

**STAND BY THOSE  
WHO STAND BY  
YOU**



**SPONSORSHIP OPPORTUNITIES**



# A MESSAGE FROM THE FOUNDATION



*Dear Partners, Supporters and National Guard Members:*

On behalf of the South Carolina National Guard Foundation, we thank you for your support of our South Carolina National Guard Airmen and Soldiers and their families.

Whether **defending our freedom** on the frontlines overseas or **protecting us** here at home, our South Carolina National Guard Airmen and Soldiers are always ready to put our nation and South Carolina's citizens first.

Because of this, it's **our turn to put them first**, which can be made possible by giving to our Foundation. Through mission projects that support South Carolina National Guard Airmen and Soldiers, their families, and their survivors in addition to our annual scholarship program, we are able to give back to some of the **most deserving men and women** in our state.

Join us in standing by those who **always stand by us**. Become a partner of the South Carolina National Guard Foundation today.

With grateful appreciation,

*Kate Morrow*

Executive Director and  
Chief Development Officer

# ABOUT THE GUARD

The National Guard is the **oldest United States military organization** and was **established in 1670** in Charles Town, South Carolina. The Guard is a **community-based military organization with a dual role**: to serve abroad in support of national defense in partnership with active duty and Reserve units; and to serve the Governor and citizens of South Carolina. The Guard is led by **Major General Robert E. Livingston, Jr**, The Adjutant General for the state. The State Command Sergeant Major is **Command Sergeant Major Russell A. Vickery**.

## MISSION:

Generate combat ready units to conduct state and federal operations. Conduct military operations in response to state emergencies. Provide staff operations in support of the Governor for contingency operations.

## SOUTH CAROLINA ARMY NATIONAL GUARD UNITS:

- Joint Force Headquarters (Columbia)
- 59th Troop Command (McEntire Joint National Guard Base)
- 59th Aviation Troop Command (McEntire Joint National Guard Base)
- 218th Maneuver Enhancement Brigade (Charleston)
- 228th Signal Brigade (Spartanburg)
- 263rd Army Air Missile Defense Command (Anderson)
- Medical Command (McEntire Joint National Guard Base)
- 218th Regiment Training Institute (McCrary Training Center)

## SOUTH CAROLINA AIR NATIONAL GUARD UNITS:

- South Carolina Air National Guard Headquarters (McEntire Joint National Guard Base)
- 169th Fighter Wing (McEntire Joint National Guard Base)

## VISION:

The South Carolina National Guard is an extraordinary organization that is:

**READY** - always prepared and able to accept and execute missions;

**RELEVANT** - significant force structure to support today and tomorrow's missions;

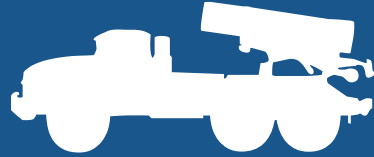
**RESILIENT** - adaptable forces and support systems for units, service members and families;

**RESPONSIBLE** - accountable to our nation, community, service members and families.

- Since 9-11, the South Carolina National Guard has deployed nearly 20,000 "Citizen-Soldiers" in support of Operation Noble Eagle, Operation Iraqi Freedom; Operation New Dawn, Operation Enduring Freedom and Operation Inherent Resolve as well as other contingency training and overseas mobilizations in support of combatant commands.
- At any given time, South Carolina Air and Army National Guard are deployed around the world including Resolute Support in Afghanistan, Atlantic Resolve and Vigilant Shield in Europe and with our state partners in Colombia.

in the  
SOUTH CAROLINA  
ARMY NATIONAL  
GUARD

9,400



Faith  
Family  
Friends  
Finances  
Fitness

5Fs  
FOR RESILIENCY

1,300



in the  
SOUTH CAROLINA  
AIR NATIONAL  
GUARD



OVER

10,000

SOUTH CAROLINA  
NATIONAL GUARD  
SOLDIERS AND AIRMEN

60+



COMMUNITY BASED  
FACILITIES IN  
SOUTH CAROLINA

19,000+  
DEPLOYED OR  
OVERSEAS  
since 9/11





The South Carolina National Guard Foundation has provided more than **\$1 Million** in educational scholarships for our state's National Guard service members and their family members over the past years.

# ABOUT THE FOUNDATION



## MISSION & PURPOSE

- The South Carolina National Guard Foundation is a 501 (c) 3 organization whose mission is to support, promote and defend the South Carolina National Guard and the ideals of service and sacrifice exemplified by its members and their families.
- The Foundation serves all members of the South Carolina Army and Air National Guard, Veterans and their families.
- Through individual and corporate giving to the Foundation, we can ensure that our South Carolina Guard Soldiers and Airmen are taken care of, along with their families, and they receive the support they deserve.



