

STAND UP FOR HEROES 2023

MARK NOVEMBER 6 ON YOUR CALENDAR!

For the past 17 years, the Bob Woodruff Foundation and the New York Comedy Festival have partnered to bring you a one-of-a-kind event experience. This year, our live show is back at David Geffen Hall, home to the New York Philharmonic. Our priority is to support our veterans and their families while bringing you an unforgettable and safe live event – in 2023 in NYC.

STAR-STUDDED LINEUP - BIGGER AND BETTER THAN EVER

Stand Up for Heroes has featured top performers like Eric Church, Sheryl Crow, Jim Gaffigan, Mickey Guyton, Hasan Minhaj, Conan O'Brien, Jerry Seinfeld, Bruce Springsteen, Jon Stewart, the Red Hot Chili Peppers, and more. With our partners at the New York Comedy Festival, we bring you the best entertainment there is to offer.



STAND UP FOR HEROES PARTNER OPPORTUNITIES

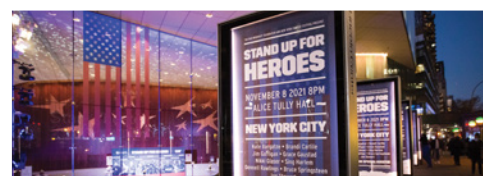
Spend an evening of hope, healing and laughter with our nation's veterans, service members, and their families as we share their stories and stand up for heroes to ensure they have the support that they have earned.

Partnering organizations have made it possible for the Bob Woodruff Foundation to grant a record amount of funds to support veterans through the pandemic and a host of challenges.

Your support has a direct impact on emerging and urgent needs of the military and veteran community.

Support for Stand Up for Heroes in 2023 will reinforce your brand's commitment to our nation's veterans and their families as critical veteran services are still in need throughout country. This event honors and celebrates those that have served our nation and gives the opportunity to thank our service men and women and their families who have sacrificed so much to defend the freedoms we enjoy. Invite and engage your company's C-level clients, executives, board leadership, and veteran network.

Last year's sponsors included the world's most iconic brands, including Bread Financial, Barclays, Bloomberg Philanthropies, Citi, Craig Newmark Philanthropies, GIVE, HSBC, UBS, UFC, Vehicles for Veterans, Veterans on Wall Street (VOWS), and others.



ADDITIONAL OPPORTUNITIES TO ATTEND THE VIP SUHF RECEPTION & CLIENT ENTERTAINMENT

- Exclusive access to VIP Cocktail reception prior to the Stand Up for Heroes event
- Network with a distinguished guest list of high net-worth donors, business leaders, and senior military officials
- Opportunity for strategic business introductions and engagements

For partnership info contact:

dave.woodruff@bobwoodrufffoundation.org
temple.seigler@bobwoodrufffoundation.org
jon.comas@bobwoodrufffoundation.org

For ticket info:

dina.shapiro@bobwoodrufffoundation.org



\$500K – TITLE PARTNER

- Top brand recognition as Title Partner and BWF sponsor throughout the year
- Organizational branding on the stage
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF and SUFH homepages
- Inclusion in two pre and one post-show event press releases
- Logo and name listed in the digital program pamphlet
- **Custom** Stand Up for Heroes ticket package



\$150K – PRESENTING PARTNER

- Brand recognition as Presenting Partner and BWF sponsor throughout the year
- Organizational branding throughout theater
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF and SUFH homepages
- Inclusion in one pre and post-show event press release
- Logo and name listed in the digital program pamphlet
- **20** tickets to Stand Up for Heroes (tickets may not all be seated together)



\$100K – LEGION OF MERIT PARTNER

- Brand recognition as Legion of Merit Partner and BWF sponsor throughout the year
- Organizational branding throughout theater
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF and SUFH homepages
- A press release will be sent out in recognition of partnership
- Logo and name listed in the digital program pamphlet
- **16** tickets to Stand Up for Heroes (tickets may not all be seated together)



\$50K – BRONZE STAR PARTNER

- Brand recognition as Bronze Star Partner and BWF sponsor throughout the year
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF and SUFH homepages
- A press release will be sent out in recognition of partnership
- Logo and name listed in the digital program pamphlet
- **8** tickets to Stand Up for Heroes (tickets may not all be seated together)



\$25K – PURPLE HEART PARTNER

- Brand recognition as Purple Heart Partner and BWF sponsor throughout the year
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF and SUFH homepages
- A press release will be sent out in recognition of partnership
- Logo and name listed in the digital program pamphlet
- **6** tickets to Stand Up for Heroes (tickets may not all be seated together)



\$10K – COMMENDATION PARTNER

- Brand recognition as Commendation Partner and BWF sponsor throughout the year
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF and SUFH homepages
- A press release will be sent out in recognition of partnership
- Logo and name listed in the digital program pamphlet
- **4** tickets to Stand Up for Heroes (tickets may not all be seated together)



\$5K – ACHIEVEMENT PARTNER

- Brand recognition as Achievement Partner and BWF sponsor throughout the year
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF and SUFH homepages
- A press release will be sent out in recognition of partnership
- Logo and name listed in the digital program pamphlet
- Send **2** veterans to the event

For partnership info contact:

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For ticket info:

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