



# Vets Invade the Canyon



**FLORIDA AMERICAN LEGION**

★ **100<sup>TH</sup>** ★

**BIRTHDAY CELEBRATION**

**JANUARY 18-19, 2019**

**ROCK CRUSHER CANYON**

**CRYSTAL RIVER, FL.**

**LIVE BANDS**

**FOOD/DRINKS**

**VENDORS**

**Join us for a fun filled weekend  
to benefit PROJECT: VETRELIEF**

**100<sup>TH</sup> BIRTHDAY CELEBRATION EACH NIGHT**

**FOR INFORMATION ON TICKETS AND SPONSORSHIP  
PLEASE EMAIL**

**[vetsinvadethecanyon@gmail.com](mailto:vetsinvadethecanyon@gmail.com)**



The American Legion  
Blanton-Thompson Post #155  
6585 W. Gulf to Lake Highway  
Crystal River, Florida 34429  
Phone: 352-795-6526 FAX: 352-795-6561

August 10, 2018

To Whom It May Concern:

The American Legion will be celebrating its 100<sup>th</sup> year of service to our Veterans, Communities and Nation in the coming year. As such, Legion Posts' throughout our "Great Nation" will be hosting a variety of events in honor of this centennial milestone.

The State of Florida is planning a two-day Concert Birthday Celebration, hosted by American Legion Post #155 of Crystal River, Florida and supported by fellow Legion Posts 237, 166, and 77. This event is known as "Vets Invade the Canyon" and is scheduled to take place January 18<sup>th</sup> and 19<sup>th</sup>, 2019. There will be two shows, one on Friday night (January 18<sup>th</sup>) and one on Saturday night (January 19<sup>th</sup>). Each night of the event will have two feature acts with a short ceremony between each act paying tribute to our Veterans.

The proceeds from the "Vets Invade the Canyon" Concert Birthday Celebration will be donated to the Florida American Legion Program called "PROJECT: VETRELIEF", which is a 501c3 charitable organization. The mission of "PROJECT: VETRELIEF" is to provide support for our service men and women as they transition into civilian life, with the vision of one day to live in a nation where no service member stands alone. All funds raised from this event are slated for Veterans of Florida. The American Legion of Florida supports Florida's service members whether they are active duty, newly returned, or have been honorably separated for years, in addition to their immediate family, at no cost.

Should you have any questions regarding the "Vets Invade the Canyon" Concert Birthday Celebration or PROJECT: VETRELIEF please contact Gerry Kaufman at (407) 218-9139, Doug Hockenberry at (727) 514-3742 or me directly at (352) 212-8750.

Respectfully,

Larry White  
Finance Officer  
American Legion Post 155



# PROJECT: VETRELIEF

They Fought for Us. We Fight for Them.

## EVENT DESCRIPTION

*American Legion Post #155 of Crystal River will be celebrating the American Legion's 100<sup>th</sup> Anniversary with a "Vets Invade the Canyon" Music Fest on January 18<sup>th</sup> -19<sup>th</sup>, 2019 at Rock Crusher Canyon Pavilion.*

*This is a charity event with 90% of the profits going to Project: VetRelief, a Florida based veterans program that provides support and assistance to veterans throughout the state of Florida. The American Legion is a "501-C19 Non-Profit Veterans Organization".*

**As this is a charity event, all sponsorships are tax deductible.**

*There will be an assortment of performers/bands with music genres ranging from acoustical to southern rock. There will be two headliners performing, one on January 18<sup>th</sup> and one on January 19<sup>th</sup>. Food and Beverage vendors will be on site throughout the entire event.*

***DEADLINES:*** *We will have 2 major print advertising campaigns, one in mid-December and the other in early-January. All sponsorships need to be in by November 30<sup>th</sup>, 2018 to be included in all advertising and printing. Sponsorships received after November 30<sup>th</sup> will be added to advertising accordingly.*

*American Legion Post 155 event points of contact are:*

*Gerry Kaufman (407) 218-9139*

*Department of Florida Historian*

*Doug Hockenberry at (727) 514-3742*

*Sponsorship Chairman*

*Larry White at (352) 212-8750*

*Finance Officer*

**AMERICAN LEGION 100<sup>TH</sup> BIRTHDAY CELEBRATION  
SPONSORSHIP TIERS**

**MUST BE PURCHASED BY October 1, 2018**

**TO BE ELIGIBLE FOR PRINTING ON EVENT POSTERS**

**Corporate Sponsors Any Amount Over \$3000.00**

10 event admission tickets

10 event tee shirts

Logo on event tee shirt (must be paid by October 1, 2018)

Inclusion in all Full-page advertisement in event program

website announcements and social media postings

**Platinum Level Sponsor \$3000.00**

One half (1/2) page add in event program

Eight event tickets

Eight event tee shirts

Inclusion in all website announcements and social media postings

Logo on event tee shirts (must be paid by October 1, 2018)

**Gold Level Sponsor \$2000.00**

One half (1/2) page add in event program

Six event tickets

Six event tee shirts

Inclusion in all website announcements and social media postings

Logo on event tee shirts (must be paid by October 1, 2018)

**Silver Level Sponsor \$1000.00**

One Quarter (1/4) page add in event program

Four event tickets

Four event tee shirts

Inclusion in all website announcements and social media postings

Logo on event tee shirts (must be paid by October 1, 2018)

**Bronze Level Sponsor \$250.00**

Listed on the Bronze Sponsor Page in event program

Two event tickets

Two event tee shirts

Inclusion in all website announcements and social media postings

Sponsor banners will be displayed if the banner is provided by the sponsor. Display area is along the fence at the entrance to the venue ONLY. **No banners or sponsor advertisements are to be displayed on or near the stage due to contractual agreements with the entertainers.**

**“VETS INVADE THE CANYON”  
SPONSORSHIP APPLICATION  
CHARITY EVENT – SPONSORSHIPS ARE TAX DEDUCTABLE**

**NAME:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**BUSINESS:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE #** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**SPONSORSHIP LEVEL**

**Platinum** \_\_\_\_\_ **Gold** \_\_\_\_\_ **Silver** \_\_\_\_\_ **Bronze** \_\_\_\_\_

*All sponsors are responsible to provide their company/business banners to American Legion Post 155 at least 2 weeks before the event. Banners are not to exceed 6'length x 2' width.*

*All banners are subject to approval by the American Legion and we reserve the right to refuse any banner where language, photos, or any other aspect of the banner might be found offensive or objectionable.*

**LEVELS WITH T-SHIRT AND EVENT CONCERT POSTER LOGO ADDITIONS MUST BE PURCHASED ON OR BEFORE October 1st, 2018 for The American Legion to ensure placement.**

**PLEASE SUBMIT THIS FORM WITH PAYMENT IN THE FORM OF A CHECK PAYABLE TO:**

*Vets Invade the Canyon*

*Points of contact for this event are Gerry Kaufman at (407) 218-9139, or Doug Hockenberry at (727) 514-3742 or Larry White at (352) 212-8750.*

**DATE:** \_\_\_\_\_ 20\_\_\_\_

**AMOUNT ENCLOSED \$** \_\_\_\_\_ .00

\_\_\_\_\_  
**SIGNATURE**