

RED STAR FOUNDATION



FOUNDING SPONSOR PACKAGE

WWW.REDSTARFOUNDATION.ORG
IRS #99-4402310



My name is Jerry, and I am the Chairman of the **Red Star Foundation**. We are a 501(c)(3) nonprofit charity that is building a nationwide network to support over **1 MILLION** families and loved ones that have been impacted by military, veteran & first responder suicides. Each year more than **8000 veterans, 500+ current military, and 500 first responders** take their own life. **Red Star Foundation** will drive suicide awareness and prevention. This network is the first of its kind, and long overdue.

As we strive to make our initial impact felt, partnerships with caring organizations like yours will play a pivotal role in helping us achieve our mission. We are thrilled to invite your organization to consider becoming a founding sponsor and plank owner of the **Red Star Foundation**. As a founding sponsor, your organization will benefit from prominent exposure, brand recognition, and the chance to engage with a dedicated community that shares a passion for helping others. Most importantly, you will be part of an impactful initiative that directly saves lives.

The founding sponsor package offers an exclusive opportunity for visionary partners to join us at the forefront of the fight against suicide. Becoming a plank owner and helping to lay the foundation for a pioneering initiative that promises a lasting impact. Join us on this exciting journey and secure your place as a cornerstone of our success.

Please find the enclosed sponsorship packet detailing the various opportunities available to support our mission. We would be delighted to discuss these options in further detail and explore a partnership that aligns with your goals.

Thank you for considering this opportunity to make a difference with us. I look forward to the possibility of working together and am happy to answer any questions or provide additional information.

Respectfully,

Jerry Shaffer
Chairman



INFO SHEET

DATA & STATISTICS

- **8000 VETERANS & 500+ MILITARY** DIE BY SUICIDE ANNUALLY.
- AN AVERAGE OF **22 SUICIDE DEATHS** PER DAY.
- THOSE NUMBERS ARE BEING **UNDER REPORTED**.
- VETERANS HAVE A **50% HIGHER** SUICIDE RATE THAN THAT OF NON-VETERANS.
- **500 1ST RESPONDERS** ALSO DIE BY SUICIDE EACH YEAR.
- SINCE 2001, **145K+ VETERANS** HAVE DIED BY SUICIDE (**23 YEARS**).
- SINCE THE KOREAN WAR IN 1950, **102K MEMBERS** OF THE MILITARY HAVE BEEN KILLED IN ACTION (KIA) (**74 YEARS**).
- BY 2031, VETERAN SUICIDES WILL EXCEED **200K VETERAN SUICIDE DEATHS**.
- AN ESTIMATED **256K VETERANS** ATTEMPT SUICIDE ANNUALLY.
- AN ESTIMATED **16K 1ST RESPONDERS** ATTEMPT SUICIDE ANNUALLY.
- THE RISK OF SUICIDE WAS **3X HIGHER** IN SUICIDE SURVIVORS THAN IN BEREAVED FAMILIES WITH NON-SUICIDE DEATHS.
- **140 CHAPTERS** OF GOLD STAR MOTHERS (MILITARY KILLED IN ACTION) NATIONWIDE.
- **200 CHAPTERS** OF BLUE STAR MOTHERS (MILITARY MEMBER DEPLOYED OVERSEAS) NATIONWIDE.
- **ZERO** NATIONAL SUPPORT SYSTEMS FOR FAMILIES AND FRIENDS OF VETERAN SUICIDES!!!

CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG



ABOUT RED STAR

THE BIGGEST ISSUE FACING VETERANS TODAY IS SUICIDE. WITH AN AVERAGE OF 22 VETERAN SUICIDES PER DAY, AND OVER 8,000 ANNUALLY. VETERANS HAVE A 50% HIGHER SUICIDE RATE THAN THAT OF NON-VETERANS. IN ADDITION, 500+ CURRENT MILITARY AND 500 FIRST RESPONDERS DIE BY SUICIDE EACH YEAR.

ON AVERAGE, EACH SUICIDE DIRECTLY IMPACTS AT LEAST 6 LOVED ONES. LEAVING OVER 1 MILLION PEOPLE IN NEED OF SUPPORT. THOSE TOTALS DO NOT INCLUDE EXTENDED FAMILY MEMBERS, FRIENDS , CO-WORKERS, ETC.