## BY THE NUMBERS

- In 2017, the Foundation distributed 100% of the funds raised to service members and their families through the scholarship fund and our mission projects.
- The Foundation provides more than \$70,000 in educational scholarships each year for our South Carolina National Guard members and their families.
- There are approximately 10,000 Service Members in the South Carolina National Guard. By providing the assistance they need, our South Carolina National Guard can remain focused on serving the citizens of our great state of South Carolina and around the world.



## SIGNATURE EVENTS

- The Foundation hosts several signature events throughout the year to raise funds for Guard members, their families and their survivors.

Events include:

Golf Tournaments

Annual Celebrate Freedom Party

Guard Family Day

Giving Back Campaigns

Annual Leadership Summit

Restaurant Percentage Nights

- The Foundation continually surveys the need for additional events to support Guard Members, Veterans, and survivors that serve the purpose and mission of The Foundation.

# OUR MISSION PROJECTS

South Carolina National Guard Soldiers, Airmen and Veterans **who have answered the call to protect our country**, feel the effects from decades of war, which has placed stress on them and their families. To support the “less than one-percent of our population” who volunteer to serve in the military, it is **deeply appreciated when citizens recognize this service** and do what they can to **meet the needs of troops** who have served us so honorably as they protect our way of life.

The South Carolina National Guard Foundation works to ease these burdens. We work to provide **employment opportunities, assistance during emergencies, financial assistance for higher learning tuition**, and **counseling for PTSD and other deployment related stresses**. We believe supporting our South Carolina National Guard Soldiers and Airmen, along with their families, help them stay focused on doing what they're trained to do.



## SCHOLARSHIP FUND

Through donations from individuals, corporations, and other non-profits, the Foundation awards over \$70,000 in scholarships to deserving Guard Members and their dependents each year.

Scholarships are based on academic excellence and financial need. The Foundation has hundreds of applicants each year and hopes to, one day, be able to award scholarships and financial assistance to all in need.



## SUPPORT PROGRAMS

The Foundation is pleased to partner with the South Carolina National Guard to fund several family support programs that are critical for success and healing amongst Guard Members, their families, and their survivors. Key programs include:

Post Deployment Seminars, Holiday Wishes, Month of the Military Spouse, Month of the Military Child, Gold Star Family Events, Deployment Send-Offs and Homecomings, and more.

**“Thank you for this opportunity to go to school and make  
my dreams become reality”**

**— ALEXIS NEELY**  
*Scholarship Recipient, Senior Nursing Major, USC*



# WAYS TO SUPPORT



## BECOME A PATRON

The Foundation is proud to have support from individuals across the state. There are several ways to show your support and be recognized.

### **COMMANDER'S CIRCLE (\$5,000 OR MORE)**

- Name listed on all marketing collateral, website, invitations, and signage at major events.
- Six tickets to Annual Celebration of Freedom Event and four tickets to VIP hour.
- Four complimentary registrations at either Spring or Fall Golf Tournament.

### **GENERAL'S SOCIETY (\$4,999 - \$1,000)**

- Name listed on all marketing collateral, website, invitations, and signage at major events.
- Four tickets to Annual Celebration of Freedom Event and two tickets to VIP hour.
- Two complimentary registrations at either Spring or Fall Golf Tournament.

### **FOUNDATION PATRON (\$999 - \$250)**

- Name listed on website and signage at major events.



## BECOME A PARTNER

The Foundation has several opportunities for business and corporations to display their support of National Guard Members. This is an excellent opportunity--- especially for employers who employ Guard Members to show appreciation.

Each package offers a variety of marketing that is the right fit depending on your business's size. Find the right opportunity to display your product or service to thousands of Guardsmen, military leadership, and influencers.

### **FOUR STAR SPONSORSHIP (\$20,000 OR MORE)**

- Sponsorship package and includes marketing ideal for large national businesses employing several Guard Members.

### **THREE STAR SPONSORSHIP (\$19,000 - \$10,000)**

- Sponsorship with marketing package ideal for large businesses in South Carolina or mid-size corporations.

### **TWO STAR SPONSORSHIP (\$9,999 - \$5,000)**

- Sponsorship with marketing package ideal for mid-size local businesses or small corporations.

### **ONE STAR SPONSORSHIP (\$4,999 - \$1,000)**

- Sponsorship with marketing package ideal for small businesses or local businesses.



## A LA CARTE OPTIONS

The Foundation also has several opportunities to become a presenting sponsor for our signature events, mission projects or our scholarships should you want to direct your dollars.

### SPONSOR A HOLE (\$1,000)

- Become a hole sponsor at one of our biannual golf tournaments! Includes logo on save the date, invitation, and signage, as well as full naming rights to a hole of your choice. Also includes two spots to play!

### SPONSOR A SCHOLARSHIP (\$1,000)

- This is a meaningful opportunity that gives you the ability to name a scholarship in someone's honor or memory. Includes naming rights for scholarship, listing in program, presentation of scholarship, and two invitations to the annual scholarship luncheon.

### SPONSOR A MISSION PROJECT (VARIES)

- The Foundation has several opportunities for you to sponsor a mission project. Includes funding announcement at Celebrate Freedom event and press release.

