



# **FREEDOM PEAK 2020**

## **Sponsorship Proposal**





207 E. Lamar Street  
McKinney, TX 75069  
[www.thewarriorskeep.org](http://www.thewarriorskeep.org)

To Whom it May Concern:

We are excited to announce Freedom Peak 2020: The Warrior's Keep return to Mt. Kilimanjaro! Last year, we trained a team of ten veterans for 6 months and successfully summited Mount Kilimanjaro with 100% completion rate, making it the largest group of veterans to ever reach the African summit together! This year, we have selected a new team of veterans to train and embark on a journey to summit the "Roof of Africa", in Tanzania.

Our team will work together as one unit, pushing each other to keep moving forward and overcome the challenges we face, all while forging friendships and memories that will last a lifetime. This 6-month intensive program is challenging, but extremely rewarding once one of the world's Seven Summits is conquered. This program is named *Freedom Peak* in honor of Kilimanjaro's highest point, *Uhuru Peak*, which in Swahili translates to freedom. It is our goal to empower each veteran with the confidence to overcome any challenges they are currently encountering, while achieving freedom from the internal battles many of them face back home.

To ensure the success of this program, The Warrior's Keep is seeking partnerships, financial support and key sponsors to support and promote this important and unique program for veterans. We hope you will consider this opportunity to partner with us and be a part of this rewarding experience. Attached is a more detailed overview of the program and our organization, as well as the benefits and opportunities for potential sponsors.

Thank you in advance for considering a partnership with The Warrior's Keep. We look forward to sharing this incredible journey with you.

Sincerely,

**John Cody Hardin, USMC**  
Executive Director & Founder  
[john@thewarriorskeep.org](mailto:john@thewarriorskeep.org)  
(469) 867-2518

**Board of Directors:** (President) Alex Mendoza-USMC, (Treasurer) Shane Edmaiston-USN,  
(Secretary) Manuel 'Mito' Gonzalez



## PROGRAM OVERVIEW

**Date:** May 29, 2020 – June 1, 2020

**Location:** Moshi, Tanzania – Mt. Kilimanjaro

The Warrior's Keep has partnered with *Myrmidon Expedition*, a veteran-owned and operated company, to lead an expedition of 15 veterans to Tanzania, Africa. The purpose of the Freedom Peak 2020 program is to provide a once-in-a-lifetime opportunity for a group of veterans to train together for half a year and experience a journey to the summit of Mount Kilimanjaro. Standing at 19,340 feet, Kilimanjaro will challenge the body, mind and soul of each team member, while empowering them to overcome certain challenges many veterans face at home, such as; depression, anxiety, societal reintegration, military transition, or stress brought on from a traumatic experience.



*FP2020 team training at Guadalupe Peak, highest point in Texas! 2/2/20*

After a thorough and comprehensive selection/interview process, The Warrior's Keep selected a group of 15 veterans. The team will train for 5 months and be required to attend mandatory training events. All flights and expedition costs are covered 100% by The Warrior's Keep.



## TRAINING SCHEDULE

Location	Dates	Distance
Dinosaur Valley State Park	Jan 3-4	10 Miles
Guadalupe Peak, TX	Feb 1-2	8 Miles (8,751 ft)
Lake Georgetown, TX	Mar 7-8	31 Miles (50K)
Colorado Bend State Park	Apr 3-5	10 Miles (x2)
Mt. Wheeler, Taos, NM	May 1-3	10 Miles (13,161ft)
Mt. Kilimanjaro, Africa	Jun 1-7	42 Miles (19,341ft)

All team members are required to attend 4 of the 5 training events. Additionally, each team member is required to successfully summit Mt. Wheeler to complete the training and attempt the summit to Mt. Kilimanjaro. Individual progress is also tracked and monitored through a team app, which allows program participants to post updates, communicate with others, and for The Warrior's Keep leadership to provide information and updates.

## STAFF LEADERSHIP

The Freedom Peak 2020 team is led by The Warrior's Keep Executive Director, John Cody Hardin and The Warrior's Keep Operations Director, Mark Sanderson. John and Mark are both veterans, with extensive experience in the outdoors as well as expertise in leading groups to the top of mountains. Last year, our leadership team led the organization's first expedition to Mt. Kilimanjaro and achieved 100% summit success, with the largest group of veterans to ever conquer the summit.