A REPORT BY CROSBY AND SACKS STATES THAT PEOPLE WHO HAVE KNOWN SOMEONE WHO DIED BY SUICIDE IN THE LAST YEAR WERE 1.6 TIMES MORE LIKELY TO HAVE SUICIDAL THOUGHTS, 2.9 TIMES MORE LIKELY TO HAVE A PLAN FOR SUICIDE, AND 3.7 TIMES MORE LIKELY TO HAVE MADE A SUICIDE ATTEMPT THEMSELVES.

CURRENTLY THERE ARE ZERO NATIONWIDE SUPPORT SYSTEMS DEDICATED TO THE REAL VICTIMS OF MILITARY AND VETERANS' SUICIDE. THE RED STAR FOUNDATION (RSF) WILL BUILD A NATIONWIDE COMMUNITY WITH LOCAL AND NATIONAL RESOURCES. PROVIDING HONOR AND SUPPORT TO THE FAMILIES AND FRIENDS OF OUR MILITARY, VETERANS AND FIRST RESPONDERS WHO HAVE LOST A LOVED ONE TO SUICIDE. RSF WILL ESTABLISH PROGRAMS, RESOURCES AND SERVICES TO INCLUDE EDUCATION, TRAINING, SUICIDE AWARENESS & PREVENTION, BEREAVEMENT & GRIEF SUPPORT, AND PEER-TO-PEER NETWORKING. RED STAR FOUNDATION WILL HAVE LOCAL CHAPTERS THROUGHOUT THE UNITED STATES.

WE INVITE YOU TO JOIN THIS VERY IMPORTANT MISSION WITH RED STAR FOUNDATION. BECOME A FOUNDING PLANK OWNER & HELP US SAVE LIVES!

CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG

WHY GET INVOLVED?

VETERAN SUICIDE IS A CRITICAL ISSUE THAT HIGHLIGHTS THE UNIQUE MENTAL HEALTH STRUGGLES FACED BY THOSE WHO SERVED IN THE MILITARY. VETERAN SUICIDE HAS A PROFOUND AND LASTING IMPACT ON THE FAMILY MEMBERS LEFT BEHIND, WHO MUST COPE WITH COMPLEX GRIEF, FEELINGS OF GUILT, AND EMOTIONAL TRAUMA. LOSING A LOVED ONE TO SUICIDE OFTEN LEAVES UNANSWERED QUESTIONS AND CAN CREATE A SENSE OF ISOLATION. THIS GRIEF CAN DISRUPT FAMILY DYNAMICS, LEADING TO MENTAL HEALTH STRUGGLES SUCH AS DEPRESSION, ANXIETY, AND EVEN SUICIDAL THOUGHTS, SUICIDE ATTEMPTS, AND SUICIDES AMONG FAMILY MEMBERS THEMSELVES.

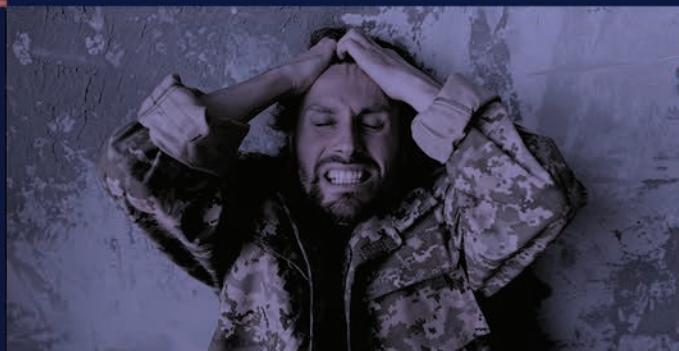
**8000+ VETERANS, 500+
MILITARY AND 500 FIRST
RESPONDERS DIE BY
SUICIDE EVERY YEAR.**



**SINCE 2001 THERE HAVE
BEEN OVER 150,000
MILITARY, VETERAN &
FIRST RESPONDER SUICIDES.**



**THERE ARE 256,000
VETERAN, 16,000+ MILITARY
AND 16,000 FIRST
RESPONDER SUICIDE
ATTEMPTS EACH YEAR.**



**UNLIKE GOLD STAR
FAMILIES, THERE ARE ZERO
NATIONWIDE SUPPORT
SYSTEMS FOR FAMILY &
LOVED ONES OF SUICIDE.**



**CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG**



5-STAR SPONSOR

\$50,000+



OUR HIGHEST LEVEL OF SPONSORSHIP, OFFERING MAXIMUM EXPOSURE, PREMIER ACCESS, AND EXCLUSIVE ENGAGEMENT OPPORTUNITIES.

