

EVENT & PROGRAM SPONSORSHIP 2024

Investing *in the present* to preserve the soldier stories *of the past*.



THE ARMY STORY IS OUR STORY.



We're the Army Heritage Center Foundation: the non-profit support group (sometimes we call ourselves the "friends group") of the U.S. Army Heritage and Education Center (USAHEC) in Carlisle, Pennsylvania.

Our priority is to raise funding and awareness for USAHEC and help it fulfill its mission of being an enduring source of knowledge and thought for both the Army and the citizenry.

Every program we run is designed to foster the public's awareness of Army history in a way that complements USAHEC's exhibits and collections and the U.S. Army's values and cultivate a civic and cultural environment that invests in the preservation of soldier stories.



We know our partners have goals to meet, many of which are financial in nature. We can help you do that. Here's what a partnership with the Army Heritage Center Foundation can achieve for your organization:



- Build your own corporate culture or family legacy of generosity by providing a platform for veterans to tell their stories and preserving those stories for future generations.
- Establish thought leadership with influential national and international decision-makers in both the private and public sectors.
- Increase exposure and brand engagement for your organization within our supporter and participant community of veterans, service members, and military families.
- Drive tourism to and investment in the Carlisle area and the Cumberland Valley.

PARTNERSHIP BENEFITS



ARMY BIRTHDAY PROGRAM

Carlisle,
PA



Saturday, June 15, 2024

Join us for a beloved Central Pennsylvania tradition--our annual Army Birthday Program.



Held at the U.S. Army Heritage and Education Center, this **casual** event engages both the military and public communities in Army traditions.



This year, we're commemorating the 80th anniversary of D-Day with a World War II-themed concert, featuring the Carlisle Brass Band, followed by drinks, swing dancing, and a barbecue awards dinner honoring philanthropists who have supported the preservation of Army history.



Howard Kramer
2024 Armstrong Award Honoree



George Fischer
2024 McCarthy Award Honoree

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17TH ANNUAL MEMBERSHIP DINNER

Saturday, October 26, 2024



Gov. Tom Corbett
2024 Armstrong Award
Honoree

Each Autumn, the Foundation invites our members, donors, and business partners for an evening “at the museum”--dinner at the U.S. Army Heritage and Education Center, a silent auction, and a very special awards presentation.

In 2024, we’re honoring former Pennsylvania Governor Tom Corbett for his career-spanning support of and advocacy for the military community.

On the eve of their 250th anniversary (November 17, 1774), we’re presenting our Living Legend Award to the First Troop Philadelphia City Cavalry--the oldest surviving military unit in the United States.

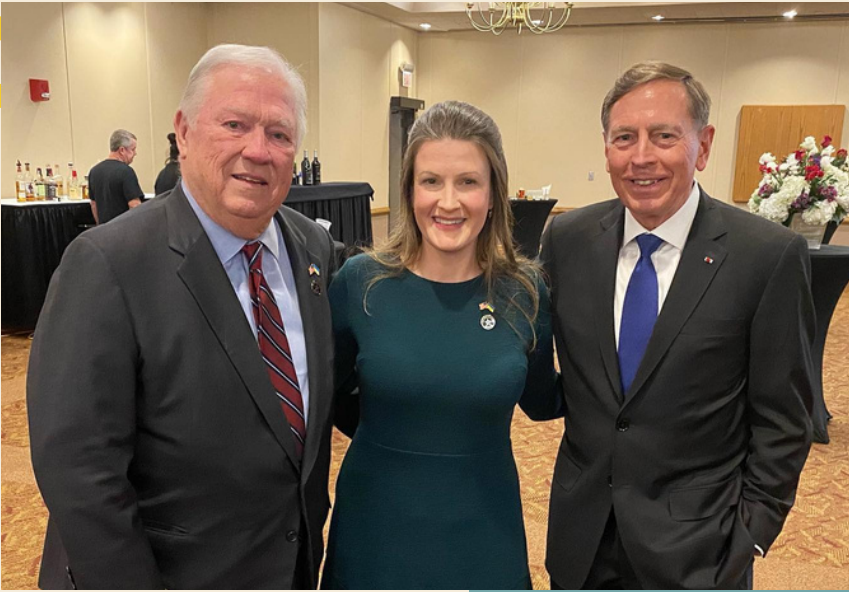


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We partner with other foundations, veterans services organizations, and community groups to host outreach events across the country:

