

Navy Gold Star Program

Naval District Washington



PROGRAM OVERVIEW

Navy Gold Star is the Navy's official program for providing long-term support to surviving families of Sailors who die while on Active Duty. The program's goals are to keep survivors connected with the military and to assist them with achieving resiliency and well-being.

OUR MISSION

Deliver survivor assistance programs and services through a holistic approach.

OUR VISION

Be a "total Navy" survivor assistance program to ensure the Navy's promise of lasting support.

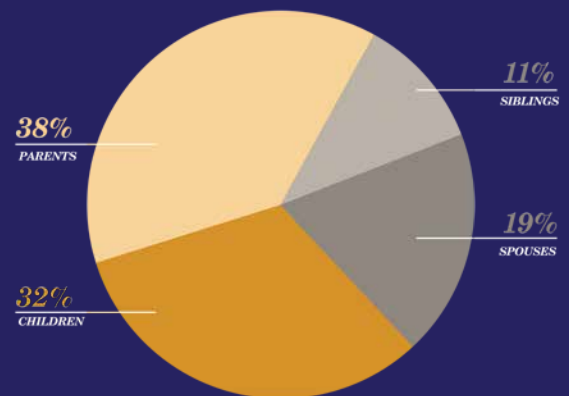
SUPPORT

While this program is funded by the Department of the Navy, we are looking for sponsors to assist with providing enhancements for our annual events. Program funding is not permitted to provide these items, but they are important as they help create a memorable experience. Items such as giveaways, tickets to local events, apparel, food and beverages, cakes and decor are the types of things we are seeking through commercial sponsorship.

Sponsorship is available on an annual or individual basis through cash or in-kind. As a sponsor, you will receive many publicity and outreach benefits that are not offered to anyone else. Furthermore, you are invited as a guest to our events in addition to other events in which Navy Gold Star supports.

DEMOGRAPHICS

There are 527 identified survivors (250 Families) within Naval District Washington and the surrounding areas.



INSTALLATIONS WE SERVE

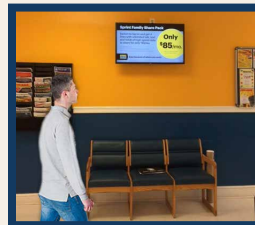
Naval Support Activity Washington (DC)
Joint Base Anacostia-Bolling (DC)
Naval Support Activity Annapolis (MD)
Naval Support Activity Bethesda - (MD)
Naval Support Facility Indian Head (MD)
Naval Air Station Patuxent River (MD)
Naval Support Facility Dahlgren (VA)



For more information, please contact
Naval District Washington (NDW)
Marketing at 202-685-1197.

SPONSOR BENEFITS

- Logo Placement on print and digital advertisements to include posters, fliers, banners, digital screens, monthly publications, email blasts, movie theater ads and social media channels
- Informational/outreach table at the event with permission to distribute corporate literature, promotional items and develop sales leads
- Public recognition during the event(s)
- Company banner displayed at the event
- Permission to bring in product displays and samples
- Company advertisement in email blasts
- Logo placement on event web pages (seven total)



SPONSORSHIP OPPORTUNITIES

NAS Patuxent River Air Expo Meet & Greet: October 28, 2016

The Pax River Air Expo, scheduled for October 29-30, is a biannual event that is open to the public. It's a fun, family-friendly event with lots of exciting action in the sky from the U.S. Navy Blue Angels! On October 28, there a "Meet the Performers" Reception. This is a chance for our families to actually meet the Blue Angels. We are seeking sponsorship to purchase tickets so Navy Gold Star can offer this experience to our members who are interested.

Army vs. Navy Football Game: December 10, 2016

The Army West Point Black Knights vs. Navy United States Naval Academy Midshipmen takes place at M&T Bank Stadium, Baltimore, MD. This is the largest rival game of the season! We'd like to offer tickets and transportation to our Navy and Army Gold Star Families.

Navy Gold Star Holiday Party: December 3 or 17, 2016

This annual party is a time for Gold Star families to get together to celebrate the holidays. Hosted at the Joint Base Anacostia-Bolling Chapel, the event features a potluck, ornament making and crafts for the children. We are seeking sponsorship to enhance this event with decor, a catered meal, music, photo booth and Santa Claus.

Chili Cook-Off: February 2017

This annual competition is one of the tastiest! Gold Star Parents compete for the best chili. Furthermore, the children also participate as they go head to head for best chili in this kid's category. The event is held at the Joint Base Anacostia-Bolling Chapel and accompanies about 25 participants. We are seeking awards for the top three chili winners in each category.

Gold Star Mother's and Family's Day: September 24, 2017

On Gold Star Mother's and Family's Day, we recognize the sacrifice that all Gold Star Family members make when a loved one dies in service to our Nation. Our mission for this event is to enhance the overall experience by providing food and beverages, cake, center- pieces, flowers for our survivors and keepsake items.

Volunteer & Outreach Opportunities

Navy Gold Star members participate in various events throughout the year as volunteers. Events include Memorial and Veteran's Day at the Navy Memorial, 5K Runs, Blessing of the Fleet, and 9/11 Runs. To help educate our audience, outreach is a big part of the program so are seeking branded Navy Gold Star volunteers shirts. This serves as a keepsake item for our volunteers and it also helps bring awareness to the program at the event. We are also seeking small giveaways to include Gold Star stress balls, coffee mugs, etc. to pass out at our outreach tables.

Dining Out Events: October 2016, June and August 2017

About three times a year, Navy Gold Star invites it's members to a dining out where members can network and share experiences all while enjoying lunch in an information atmosphere. We are seeking cash or in-kind catering to cover the costs of the lunch.

