

Thanks

MINNESOTANS' MILITARY APPRECIATION FUND

Minnesotans' Military
Appreciation Fund
P.O. Box 2070
Minneapolis, MN 55402

1.877.MN.THANKS
612.359.2570

www.thankmntroops.org

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WHO WE ARE

Minnesotans' Military Appreciation Fund (MMAF) is a statewide fundraising initiative by the citizens of Minnesota for our Minnesota military personnel and their families. The mission of MMAF is to say "Thanks."

Founded by a non-partisan group of area business and community leaders, MMAF is a 501(c)(3) non-profit corporation organized to provide the citizens of Minnesota an opportunity to make tax-deductible donations in support and appreciation of the sacrifices made by Minnesota military personnel deployed in combat zones. MMAF seeks to provide cash grants to all active duty or honorably discharged Minnesota military personnel who have served in a combat zone since September 11, 2001. MMAF anticipates that a base level grant will be awarded to all who have served in a combat zone, with larger grant amounts to those who have been injured or killed in combat.

MMAF's mission of showing appreciation and providing financial support to our own Minnesota military personnel has broad appeal, transcending political beliefs, and represents a true community effort to benefit the dedicated men and women of Minnesota who are sacrificing their lives for the freedom and liberty that we enjoy. MMAF's mission reflects our Minnesota values and shows the nation that we are a proud state, dedicated to our troops.

HOW YOU CAN HELP

Join the growing list of companies that have agreed to provide cash or in-kind donations to date: **TCF Banks, Sit Investment Associates, Inc., Transport Distribution Services, Inc., Minneapolis Star Tribune, Dorsey & Whitney LLP, Haberman & Associates, invioni, The Kenyon Consortium, Minnesota Twins, Pepsi Bottling Group, Anderson Races, Waste Management.**

BECOME AN OFFICIAL SPONSOR

Various sponsorship levels are available. For more information please contact Cheri Ford, Project Director at 612-359-2570.

Official Sponsor Benefits

- 1) Recognition of your leadership role and display of your corporate logo in ALL public announcements, printed materials, the website (www.thankmntroops.org), and signage at all MMAF events.
- 2) A table for 10 at the invitation-only fundraising "Minnesotans' Military Appreciation Dinner" featuring Senator John McCain scheduled for fall of 2005.
- 3) Recognition on a donor plaque to be displayed at Camp Ripley (subject to approval by the Adjutant General).
- 4) Intangible benefits of good public relations and positive identification as a supporter of a truly noble and worthy mission.
- 5) Most importantly, the satisfaction of knowing that you made an impact in the morale and financial well-being of Minnesota soldiers who have sacrificed so much.



BECOME A WALK EVENT SPONSOR

MMAF has a fundraising event in need of sponsors: Minnesotans' Military Appreciation Walk. This is a fundraising walk through downtown Minneapolis on the morning of September 10, 2005 – Patriot's Day.

We hope to attract 5,000 walkers for a 5K walk that starts and ends at Loring Park. Funds will be raised by walker registration fees and pledges. This walk will be a fun, patriotic experience for the entire family. A color guard is expected to lead the walk, and we anticipate participation from military families, veterans, corporate "teams" of walkers, and the public-at-large. There will be military vehicles parked in Loring Park, live music, face painting for children and entertainment all along the course of the walk. All walkers will receive a t-shirt, commemorative pin with the "Thanks" logo, an American flag, a pair of Twins tickets to the Saturday, October 1st game against the Tigers, and all walkers will be registered for drawings for many prizes to be awarded at the conclusion of the walk.

Walk Event Sponsor Benefits

▪ \$10,000 Level

- 6) Recognition of your leadership role and display of your corporate logo in printed material specific to the walk.
- 7) Recognition of your leadership role and display of your corporate logo on the website (www.thankmntroops.org) in the section of the site describing the walk.
- 8) A 10 x 10 Tent in the "walk village" (start and finish area of the walk) for display of your business information.
- 9) Display of your corporate logo on "home stretch signage" (signage placed close to the finish line) at the walk.
- 10) Two seats at the fundraising "Minnesotans' Military Appreciation Dinner" featuring Senator John McCain scheduled for fall of 2005.

