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2013 Fisher House Charity Lacrosse Showcase

Re: Fisher House Charity Lacrosse Showcase (Ways To Help)

Each year Burning River Lacrosse hosts a charity event (Fisher House Charity Lacrosse Showcase) to raise money for the Fisher House Foundation and the Greater Cleveland Fisher House. (www.greaterclevelandfisherhouse.org) This foundation provides a "home-away-from-home" for America's military families so that they can be with their severely wounded and/or ill family member(s) during those service members' medical treatment and/or lengthy physical and/or occupational therapy treatments. **In the last 5 years the event has raised approximately \$240,000 for the families of our wounded service men and women and the Greater Cleveland Fisher House.**

This year's event will be held on May 11 at Hawken School's Walton Stadium, located at 12465 County Line Road, Chesterland. This year's 'Showcase' features teams from Avon Lake (OH), Chagrin (OH), Cranbrook (MI), Hampton (PA), Hawken School (OH), Kenston (OH), Medina (OH), NC Hoover (OH), NDCL (OH), Rocky River (OH), St. Ignatius (OH), University School (OH), West Geauga (OH), and WRA (OH) playing in 5 - HS varsity lacrosse games, 3 - JV games, and 5 - Middle School games.

The teams are paired up on the field to show their talents, have some fun and learn what it's like to give back to their community. Players are given the opportunity to show their appreciation to our military families and participate in an event to benefit others. The success of this event is made possible by local and national sponsorships, many parent and coaching volunteers and of course the main attraction – the players.

How can you help?

There are many ways to help us raise money and get the word out to local and national newspaper, television, and radio outlets about the Fisher House Charity Lacrosse Showcase and its efforts to help our wounded soldiers and their families during their time of need. You can:

Sponsorship

100% of the proceeds from sponsorships go to benefit the Fisher House Foundation.

You can provide sponsorship in return for signage, program space, and/or on site/off site sponsor benefits depending on the level of sponsorship. You or your organization can contribute at the following levels. All donors will be listed in our program which will be distributed on game day.

- Goalie Level (primary/exclusive) sponsors are with contributions of \$5,000 or more.
- Defense level donors are from \$2,500 to \$4,999
- Midfield level donors are \$1,250 to \$2,499
- Attack level donors are \$750.00 to \$1,249

Should you chose to sponsor the event at the Goalie or Defense level your company and it's logo will be prominently displayed on the ceremonial check given to Fisher House, your company will receive a full page ad in the event program, your company will be mentioned in the program with Special Thanks, your company will be mentioned in all Media interviews (to the best of our abilities – those outlets control the edits), your logos will be prominently displayed on the event website (www.brlax.net) and you will be given tickets to the event. We are also willing to give you a point of sale (POS) table so that you could interact with the public at the event.

Program Ads

100% of the proceeds from program ads go to benefit the Fisher House Foundation.

Do you have a family member, friend, neighbor, and/ or coworker that works at a company or knows of a company that would be willing to take out an AD in the program? It can be in support of the event or a coupon to drive business to that company. You may place an ad in our program by sending a business card or by contacting us with your specific design. Program ad prices are as follows.

- Full page ad \$600.00
- Half page ad \$400.00
- One fourth page ad \$250.00
- Business card size ad \$125.00

Donation

You can make a tax deductible monetary donation (*even a few pennies help*) to help us reach our goal of raising \$40,000 to help our military and their families during their greatest time of need. Fisher House Foundation is recognized by the IRS as a valid 501(c) (3) organization and their tax ID number is 11-3158401. Click on the link to donate

www.active.com/donate/ClevelandFisherHouse/2013LAX

Event Tables

You can run a point of sale (POS) table at the event and donate a percentage of the sales to Fisher House. This benefits both your organization (publicity and sales) and Fisher House (donation).

Endorsement

Do you have a family member, friend, or neighbor that knows a local celebrity (sports, news, political, etc) that you could speak to about helping with the event? It could be anything from autographed jerseys, to website/twitter support, to an appearance at the event.

