

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!

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!

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 (Veteran non-profits only)
Sponsorship Opportunities	\$10,000	\$7,500	\$5,000	\$2,500	\$1,250	\$500	\$250
*Radio & Print	100 % inclusion	50% inclusion					
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	Logo & Hyperlink	Logo & Hyperlink	Logo & Hyperlink	Logo & Hyperlink	Logo & Hyperlink	Company Name	Non-Profit Name
Game Tickets RoughRiders vs. Hooks	Sponsor Suite	Suite (20) w/ food & drinks	Suite (20)	10 (HomePlate) w/ food & drinks	6 (HomePlate) w/ food & drinks	4 (HomePlate) w/ food & drinks	2 (VID)
VID OPERATION DUCK Race Access	30 Passes <i>(reserved seating)</i>	20 Passes <i>(reserved seating)</i>	10 Passes <i>(reserved seating)</i>	5 Passes	3 Passes	2 Passes	2 Passes
Ducks <i>(eligible to win)</i>	30 Ducks	20 Ducks	20 Ducks	10 Ducks	6 Ducks	4 Ducks	2 Ducks
VID Parking	6 Passes	4 Passes	4 Passes	3 Passes	2 Passes	1 Pass	1 Pass
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	Logo & Hyperlink	Logo & Hyperlink	Logo & Hyperlink	Logo	Logo	Company Name	Non-Profit Name

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: _____

Please select Sponsorship Level

DONATION:

- ☐ Distinguished Service Duck \$10,000
- ☐ Great American Duck \$7,500
- ☐ Delta Force Duck \$ 5,000
- ☐ Quacker Backer Duck \$ 2,500
- ☐ Red, White, & Blue \$1,250
- ☐ Freedom Duck \$ 500
- ☐ Friendly Forces Duck \$ 250
(for Veteran Non-Profits Only)

Donation Amount: \$ _____

IN-KIND:

☐ Volunteer Sponsor | 20 Volunteers

Or Prize

Product: _____

Or Service: _____

Fair Market Value (Product/Service) \$ _____

Value determined By: _____

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

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**



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.

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 for more information.

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

operationduck@friscovfw.org

www.operationduck.org

www.friscofvw.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 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

P.O. Box 2848, Frisco TX 75034

VISIT US ONLINE

www.operationduck.org

www.friscovfw.org

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

WE APPRECIATE YOUR SUPPORT!