

## ***WHAT IS FLYIN' HEROES?***

Flyin' Heroes is a program that utilizes the sport of fly fishing to promote therapeutic growth and rehabilitation of U.S. military veterans. The goal of Flyin' Heroes is to create memorable fly fishing experiences that unlock the healing power of the water and foster lasting relationships.



## ***THE EXPERIENCE***

Participants will experience a unique guided float trip down the Pere Marquette, Muskegon River and/or the White River located in West Michigan. Each participant will be instructed on the basic techniques of fly and/or light tackle fishing for trout and other game species. Fishing related activities will be held from within a drift boat, on a riverbank or physically wading into the river depending on the comfort level of each participant.

Each fishing trip will range from 4-8 hours and includes a streamside meal prepared by Flyin' Heroes. In addition, all necessary fishing tackle, rods and waders are provided by Flyin' Heroes. The event is **free**, and participants are encouraged to provide their own transportation to a neutral location. Flyin' Heroes will provide transportation to/from the fishing grounds.

## ***BENEFITS OF THE PROGRAM***

U.S. Military Veterans will gain confidence while feeling a sense of accomplishment through an outdoor recreational setting. Flyin' Heroes assists in enriching the veterans' lives through a therapeutic recreational opportunity that encourages the development of life skills and personal growth through teamwork, positive attitude, and achievable results. Fishing is simply the tool that allows us to connect with our local community of veterans. Our organization focuses on the importance of creating lasting relationships and life long memories on the river.

## ***WHERE DOES THE MONEY GO?***

When a contribution is made to Flyin' Heroes, an astounding **100% of every dollar** is used to provide the resources needed to create memorable fishing opportunities for U.S. military veterans.

## ***WHEN DOES FLYIN' HEROES OPERATE?***

Flyin' Heroes begins conducting fishing trips in early spring and concludes in late fall. Within the last four seasons our organization has served over 70 veterans/ family members throughout several Michigan communities. Flyin' Heroes utilizes individualized personal trips, which are used to empower and inspire veterans to make positive gains towards mental health and living productive, fulfilling lives.

# **Sponsorship Opportunities**

## **ACTIVE DUTY / DEPLOYMENT SPONSOR - \$5,000**

- Fishing season will be identified as Flyin' Heroes season (year) presented by COMPANY NAME in all event promotions and communication including contact with media
- Sponsor logo on Flyin' Heroes website listed as "presented by COMPANY NAME"
- Sponsor will be included in all promotional mailings and materials

## **IN MEMORY OF SPONSOR - \$2,500**

- Sponsor logo will appear on Flyin' Heroes website

## **HERO SPONSOR - \$1,000**

- Sponsor logo will appear on Flyin' Heroes blog page

## **SPONSORED VETERAN TRIP: \$500**

The \$500 donation pays for one veterans complete fishing trip. Donation will provide:

- Michigan fishing license
- Necessary tackle
- Rods/waders
- Transportation
- Fresh streamside lunch
- Lodging

## **PATROIT SPONSOR: OTHER**

- Option of a personalized donation

Flyin' Heroes  
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# 2017 Flyin' Heroes Commitment Form

Please return this form to Flyin' Heroes to indicate your commitment in becoming a sponsor for the program season.

Flyin' Heroes is a certified 501 © 3 Non-Profit Organization EIN# 45-4616785. All contributions are tax deductible. Your company's sponsorship supports the mission of Flyin' Heroes: **providing memorable fly fishing experiences that unlock the healing power of the water and foster lasting relationships.**

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

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

Position/Title: \_\_\_\_\_

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

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

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please indicate your commitment:

- Active Duty/ Deployment Sponsor - \$ 5,000
- In Memory of Sponsor - \$ 2,500
- Hero Sponsor - \$ 1,000
- Patriot Sponsor- \$ other
- Sponsored Veteran Trip - \$ 500

**Please mail or email this completed form to:**

Flyin' Heroes  
Eric Wentzloff, President  
PO Box 715 Muskegon, MI 49443  
[email@flyinheroes.org](mailto:email@flyinheroes.org) 231.557.5341



Sponsorship  
Proposal:  
Veterans Fly Fishing

[FlyinHeroes.org](http://FlyinHeroes.org)