THE 5-STAR SPONSORSHIP INCLUDES:

- **RECEIVE A PLANK OWNER'S CERTIFICATE, PLAQUE AND CHALLENGE COIN.**
- **NAME, LOGO AND WEBSITE ON OUR FOUNDING SPONSOR'S PAGE FOREVER.**
- **LEAD BRANDING PLACEMENT: EXCLUSIVE, TOP-TIER BRAND VISIBILITY ACROSS ALL PLATFORMS AND EVENTS.**
- **EXCLUSIVE SPEAKING OPPORTUNITIES: KEYNOTE OR SPOTLIGHT SESSION AT MAJOR EVENTS.**
- **FIRST ACCESS TO ENGAGEMENT OPPORTUNITIES: EARLY ACCESS TO PROMOTIONAL OPPORTUNITIES, CONTENT, AND EVENT ASSETS.**
- **CUSTOMIZED MARKETING CAMPAIGNS: DEDICATED CO-BRANDED CAMPAIGNS TARGETING SPECIFIC AUDIENCES.**
- **VIP ACCESS: EXCLUSIVE EVENT INVITATIONS AND PREMIUM ACCESS FOR KEY PERSONNEL.**
- **LIFETIME PRIORITY ACCESS TO ALL RSF EVENTS.**
- **SOCIAL MEDIA SHOUTOUTS: BI-WEEKLY MENTIONS ON OUR SOCIAL MEDIA CHANNELS TO HIGHLIGHT YOUR SUPPORT.**

CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG



4-STAR SPONSOR

\$25,000+



OUR 2ND HIGHEST LEVEL OF SPONSORSHIP OFFERS PROMINENT VISIBILITY WITH ACCESS TO HIGH-IMPACT BRANDING AND ENGAGEMENT OPPORTUNITIES.

THE 4-STAR SPONSORSHIP INCLUDES:

- **RECEIVE A PLANK OWNER'S CERTIFICATE, PLAQUE AND CHALLENGE COIN.**
- **NAME, LOGO AND WEBSITE ON OUR FOUNDING SPONSOR'S PAGE FOREVER.**
- **HIGH-LEVEL BRANDING PLACEMENT: FEATURED PROMINENTLY ACROSS DIGITAL, PRINT, AND EVENT SIGNAGE.**
- **SPEAKING & PANEL OPPORTUNITIES: RESERVED SPOTS FOR PANELS, WORKSHOPS, OR BREAKOUT SESSIONS.**
- **BRANDED CONTENT OPPORTUNITIES: OPTION TO SPONSOR DIGITAL OR PRINT CONTENT RELEVANT TO THE INITIATIVE.**
- **PRIORITY ACCESS TO EVENTS: INVITATIONS TO SPECIAL EVENTS AND OPPORTUNITIES FOR BRAND ENGAGEMENT.**
- **VIP ACCESS: EXCLUSIVE EVENT INVITATIONS AND PREMIUM ACCESS FOR KEY PERSONNEL.**
- **SOCIAL MEDIA SHOUTOUTS: MONTHLY MENTIONS ON OUR SOCIAL MEDIA CHANNELS TO HIGHLIGHT YOUR SUPPORT.**

CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG



3-STAR SPONSOR

\$10,000+



IDEAL FOR ORGANIZATIONS SEEKING SOLID BRAND RECOGNITION AND STRATEGIC INVOLVEMENT.

THE 3-STAR SPONSORSHIP INCLUDES:

- **RECEIVE A PLANK OWNER'S CERTIFICATE, PLAQUE AND CHALLENGE COIN.**
- **NAME, LOGO AND WEBSITE ON OUR FOUNDING SPONSOR'S PAGE FOREVER.**
- **MID-LEVEL BRANDING PLACEMENT: VISIBILITY ACROSS SELECT CHANNELS AND EVENTS.**
- **PANEL OR WORKSHOP OPPORTUNITIES: OPTION TO PARTICIPATE IN SELECT SPEAKING EVENTS OR WORKSHOPS.**
- **NETWORKING OPPORTUNITIES: ACCESS TO NETWORKING EVENTS AND SPECIAL SESSIONS.**
- **DIGITAL PROMOTION: REGULAR MENTIONS IN DIGITAL CONTENT AND SELECT PROMOTIONAL MATERIALS.**
- **SOCIAL MEDIA SHOUTOUTS: REGULAR MENTIONS ON OUR SOCIAL MEDIA CHANNELS TO HIGHLIGHT YOUR SUPPORT.**

CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG



2-STAR SPONSOR

\$5,000+



ENTRY-LEVEL SPONSORSHIP WITH ESSENTIAL BRANDING AND PARTICIPATION BENEFITS.