John (left) & Mark (right) at Mt. Kilimanjaro. 2019

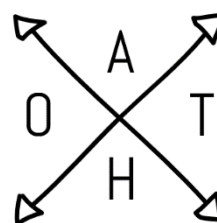
## THE WARRIOR'S KEEP MISSION

Based out of McKinney, Texas, The Warrior's Keep is a 501(c)(3) non-profit organization, whose mission is to unite, empower, and enhance the quality of life for veterans, through engaging in outdoor therapy.

We believe that sometimes the best medicine is nature's medicine. Our programs provide veterans with free access to outdoor adventures and are designed to educate on the difficulties of military transition, while achieving inner peace and healing of the mind. Outdoor Therapy has been shown to greatly improve quality of life and symptoms of Post-Traumatic Stress Disorder (PTSD) in veterans. All veterans were trained to go to war but never trained to come back home.

### O.A.T.H.

Outdoor Adventure Therapy for Heroes (O.A.T.H.) is our motto and belief that engaging in outdoor adventures with other veterans allows for real healing to naturally take place in a neutral and safe environment.



## OPERATIONAL COST

The average cost for a 7-day to 8-day trek up Mt. Kilimanjaro is roughly \$3,200 per individual, not including flights, taxes, tips and other fees. Our partners at Myrmidon Expeditions have generously extended a discounted rate for our team, saving the organization thousands of dollars in operational costs. Expedition cost includes the following: guides, porters, tents, park fees, hotel cost, in- country ground transportation, all meals, climbing & cooking gear. The table below is a breakdown of operational cost for Freedom Peak 2020.

Expense	Per Veteran Cost	Team Total (15)
<i>Expedition</i>	\$2,500	\$37,500
<i>Flight</i>	\$1,500*	\$22,500
<i>Training</i>	\$500*	\$7,500
<b>TOTAL</b>	<b>\$4,500</b>	<b>\$67,500</b>

\*est. avg. price

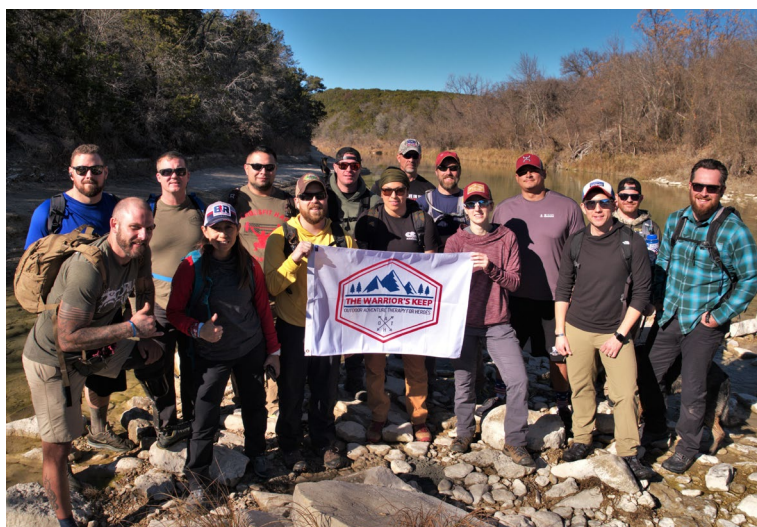
## VISIBILITY

As a Sponsor, your company/organization is a part of this journey every step of the way to summiting Mt. Kilimanjaro and back. Press releases will be sent to all major and local media outlets, as well as routine social media tags and post, sharing the story along the way with followers and supporters. Last year, we had multiple magazine and news articles produced, as well as some podcast interviews and appearances on Fox and ABC news outlets. We want to express our thanks and appreciation to our partners by ensuring maximum exposure on all platforms and recognition for making this program possible for our organization and the veteran community.

On March 21, 2020, there will be a Freedom Peak 2020 fundraiser at TUPPS Brewery, in McKinney, Texas. All sponsors are encouraged to make an appearance and show your support for our veterans! At this event, we will introduce our team program participants and acknowledge our premier partners on this voyage.

## SPONSORSHIPS

The Warrior's Keep greatly appreciates and salutes your support and contribution to promoting the Freedom Peak 2020 program and making this experience possible for our selected team of veterans. Please let us know if you have any questions or if we can customize an opportunity for you. Thank you for considering a partnership with The Warrior's Keep!



FP2020 team training at Dino Valley.



## SPONSORSHIP OPTIONS

The table below shows the different sponsorship opportunities available for The Warrior's Keep Freedom Peak 2020 and the benefits that the sponsor will enjoy.

Please let us know if we can customize an opportunity for you!

