



# MEANINGFUL HONOR AND SUPPORT FOR THOSE WHO'VE SERVED

As patriotic Americans, we recognize the contributions of those who have served in the military in many ways. We display the flag outside our homes. We stand and salute it solemnly at sporting events and community gatherings. From Washington D.C. to Pearl Harbor, Hawaii, we visit lasting memorials with grateful respect and reverence.

And now you can add your support through a comprehensive program that honors our military, supports non-profit organizations and extends goodwill toward you and your company: Fallen Hero Wreaths and Planters.



## FOR MEMORIAL DAY

Spring planters, featuring fresh-cut potted flowers and American flags are placed in military cemeteries to bring beauty and life to these solemn grounds.



## FOR THE WINTER HOLIDAYS

We place 26-inch evergreen wreaths and red ribbons upon military tombstones at the approach to the winter solstice to symbolize rebirth for the fallen.

## NON-PROFIT CHARITY CONTRIBUTION

We forward funds directly to the non-profit organization you select to support through sponsorship of Fallen Hero Wreaths & Planters. This could include charities associated with veterans, adding further patriotic support to this worthy effort. The options for meaningful contributions are many.



# PICK YOUR CALL TO ACTION

## 1. Honor by sponsoring wreaths or planters for military commemorations

Select cemetery to honor

Specify the number of wreaths or planters to sponsor

Identify the charitable non-profit you wish to support

Pledge a donation amount at any level you choose

Collaborate on communications effort



## 2. Proudly contribute a portion of a promotional offer

Tie into promotional offer with sponsorship and donation

Identify product, service or business goal to promote

Specify the contribution amounts and estimate total participation

Collaborate on communications effort



## 3. Respectfully support through access to your customers and cohorts

Enable communications through your website, social media, blog, CRM and email lists

Collaborate on communication creative elements

## SUPPORT YOU'LL RECEIVE

- Customized web-based event page to communicate the program and draw participation
- Content for company communications, including backgrounders, photography, video, testimonials
- Creative support, as appropriate, for a banner ad, poster, brochure, bill stuffer or direct mailer
- Press release writing, distribution, as well as possible local media referrals
- Performance tracking, contact information

## MEANING AND RESPECT

### HONOR

A fully dressed military cemetery shows our support for those who have served

### CONNECTION

Placing a wreath or planter at the gravesite of our military veterans creates a spiritual bridge to them

### CONTRIBUTION

Fallen Hero Wreaths & Planters deliver a donation to a non-profit charity partner of your choice



### FALLEN HERO WREATHS & PLANTERS

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