THE 2-STAR SPONSORSHIP INCLUDES:

- **RECEIVE A PLANK OWNER'S CERTIFICATE, PLAQUE AND CHALLENGE COIN.**
- **NAME, LOGO AND WEBSITE ON OUR FOUNDING SPONSOR'S PAGE FOREVER.**
- **VISIBILITY IN SELECT MEDIA: RECOGNITION IN DIGITAL AND PRINT MATERIALS ASSOCIATED WITH THE INITIATIVE.**
- **EVENT PARTICIPATION: RESERVED ATTENDANCE FOR SELECT EVENTS AND NETWORKING SESSIONS.**
- **BRAND MENTIONS: INCLUSION IN PUBLIC ACKNOWLEDGMENTS AND SPONSOR LISTINGS.**
- **SOCIAL MEDIA SHOUTOUTS: OCCASIONAL MENTIONS ON OUR SOCIAL MEDIA CHANNELS TO HIGHLIGHT YOUR SUPPORT.**

CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG



1-STAR SPONSOR

\$2,500+



THIS LEVEL PROVIDES FOUNDATIONAL SUPPORT, PERFECT FOR ORGANIZATIONS LOOKING TO ALIGN WITH OUR MISSION AT A MODEST LEVEL OF INVESTMENT.

THE 1-STAR SPONSORSHIP INCLUDES:

- **RECEIVE A PLANK OWNER'S CERTIFICATE, PLAQUE AND CHALLENGE COIN.**
- **NAME, LOGO AND WEBSITE ON OUR FOUNDING SPONSOR'S PAGE FOREVER.**
- **BRAND RECOGNITION: ACKNOWLEDGMENT IN SELECT DIGITAL MATERIALS, NEWSLETTERS, AND PRESS RELEASES.**
- **EVENT ACCESS: INVITATIONS TO VIRTUAL EVENTS, WEBINARS, AND SELECT IN-PERSON NETWORKING EVENTS.**
- **SOCIAL MEDIA SHOUTOUTS: OCCASIONAL MENTIONS ON OUR SOCIAL MEDIA CHANNELS TO HIGHLIGHT YOUR SUPPORT.**

ANY DONATION AMOUNT IS GREATLY APPRECIATED AND WILL BE RECOGNIZED.

**CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG**

An American flag is draped across the top of the page, with the stars and stripes visible.

RED STAR PLEDGE

THE RED STAR PLEDGE IS A PROMISE TO YOURSELF AND OTHERS THAT YOU WILL NOT TAKE YOUR OWN LIFE. THAT PROMISE COMES WITH AN UNDERSTANDING THAT YOUR LIFE HAS VALUE AND PURPOSE. NO MATTER HOW DARK OR DEPRESSING YOUR DAY IS, YOU HAVE SOMEONE THAT CARES ABOUT YOU AND WANTS YOU TO LIVE.

"I, [YOUR NAME], SOLEMNLY PLEDGE TO CHERISH MY LIFE AND PRIORITIZE MY WELL-BEING. I KNOW MY LIFE HAS VALUE AND PURPOSE. I COMMIT TO SEEKING HELP WHEN I NEED IT. AND I PROMISE NOT TO TAKE MY LIFE WITHOUT TALKING TO A FRIEND ABOUT IT FIRST. MY LIFE MATTERS!"

**CONTACT JERRY SHAFFER: (727) 977-6161
SPONSOR@REDSTARFOUNDATION.ORG**

THANK YOU

WE APPRECIATE YOUR TIME AND CONSIDERATION IN SUPPORTING OUR VETERANS AND FIRST RESPONDERS COMMUNITY. WE ARE EXCITED ABOUT THE POTENTIAL FOR YOU TO JOIN US AT THE FOREFRONT OF THE FIGHT AGAINST SUICIDE. WE HOPE YOU WILL BE A PART OF THIS CRUCIAL MISSION TO SAVE LIVES.



CONTACT US

CONTACT JERRY SHAFFER
JERRY@REDSTARFOUNDATION.ORG
(727) 977-6161
WWW.REDSTARFOUNDATION.ORG

