

**The American Legion  
Post 104  
Presents the 3<sup>rd</sup> Annual**



# **Fish and Chips Poker Run**



**Benefiting  
Local Military Veterans**



**2020 Sponsor Packet**

# American Legion, Post 104

403 W. Main St  
Sevierville TN, 37862



RE Request for Support and Donation

To whom it may concern,

Please allow me to introduce the American Legion, Post 104, Sevierville TN. The American Legion is made up of prior military service members who have served this great country. We are a nonprofit organization that works with and serves America's Military Veterans.

We are contacting you to ask for your consideration in supporting our annual Poker Run. This is our 3<sup>rd</sup> Poker Run and this year we are expanding it into a bigger event which will include a Fish Fry and live entertainment at the end of the night. The event is open to the public and is one of our biggest fundraisers throughout the year.

Our Poker Run event page on Facebook has already received 10,000 views and we use targeted Facebook advertising to market this event. We will list all sponsors on our website which is linked to from various Chamber of Commerce and Department of Tourism websites along with numerous websites listing events happening in the Smoky Mountains. With over 20 different websites linking the American Legion's event page, your business will continue to receive exposure throughout the year.

Along with this letter you will find our flier "Why Support the American Legion Family" and our 2020 Vender brochure for this event. We are offering 5 levels of sponsorship opportunities for this event. For food vendors, we have additional opportunities as available as well.

We appreciate your consideration and thank you in advance for supporting the American Legion. Your donation is tax deductible and will assist us in meeting the needs of military Veterans in our area.

Mikel Turner, Commander

Son's of the American Legion  
PokerRun@post104.org  
865.995.8226

P.S. This event is made possible by numerous volunteers from several organizations across eastern Tennessee. After the event, we will be gifting those volunteers with thank you bags. If you would like to include a gift card or coupon to your business, we will be preparing about 70 bags.

**Serving America's Military Veterans**

## Why support

THE AMERICAN LEGION  
**FAMILY**



Since its inception in 1919, The American Legion has grown to be the largest Veterans service organization in the US with over two million members. At Post 104, we're proud to support local Veterans and the community. As a family we work side by side promoting patriotism, while supporting youth programs and advocating for veterans and their family.

### **As a Post.**

We support our national organization which advocates for Veterans in DC. We help local Veterans understand and apply for government benefits. We support Vet2Vet and Veterans who suffer from PTSD. We give scholarships to local students so they can attend Tennessee Boys and Girls State. We support the American Legion Family and help allocate funds to Veterans. As a Family we work to provide materials and our members provide the labor when are Veterans need a hand. In the past we have built ramps and relocated laundry facilities for disabled Vets.

### **The American Legion Honor Guard**

The Honor Guard performs Military Honors at over 100 funerals each year. We work with the community and present colors at county events. We are a group of individuals who make ourselves available anytime the flag needs to be presented and honored.

### **The American Legion Auxiliary**

The men and women of the American Legion Auxiliary host First Responder Dinners for local Police, EMT, and Firefighters twice a year. We run a Poppies campaign at local shops to raise funds for area Veterans. Those funds support veterans here in Sevier County. We support the Legion by providing dinner for Veterans during legion events, and we visit Veterans in nursing homes.

### **The Sons of the American Legion**

As male descendants of those who have served our great nation, we take pride honoring our forefathers and supporting the American Legion by organizing fundraisers and providing extra manpower for various projects. We work towards improving the quality of life for our nation's children, and teaching them the fundamentals of good citizenship. Our members work to raise funds for Wreaths Across America to remember and honor Veterans buried in local cemeteries. We also collect old flags so they can be properly retired and teach others about the US flag code.

### **The American Legion Riders**

American Legion Riders raise money for children's hospitals, schools, severely wounded service members, and many other causes. Since 2006, Riders nationwide have participated in The American Legion Legacy Run to raise money for the Legacy Scholarship Fund. This fund provides scholarships to children of U.S. military personnel killed since Sept. 11, 2001. Every year we serve lunch to hundreds of people during the annual Run for Wall Event that passes through our area. We visit gravesites of members who have passed. We provide escorts for events funerals and memorial rides. To further support our community, we participate in many local motorcycle rides to benefit numerous charities.

### **The Amateur Radio Club**

Our Radio Club stands ready to assist the community to during natural disasters and provides communications at special events. We work with local first responders to supplement their communications network and receive training on a national level from organizations like FEMA. We work with Veterans to help get them licensed so they can continue to serve the community.

**We support the community, America's Veterans and their families**

# Corporate Sponsorship Opportunities

Thank you in advance for partnering with us as we raise money to help support our Veterans. We greatly appreciate your time and consideration. The funds raised from this event will benefit the American Legion as they continue to support our nations military veterans and their families.



## Partner \$3,200+

Partner with us to help local veterans!!!  
You'll receive everything our sponsors do plus....  
Top tier logo placement on all fliers and event t-shirts  
Logo displayed on or near stage at the after party  
6 tickets to the after party



## Sponsor \$1,600 - \$3,199

Business name listed on website, social media flier and after party flier  
Logo on signage displayed at every single poker run check point  
Logo on banner displayed at the entrance to the after party  
Logo on all social media announcements  
Logo on thank you bags given to event volunteers  
Verbal recognition at the after party  
4 Tickets to the after party



## Supporter \$800 - \$1,599

Business name listed on website, social media flier and after party flier  
Logo on signage displayed at every poker run check point  
Logo on banner displayed at the entrance to the after party  
Logo on all social media announcements  
Verbal recognition at the after party



## Contributor \$400 - \$799

Business name listed on website, social media flier and after party flier  
Logo on signage displayed at one of the poker run check points  
Logo on banner displayed at the entrance to the after party



## Fan \$100 - \$399

Business name listed on website, social media flier and after party flier

## Sponsor Information

Name of Business: \_\_\_\_\_

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

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

## Sponsorship Level

Partner - \$3,200+

Contributor - \$400 - \$799

Sponsor - 1,600 - 3,199

Fan - \$100 - \$399

Supporter - \$800 - \$1,599

## Method of Payment

Debit / Credit Card

Check

## Important Details

- ✓ Final deadline for Sponsorship Opportunities is April 3<sup>rd</sup>, 2020
- ✓ If paying by Credit or Debit Card, an Authorization Form will be emailed to the contact above
- ✓ If paying by Check, make checks payable to **Son's of the American Legion**
- ✓ For donations exceeding \$400, we will email the contact above to request a 300dpi high resolution logo in PSD, PNG or JPG format.
- ✓ For questions contact Mikel Turner [TNSquadron104@gmail.com](mailto:TNSquadron104@gmail.com) or 865.995.8226

Mail completed form to: **The American Legion, PO Box 4242, Sevierville, TN 37862**

or

Email completed form to: [PokerRun@tnpost104.org](mailto:PokerRun@tnpost104.org)