▪ \$5,000 Level

- 5) Recognition of your leadership role and display of your corporate logo in printed material specific to the walk.
- 6) Recognition of your leadership role and display of your corporate logo on the website (www.thankmntroops.org) in the section of the site describing the walk.
- 7) A 10 x 10 Tent in the "walk village" (start and finish area of the walk) for display of your business information.
- 8) Display of your corporate logo on "home stretch signage" (signage placed close to the finish line) at the walk.

▪ \$2,500 Level

- 4) Recognition of your leadership role and display of your corporate logo in printed material specific to the walk.
- 5) Recognition of your leadership role and display of your corporate logo on the website (www.thankmntroops.org) in the section of the site describing the walk.
- 6) Display of your corporate logo on "home stretch signage" (signage placed close to the finish line) at the walk.



- **\$1,000 Level**

- 4) Recognition of your leadership role and display of your corporate logo in printed material specific to the walk.
- 5) Recognition of your leadership role and display of your corporate logo on the website (www.thankmntroops.org) in the section of the site describing the walk.
- 6) Display of your corporate logo on signage at the walk.

MAKE AN IN-KIND DONATION TO THE WALK

- **Donations of Finish-Line Food**

Needed items include bagels, fruit, yogurt, sports bars, muffins, sports drinks, etc. Donors will receive signage at the event and recognition on website.

- **Donations of Entertainment**

We are looking for entertainment along the walk course and post-walk in Loring Park. Donors will receive signage at the walk and recognition on website.

- **Donations of Other Items**

Items include t-shirts, tables, tents, fencing, etc. Donors will signage at the walk and recognition on website.

OTHER WAYS TO HELP

- **Organize a Corporate Team to Participate in the Walk**

We hope many corporate teams of walkers will participate. We encourage companies to organize a team, wear clothing with their corporate logo and carry corporate banners or signs during the walk.

- **Make a Personal Donation**

Donations may be made by credit card via the website at www.thankmntroops.org or mailed to MMAF, P.O. Box 2070, Minneapolis, MN 55402.

- **Volunteer**

Many volunteer opportunities are available. For example, volunteers are needed for the walk at the registration, food, and beverage tents. For more information contact Cheri Ford, Project Director at 612-359-2570.

NEXT STEP

Please see the attached fax. Complete and return fax by **August 15, 2005** to the attention of: Cheri Ford, Project Director, fax number: 612-344-1210.

THANK YOU FOR YOUR SUPPORT!

Thanks

MINNESOTANS' MILITARY APPRECIATION FUND

PLEASE FAX BACK BOTH PAGES OF THIS FORM TO 612-344-1210
BY AUGUST 15, 2005

- YES *My business would like to become a sponsor.*
- YES *My business can help with an in-kind donation.*
- MAYBE *Please contact me ASAP to discuss*

Contact Information

Company Name: _____

Contact Person: _____

Title: _____

Phone: _____

Fax: _____

E-mail: _____

In-Kind Donation Categories

(Please check what your business can provide)

FOOD/BEVERAGES

i.e, bagels, energy bars, fresh fruit, juice boxes and other snacks for walk participants.

Please briefly describe the products you have to donate:

Quantity _____

Value* \$ _____

Will you be able to deliver the items to a designated location? Yes No

SIGNAGE We need help from local printers and sign shops for event day signage.

Please briefly describe the services you have to donate:

Quantity _____

Value \$ _____

Will you be able to deliver the items to a designated location? Yes No

OPERATIONS/LOGISTICS SUPPORT

i.e., "Biffs", tents, chairs, staging equipment, construction set up and take down support.

Please briefly describe the support services you have to donate:

Quantity _____

Value \$ _____

Will you be able to deliver the items to a designated location? Yes No

ENTERTAINMENT & DOOR PRIZES

i.e., Musicians, Costumed Characters, Face Painters, Children's Activities, door prizes

Please briefly describe the services you have to donate:

Quantity _____

Value \$ _____

Will you be able to deliver the items to a designated location? Yes No

OTHER ITEMS

Please briefly describe the product or services you have to donate:

Quantity _____

Value \$ _____

Will you be able to deliver the items to a designated location? Yes No

**In-kind donations of more than \$250 value will receive a receipt from MMAF for tax purposes. In-kind donations of less than \$250 will receive a postcard from MMAF for your records.*

Please add any comments or questions:

**PLEASE FAX BACK BOTH PAGES OF THIS DOCUMENT TO: CHERI FORD
BY AUGUST 15TH, FAX: 612 344-1210**

THANK YOU FOR YOUR SUPPORT!