- A “fireside chat” with General Petraeus in Alabama
- Gripping conversations that take our participants inside battles--like Ia Drang in Vietnam or Mogadishu during Operation Gothic Serpent--with the soldiers who were there.
- An Executive-level discussion about crisis leadership and the Army with some of the greatest government leaders of their generation.

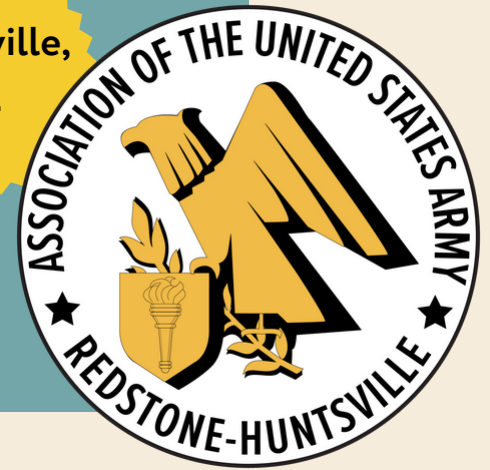


**REGIONAL
OUTREACH
EVENTS**



AN EVENING IN THE DESERT WITH OPERATION EAGLE CLAW

Huntsville,
AL

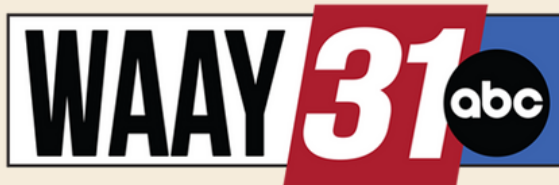


Wednesday, May 8, 2024

In April 1980, the secretive joint operations rescue mission of 52 American hostages held in the U.S. Embassy in Tehran, Iran ended in catastrophe. A destructive desert sandstorm. Eight dead service members. No rescued hostages. It was a deadly failure. The Ayatollah called it an act of God.

Operation Eagle Claw was one of Delta Force's first operations. But it has almost become known as one of the biggest catastrophes in special forces history. What happened that day?

Join the Army Heritage Center Foundation at the Jackson Center in Huntsville, Alabama as we partner for our third year in a row with the AUSA Redstone-Huntsville Chapter and our friends at WAAY-ABC 31 for an inside look into the real story. What happened leading up to the disaster in the desert with the soldiers who lived and led through it.



Proceeds from this event will support both the U.S. Veterans Memorial Museum of Huntsville and our mission of enhancing the U.S. Army Heritage and Education Center.

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EVENT SPONSORSHIP LEVELS

For sponsorship details and to lock in your 2024 sponsorship, contact us TODAY.

Event Sponsor - \$10,000

Top billing recognition, an opportunity to speak, complimentary tickets, full-page program ad, year-long ALLY Membership.

Gold Sponsor - \$7,500

Logo recognition on promotional materials, complimentary tickets, full-page program ad, year-long SUPPORTER Membership.

Entertainment Sponsor - \$5,000

Recognition on promotional materials, complimentary tickets, full-page program ad.

Silver Sponsor - \$3,500

Logo on program, complimentary tickets, half-page program ad.

Bronze Sponsor - \$2,500

Logo on program, complimentary tickets, quarter-page program ad.

Table Sponsor - \$1,500

Name in event program, complimentary tickets.





**PARTNER
WITH US**



The staff and board of the Army Heritage Center Foundation look forward to partnering with you on future events. Thank you for believing in our vision and contributing to our mission of supporting the U.S. Army Heritage and Education Center and preserving soldier stories--one soldier at a time.

OUR CONTACT

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