



United States Army Ranger Association

Annual Ranger Muster 2018

DoubleTree Hotel, Columbus, Georgia

Monday, July 16 through Saturday, July 21, 2018

Sponsorship Opportunities

Annual Ranger Muster 2018

USARA members, sponsors and guests will gather at the DoubleTree Hotel in Columbus, Georgia Monday, July 16 through Saturday, July 21, 2018. A schedule of events and activities has been planned by USARA is being made available separately when completed.

About the U.S. Army Ranger Association

The United States Army Ranger Association, Inc., (USARA), is a Georgia Corporation organized and certified by the Internal Revenue Service (IRS) specifically as a “War Veterans” organization pursuant to the provisions of Internal Revenue Code Section 501 (c) (19) and Internal Revenue Code Section 170(c)(3). All donations made to USARA (cash or material/inventory) are tax deductible. A Letter from USARA is sent to each donor for annual tax purposes. A copy of our IRS Certification is available.

The purpose of the United States Army Ranger Association (USARA) is to promote and preserve the heritage, spirit, image and service of U.S. Army Rangers. USARA accomplishes this by supporting and promoting the events, programs and activities of Ranger units and recognized Ranger associations; and recognizing the unselfish contributions by Ranger families, relatives and supporters and encouraging their continued support and honoring the service, courage and sacrifices made by U.S. Army Rangers. USARA works closely with the Airborne and Ranger Training Brigade and the 75th Ranger Regiment and all subordinate units in order to give meaningful support to active duty Ranger soldiers.

Our members include four generations of U.S. Army Rangers – retired, separated, and active duty – who fought for our Nation from World War II through present day; associate and honorary members who have made extraordinary contributions to US. Army Rangers; and affiliate members who are spouses of deceased Rangers or descendants of regular members.

Sponsor Benefits

This is an ideal forum for your company to honor and support the service of Ranger veterans, as well as to showcase your products and services to all ARM attendees, guests and other sponsors. When you sponsor the event, you will:

- Reach an expected target audience of nearly 2,100 members (200-350 ARM attendees and guests) from all 50 States, Canada and several foreign countries.
- Additional exposure to members of the Ranger community who are non-members via USARA social media platforms.
- Increase worldwide awareness of your company’s products and/or services.
- Gain access to all USARA members and the public through the internet, press releases, and other publications.
- Be recognized as a key supporter of the USARA mission.

Sponsorships Available

The following page outlines three approaches of sponsorship:

- **Sponsorship Levels.** *Outlines the sponsorships levels and the opportunity values for each.*
- **Specific Event Host Opportunities.** *Describes specific, exclusive host event packages.*
- **Non-Monetary Sponsorship Opportunities.** *Describes sponsorship opportunities for products/inventory in lieu of a monetary donation.*

Should your company be interested in a sponsor package not listed herein; please feel free to contact us to discuss your preferences.

Sponsor Levels

Our designated levels of sponsorship receive varying levels of visibility before, during and after the ARM 2017. These sponsorships are an excellent opportunity to become involved and recognized.

General Sponsor Opportunity Values	Rogers	Mosby	Darby	Merrill	Rudder
Sponsor donation amount	\$5,000 plus	\$3,000-\$3,999	\$2,000-\$2,999	\$1000-\$1,999	\$500-\$999
Sponsor Award Certificate presented by USARA president	–	–	–	–	Y
Sponsor Award Plaque presented by USARA president	Y	Y	Y	Y	
Sit at head-table with President and key members of the Ranger community	Y	Y	–	–	–
Name, logo and description placed on USARA website	Y	Y	Y	Y	
Logo and website link included in USARA pre-event announcements	Y	Y	Y	Y	Y
Name and logo recognition on all event materials including signage at registration.	Y	Y	Y	–	–
Sponsor can provide material for ARM registration packets	Y	Y	Y	Y	–
Opportunity to display signage and items on sampling table	Y	Y	Y	–	–
Complimentary ARM registrations (<i>includes access to all events/activities</i>)	5	4	3	2	1

Specific Event Host Opportunities

Host Sponsorships are an excellent way to show support for the USARA mission and the Ranger community as a whole. Seize the opportunity to enhance your participation at this year's ARM; choose an exclusive host sponsorship package that will reinforce your company's image and balance cost with the opportunity.

