUCK debuted at the FRISCO COMMUNITY PARADE in November 2019! The Frisco VFW introduced their VFW Duck mascot, BOOTS. The RoughRiders' DAISY and BOOTS mascots greeted spectators from the VFW Operation Duck parade float. VFW Auxiliary members passed out informational cards with feathers attached to drive traffic to the operationduck.org website. Online duck-adoptions were made that day.

- BOOTS will greet spectators at the VFW Merry Main Street booth on December 7. Banners, signs, informational cards, candy, a game and prizes will engage potential duck adopters. The Frisco VFW and Auxiliary will work together to promote OPERATION DUCK, and drive adoption-seekers to the website.
- Local businesses to set up duck-adoption stations, and display Operation Duck posters on storefronts.
- Frisco VFW and Auxiliary to host duck-adoption events.



**JOIN the SPLASH! SPONSOR OPERATION DUCK!**



## BECOME A QUACKER BACKER

There are many ways to participate in this exciting fundraising event. Review the enclosed sponsorship opportunities, and contact the Frisco VFW OPERATION DUCK Team with sponsorship questions at [operationduck@friscovfw.org](mailto:operationduck@friscovfw.org) or call 214.218.5645.

### ADOPT a DUCK, HELP a VETERAN



Over 5,000 DUCKS, 1 Lazy River, and YOU . . . a champion for those who protect our freedoms



#### TARGET AUDIENCE

Veteran supporters/Patriots  
Baseball fans  
Families  
Business owners  
Rubber duck fans of all ages!

**DUCKS!**

**PRIZES!**

#### 10,000 EXPECTED ATTENDEES

15,000+ Adoption Papers distributed  
Local print and media  
Social media campaign  
Store front and local events advertising  
Corporate Recognition

**MEDIA**

**FUN!**

#### WAYS to GET INVOLVED

Sponsor this family-fun event!  
Provide a Prize  
Set up a duck adoption station at your business  
Adopt ducks!  
Come quack with us at the Ballpark

**QUACKING FOR YOUR SUPPORT!**

**PLEASE JOIN US  
FOR THIS UNIQUE  
EVENT SATURDAY,  
APRIL 25, 2020!**

**YOUR GENEROSITY  
WILL MAKE A  
BIGGER SPLASH!**



*Presented by*



**Frisco  
Rough Riders™**



**CONTACT US**

[operationduck@friscovfw.org](mailto:operationduck@friscovfw.org)

P.O. Box 2848, Frisco TX 75034

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FB: Frisco Post No. 8273, Veterans of  
Foreign Wars, US

**WE APPRECIATE YOUR SUPPORT!**