	Sponsor Level				
	Summit	Base Camp	Patriot	Flight	Gear
	\$20,000	\$10,000	\$5,000	\$3,000	\$1,000
Naming rights to FP2020.	✓				
Prominent branding of FP2020 w/ company name & logo	✓				
10 VIP tickets & special sponsor table at 2020 Warrior Gala	✓				
6 VIP tickets to 2020 Warrior Gala		✓			
Press Release: to include special recognition on radio and television	✓	✓			
Prominent company logo on all program advertisements/promotions	✓	✓			
Prominent company logo on organizational website/ social media	✓	✓			
Special on-stage recognition at the 2020 Warrior Gala	✓	✓			
The Warrior's Keep summit flag, carried throughout expedition and signed by team	✓	✓			
Product endorsement/ branding of gear/ logoed attire worn during trek	✓	✓	✓		
Prominent company logo on FP2020 summit banner	✓	✓	✓		
Exclusive rights to media files for company/organization use	✓	✓	✓	✓	
Company logo on FP2020 summit banner				✓	✓
Logo on organizational website and all social media platforms.			✓	✓	✓
Opportunity for company employees to participate in local training events alongside selected veterans	✓	✓	✓	✓	✓
Special thanks & acknowledgement in all newsletters/communications	✓	✓	✓	✓	✓
Company logo or products promoted during trek and training	✓	✓	✓	✓	✓



## Freedom Peak 2020 Sponsorship Form

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### ☐ Summit Sponsor – \$20,000

Naming rights to FP2020, prominent branding of FP2020 w/ company name & logo, prominent company logo on all event advertisements/promotions, prominent company logo on organizational website & social media platforms, VIP tickets and special sponsor table for 10 to the 2020 Warrior Gala, exclusive rights to media files for company/organization use, product endorsement and branding of gear/attire worn on trek, prominent logo on FP2020 summit banner, special recognition in press release, opportunity for company staff or employees to participate in training events alongside veteran team, company logo promoted during trek and training exercises, special on-stage recognition at the 2020 Warrior Gala. THE WARRIOR'S KEEP Summit Flag, carried throughout expedition and signed by team, framed with photo.

### ☐ Base Camp Sponsor – \$10,000

Prominent company logo on all event advertisements/promotions, prominent company logo on organizational website & social media platforms, VIP tickets for 6 to the 2020 Warrior Gala, exclusive rights to media files for company/organization use, product endorsement and branding of gear/attire worn on trek, prominent logo on FP2020 summit banner, special recognition in press release, opportunity for company staff or employees to participate in training events alongside veteran team, company logo promoted during trek and training exercises, special on-stage recognition at the 2020 Warrior Gala. THE WARRIOR'S KEEP Summit Flag, carried throughout expedition and signed by team, framed with photo.

### ☐ Patriot Sponsor – \$5,000

Prominent company logo on FP2020 summit banner, 4 VIP tickets to the 2020 Warrior Gala, exclusive rights to media files for company/organization use, product endorsement and branding of gear/attire worn on trek, special recognition in press release, opportunity for company staff or employees to participate in training events alongside veteran team, company logo promoted during trek and training exercises. Special thanks & acknowledgment in all newsletters & communications.

### ☐ Flight Sponsor – \$3,000

Company logo on FP2020 summit banner, 2 VIP tickets to the 2020 Warrior Gala, exclusive rights to media files for company/organization use, product endorsement and branding of gear/attire worn on trek, opportunity for company staff or employees to participate in training events alongside veteran team, company logo promoted during trek and training exercises. Special thanks & acknowledgment in all newsletters & communications.

### ☐ Gear Sponsor - \$1,000

Company logo on FP2020 summit banner, product endorsement/ branding of gear/ logo attire worn during trek, exclusive rights to media files for company/organization use, opportunity for company staff or employees to participate in training events alongside veteran team, company logo promoted during trek and training exercises. Special thanks & acknowledgment in all newsletters & communications. 50% discount on tickets to the 2020 Warrior Gala.

#### IMPORT INFORMATION!

- Mail sponsorship registration form and check to: **The Warrior's Keep, 207 E Lamar Street, McKinney, TX 75069.**
- ☐ Company Logo for promotional material needs to be sent to: [john@thewarriorskeep.org](mailto:john@thewarriorskeep.org)
  - Submit Logo in high resolution format, preferably JPG, PNG or EPS files.
- ☐ For questions please contact John Hardin at: 469-867-2518 or [john@thewarriorskeep.org](mailto:john@thewarriorskeep.org)

*The Warrior's Keep is a 501(c)(3) tax-exempt organization. Tax ID #81-4187566*