Host Sponsor Opportunity Values	Ranger Appreciation Night Host	Member Breakfast Host	President's Reception and Banquet Host	Opening Reception
Amount to host the event	\$5,000	\$3,500	\$6,500	\$3,000
Exclusive recognition as Host Sponsor of the specific event/activity	Y	Y	Y	-
Priority placement of acknowledgement on printed program at event/activity	Y	Y	Y	-
Exclusive recognition as Host Sponsor of the specific event/activity	Y	Y	Y	Y
Address attendees at event	Y	Y	Y	Y
Complimentary ARM registrations (<i>includes access to all events/activities</i>)	5	4	5	2
Note: In addition to the Host Sponsor Values showed above, all General Sponsor Opportunity Values for respective monetary donation equivalent categories apply.				

Non-Monetary Sponsor Donations / USARA Raffle Items

Sponsors are not limited to those who provide monetary support per se, but can also take the form of donations of material, product or inventory. USARA is currently soliciting donations for items to be included in our annual raffle in order to raise funds for our various programs and events. The drawing for the raffle items occurs at the President's Dinner during the ARM. The total market values of items donated receive the same benefits/values corresponding to the General Sponsorship Opportunity Levels listed above.

We encourage donations of fire arms, equipment and other military or sports oriented items; merchandise certificates for clothing, boots, etc.; and other unique donations. Non-financial donations receive the same IRS taxable donation benefits as monetary donations. Please contact us with any questions you may have regarding how you can provide this type of support. Your donated item(s) will be included in the 2018 Raffle; all donations received will be used to support various USARA programs and projects throughout the year. Please visit the USARA website at www.ranger.org for details of how donations are effectively used to support our efforts.

Terms & Conditions

1. Sponsors need to be supportive of USARA's mission to participate in this event as a sponsor. USARA retains the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by USARA, the sponsor must provide sponsorship funds, logo image (in appropriate format) and other details required (such as correct use of the sponsor's name, trademarks etc.) to USARA before July 1, 2018. Sponsorship pledges after this date may still be accepted with caveats.
3. Commitments for non-monetary sponsorship donations of material, product or inventory to be included in our annual raffle or registration packet must be identified and committed not later than July 1, 2018 so as to include in all printed material. All Items must be shipped to USARA so as to be received not later than July 14, 2018. We will provide a UPS/FedEx shipping address to these specific sponsors.
4. Sponsorship pledges cannot be processed without payment. Funds must be payable in US dollars. All checks should be made payable to USARA. For further information, contact one of the individuals listed at the bottom of this page
5. The sponsorship fee does not include free event registration unless specifically stated in the sponsorship opportunity values details.
6. Accommodation costs are not included in the event registration fee. Sponsor attendees are responsible for making their own lodging arrangements. Rooms are available at a special USARA rate (*rate includes breakfast*) at the [DoubleTree Hotel](#), Columbus, Georgia.
7. Sponsors may not sublet, assign, or apportion any part of the item(s) sponsored nor represent, advertise, or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by USARA.
8. USARA, will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
9. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
10. Participation at USARA Board meetings and USARA general membership meetings is restricted to USARA members.
11. Sponsors are allowed to offer pledges for single or multiple items/events.
12. For sponsorship opportunities that include signage, please note - signage space may be limited. The ARM organizers will inform each sponsor of the maximum size, number of signs etc.
13. USARA will provide each sponsor with an applicable IRS required letter for the donation amount. USARA will provide additional information at sponsor request.

The following are primary USARA Annual Ranger Muster (ARM) contacts:

<p>Mailing Address: U. S. Army Ranger Association Attn: ARM 2018 P.O. Box 52126 Fort Benning, GA 31995-2126</p>	<p>Scott Billingslea Vice President of Donor Relations U. S. Army Ranger Association Email: scott.billingslea@ranger.org Cell: (334) 614.3691</p>	<p>Art Attaway Executive Vice President U. S. Army Ranger Association Email: art.attaway@ranger.org Cell: (248) 568.8232</p>	<p>Travis James West President U. S. Army Ranger Association Email: travis.west@ranger.org Office: (608) 535.6421</p>
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