Equipment / Jersey Donations

You can donate lacrosse related (helmets, sticks, gloves, signed/unsigned jerseys, shorts, t-shirts, etc.) and non-lacrosse related items (Baseball, football, hockey Jerseys or equipment, Airline tickets, gift cards, merchandise, etc.) that may be used as auction items. 100% of the proceeds from the auction will go to benefit the Fisher House Foundation. In the past we have auctioned off jerseys from Derek Jeter and Dwayne Wade and several college programs have agreed to donate autographed team lacrosse jerseys. Do you know of any coaches that might be willing to help in non-lacrosse sports?

Social Networking

You can put the event information on your Facebook, MySpace or LinkedIn account pages. You can send the event information to family, friends, neighbors who have served in the military. Do you/someone you know belong to an Alumni association that you could forward the information to? Do you/someone you know belong to a local group that might be willing to send the information to its members (Kiwanis, Optimist Club, etc.)

Posters

You can speak with local businesses (coffee shops, libraries, grocery stores, donut shops, etc) about putting up an event poster in their store. Most companies have a policy to allow non-profits to hang posters. You can visit local military organizations (VFW posts, AMVET, Order of the Purple Heart) and speak with them about putting up a poster to raise awareness.

Publicity

Do you have a family member, friend, neighbor, coworker with contacts at local media outlets? If so would you be willing to contact them about doing a story on the event?

In Kind Donations

100% of the proceeds go to benefit the Fisher House Foundation.

Do you have a family member, friend, neighbor, and/ or coworker that works at a company that is willing to trade in kind donations that we can auction or raffle off? For example, a free massage, oil change, financial planning, etc. They get great publicity for their company and Fisher House gets the proceeds.

Volunteer

You can donate your time and effort to help ensure a quality event. To that end we need people to help with the following: ticket takers, program sales, t-shirt sales, field preparation, ball boys and scoring.

Attend The Event

We would be excited to have you, your family, friends and neighbors attend the Showcase and provide encouragement and support to the players. Our goal is to sell 2,500 tickets. Please come see one or all of the games.

If you have any questions about the Fisher House Charity Lacrosse Showcase or our request please feel free to contact Woody Calleri at wcalleri@brlax.net or 216-373-5684.

On behalf of Fisher House, The Burning River Lacrosse Players, Coaches, and Families would like to thank you for your help and support to our military families during their time of greatest emotional, financial, and physical need.

Sincerely,

Woody Calleri, Director

Burning River Lacrosse, LLC

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What is Fisher House?

Fisher House (www.fisherhouse.org) is a unique private-public partnership that supports America's military in their time of need. Because members of the military and their families are stationed worldwide and must often travel great distances for specialized medical care, Fisher House Foundation donates "comfort homes," built on the grounds of major military and VA medical centers. These homes enable family members to be close to a loved one at the most stressful times - during the hospitalization for an unexpected illness, disease, or injury. The Greater Cleveland Fisher House is specific to the Cleveland area and will support the families of veterans by providing cost free housing while the veteran receives treatment at the Cleveland VA, Cleveland Clinic, University Hospitals, MetroHealth System or other regional facility.

"Having my wife and daughter here is the best inspiration I could ever have. Between them, the hospital staff, and everyone I've met here at Fisher House, I know I have lots of people in my corner. My goal was to walk before my daughter Alexis learned to - and I did." Staff Sergeant Justin Shellhammer, U.S. Army

The Fisher House program began in 1990, and has offered over 4 million days of lodging to nearly 160,000 families at a savings of more than \$200 million in lodging costs, plus savings on subsistence and transportation costs since its inception. In 2012, the Fisher House program served over 19,000 families and saved them over \$30 million in lodging costs, plus food and transportation. By law, there is no charge for any family to stay at a Fisher House operated by the Department of Veterans Affairs; and Fisher House Foundation uses donations to reimburse the individual Fisher Houses operated by the Army, Navy, and Air Force. **No family pays to stay at any Fisher House!**