- |   |  |
|---|--|
| • <i>Post Deployment Seminar</i> - \$35,000 | • <i>Gold Star Mother's Day</i> - \$5,000  |
| • <i>Holiday Wishes</i> - \$8,000           | • <i>Month of Military Child</i> - \$3,000 |
| • <i>Traumatic Loss Seminar</i> - \$7,000   | • <i>Holiday Cheer</i> - \$3,000           |
| • <i>Month of Military Spouse</i> - \$6,000 | • <i>Deployment Ceremony</i> - \$1,000     |

## PAST SUPPORTERS





**\$20,000 OR MORE**

### MARKETING

- Name & logo listed on all marketing collateral, publications, invitations, and signage at major events.
- Sponsor spotlight on Foundation's website.
- Sponsor spotlight twice a year in Foundation's eNewsletter.
- Facebook spotlight six times a year on Foundation's page.
- Logo included on all promotional items.

### EVENTS

- Listed as presenting sponsor for all major events.
- Ten tickets to Annual Celebration of Freedom Event and VIP hour.
- Naming rights to two scholarships and four invitations to Annual Scholarship Luncheon.
- Ten Complimentary Registrations at either Spring or Fall Golf Tournament. Hole sponsor for hole of your choice.

### OTHER RECOGNITION

- Recipient of Foundation President's Award.
- Presenting sponsor at Mission Project events where appropriate.  
*\*Some subject matters are too sensitive for advertising.*
- Press release announcing partnership and listed as supporter in press releases for all major events, scholarship announcement, and mission projects.



**\$19,000 - 10,000**

### MARKETING

- Name & logo listed on all marketing collateral, publications, invitations, and signage at major events.
- Sponsor spotlight on Foundation's website.
- Sponsor spotlight once a year in Foundation's eNewsletter.
- Facebook spotlight four times a year on Foundation's page.

### EVENTS

- Listed as sponsor for all major events.
- Six tickets to Annual Celebration of Freedom Event and VIP hour.
- Naming rights to one scholarship and two invitations to Annual Scholarship Luncheon.
- Six Complimentary Registrations at either Spring or Fall Golf Tournament. Hole sponsor for hole of your choice.

### OTHER RECOGNITION

- Supporting sponsor at Mission Project events where appropriate.  
*\*Some subject matters are too sensitive for advertising.*
- Press release announcing partnership and listed as supporter in press releases for all major events, scholarship announcement, and mission projects.

# PARTNERSHIPS



**\$9,999 - 5,000**

## MARKETING

- Name listed on all marketing collateral, publications, invitations, and signage at major events.
- Sponsor listing on Foundation's website.
- Sponsor spotlight once a year in Foundation's eNewsletter.
- Facebook spotlight twice times a year on Foundation's page.

## EVENTS

- Four tickets to Annual Celebration of Freedom Event and VIP hour.
- Two invitations to Annual Scholarship Luncheon.
- Four Complimentary Registrations at either Spring or Fall Golf Tournament. Hole sponsor for hole of your choice.

## OTHER RECOGNITION

- Supporting sponsor at Mission Project events where appropriate.  
*\*Some subject matters are too sensitive for advertising.*
- Listed as supporter in press releases for all major events, scholarship announcement, and mission projects.



**\$4,999 - 1,000**

## MARKETING

- Name listed on all marketing collateral, publications, invitations, and signage at major events.
- Sponsor listing on Foundation's website.
- Sponsor spotlight once a year in Foundation's eNewsletter.
- Facebook spotlight one time a year on Foundation's page.

## EVENTS

- Two tickets to Annual Celebration of Freedom Event and VIP hour.
- Two Complimentary Registrations at either Spring or Fall Golf Tournament.

## OTHER RECOGNITION

- Supporting sponsor at Mission Project events where appropriate.  
*\*Some subject matters are too sensitive for advertising.*
- Listed as supporter in press releases for all major events, scholarship announcement, and mission projects.



SOUTH CAROLINA NATIONAL  
GUARD FOUNDATION  
132 PICKENS STREET  
COLUMBIA, SC 29205

## OUR REACH

### MARKETING

Facebook Followers: 600  
Website Hits/Month: 1,500  
eNewsletter Subscribers: 1,000

### EVENTS

Fall Golf Attendees: 100  
Spring Golf Attendees: 100  
Celebrate Freedom Attendees: 300

### SCHOLARSHIP

Recipients: 70  
Luncheon Attendees: 150

### TARGET AUDIENCES

Foundation Partners, Military Leadership,  
Guard Members, Military Families,  
Legislators & Advocates



**MAKE YOUR FINANCIAL COMMITMENT ONLINE AT:  
[WWW.SCNGF.ORG](http://WWW.SCNGF.ORG)**

*Photography and information provided by the South Carolina National Guard. Use of military rank, job titles, or photographs in uniform does not imply endorsement or financial sponsorship by the Department of Defense or the National Guard*