

# Anchored in Service



**November 6, 2024**

District Winery - 385 Water St. SE, Washington, DC

## SPONSORSHIP OPPORTUNITIES

A unique opportunity to recognize 100 years of service  
by Coast Guard Mutual Assistance



**CGMA**

# Join us in celebrating 100 years!

As we celebrate a century of accomplishments, we also hoist the anchor to set sail into the next century and beyond. Over the past 100 years, Coast Guard Mutual Assistance (CGMA) has disbursed over \$240 million in assistance to the Coast Guard Community. Your involvement ensures that we continue to address and surpass every essential need that arises.

While you may not be acquainted with all the beneficiaries, your support, coupled with CGMA's assistance and the generosity of our donors and sponsors, has made a profound impact:



- Elizabeth could safely travel to her new home and duty station equipped with supplies to aid her medically fragile sons.
- Darren secured housing in a competitive community during a relocation.
- Mario covered additional education costs, securing his children's future.
- Robert and his family found shelter and sustenance during the Maui fires.
- Sandra and her children could purchase groceries after Hurricane Maria's power outages in Puerto Rico.
- Claire and her family experienced a Christmas revival after a blizzard stole their U-Haul with belongings and presents during a cross-country transfer.
- Lifesaving medical care was extended to Feco, a retired member of the canine crew through the WAG Program, a heartfelt initiative honoring a special donor's Coast Guard family legacy.

These are just a handful of instances representing the thousands of clients CGMA serves annually. Whether or not you encounter Elizabeth, Darren, Mario, Robert, Sandra, Claire, or Feco, rest assured that they, along with numerous others, deeply appreciate your support and join us in celebrating 100 years Anchored in Service.



Operating independently from the United States Coast Guard while maintaining a close partnership to provide a safety net for those in need, CGMA relies heavily on volunteers. Our volunteers are comprised mostly of active-duty Coast Guard members. These volunteers dedicate their time and expertise, ensuring the organization's success. This volunteer-driven approach helps keep operational costs low, allowing us to maximize the value of your sponsorship.

We invite you to Drop Anchor at The District Winery on November 6, 2024, and unite with CGMA, government officials, military personnel, civic leaders, and corporate partners as we revel in our success and chart the course forward, Anchored in Service.

Contact us at [100Years@MyCGMA.org](mailto:100Years@MyCGMA.org) for more information.

# Sponsorship Opportunities

We are pleased to present these opportunities to support 100 years of service by Coast Guard Mutual Assistance. We stand ready to discuss your corporate goals and interests along with these impactful sponsorship opportunities.

## PRESENTING SPONSOR (\$100,000)

- Ten tickets to the event.
- Access for two to the Green Room.
- Recognition as sponsor of the Commemorative Program.
- Recognition with logo as appropriate on signage, invitation, social media, website, annual report and from the stage.
- Opportunity for a top executive to participate in the program, as mutually agreed upon.
- Sponsorship of 2 Cape May recruits to attend the event.
- CGMA support of sponsor press release.
- Inclusion in boilerplate for media announcement.

## PLATINUM SPONSOR (\$75,000)

- Eight tickets to the event.
- Recognition as sponsor in the Commemorative Program.
- Recognition with logo as appropriate on signage, invitation, social media, website, annual report and from the stage.
- Opportunity for a top executive to participate in the program, as mutually agreed upon.
- Sponsorship of 2 Cape May recruits to attend event.
- CGMA support of sponsor press release.
- Inclusion in boilerplate for media announcement.

## GOLD SPONSOR (\$50,000)

- Six tickets to the event.
- Recognition with logo as appropriate on signage, social media, website, annual report and from the stage.
- Sponsorship of 1 Cape May recruit to attend the event.
- CGMA support of sponsor press release.
- Inclusion in boilerplate for media announcement.

## SILVER SPONSOR (\$25,000)

- Four tickets to the event.
- Recognition with logo as appropriate on signage, website, annual report and from the stage.
- Sponsorship of 1 Cape May recruit to attend the event.

## BRONZE SPONSOR (\$10,000)

- Two tickets to the event.
- Recognition with company name on signage, website, annual report and from the stage.

## CREW (\$5,000)

- Two tickets to the event.
- Recognition as donor in annual report.

# Special Opportunities

We are happy to provide some additional special event opportunities:

## BAR SPONSOR (\$75,000)

- Eight tickets to the event.
- Recognition with logo as appropriate on signage, invitation, social media, website, annual report and from the stage.
- CGMA support of sponsor press release.
- Inclusion in boilerplate for media announcement.
- Signage on bar(s).
- Co-branded cocktail napkins.

## VIDEO SPONSOR (\$50,000)

- Six tickets to the event.
- Recognition with logo as appropriate on signage, social media, website, annual report and from the stage.
- Inclusion in boilerplate for media announcement.
- Recognition during the video element of program shown during event and available on the website post-event.

## PARKING SPONSOR (\$20,000)

- Two tickets to the event.
- Recognition with logo as appropriate on signage, website, annual report and from the stage.
- Recognized in registration information sent to all attendees.
- On parking vouchers/materials.
- Signage at parking venue if allowed.

## LASTING IMPRESSION (\$20,000)

- Sponsor of takeaway gift at the end of the night (e.g. branded cookies)
- Two tickets to the event.
- Recognition with logo as appropriate on signage, website, annual report and from the stage.
- Signage at exit/gift table.



# How your support helps!

CGMA exists to offer financial assistance, grants, and loans to Coast Guard members during times of emergency, financial hardship, or unexpected personal crises. It aims to alleviate financial stress and promote the overall welfare of the Coast Guard community.

## In 2023, CGMA provided essential aid to:

- 1 in 7 Active Duty Coast Guard Members
- 1 in 25 Coast Guard Civilian Employees
- 1 in 15 Coast Guard Reservists

As we commemorate a century of unwavering service, our commitment to supporting clients remains steadfast, propelling us forward into the next century. Our programs empower and aid our clients in various facets of their lives.



## Trusted financial assistance

Our program provides comprehensive support, from financial counseling and education to aid during times of crises. Our financial assistance programs include housing support, coverage for unexpected medical and dental expenses, a streamlined quick loan process, emergency and disaster relief, transition assistance, and support for general needs where financial aid can significantly impact.

## Cornerstone of commitment to education

We provide grants and loans tailored for Coast Guard families pursuing post-secondary education. We also prioritize equipping our clients with the knowledge and skills to become adept financial managers, providing assistance with loans along the way.

## Extending a helping hand in diverse ways

Our Family Assistance programs include adoption assistance, support for Assisted Reproductive Services, breast milk shipment, layette provisions, special needs support, and a Safe Harbor initiative for survivors of domestic violence.

## Exemplifying camaraderie and support

The support provided by Coast Guard Mutual Assistance is ingrained in the Coast Guard community. We are an indispensable resource for those who safeguard our nation's shores.

## Join us in celebrating a century of service

We invite you to delve deeper into the intricacies of each program, showcasing our successes and the vital services we provide at [my.CMGA.org](http://my.CMGA.org). Your support will help us for years to come.

# Programmatic Sponsorship

We are also pleased to have the opportunity to provide recognition to new CGMA Program Sponsors from the stage at the event. Program sponsorships are available to support our efforts in Financial Support, Education, and Family Assistance.

New Program Sponsors will receive the following benefits with a new Program Sponsorship of \$25,000 or greater:

- Three (\$50,000) or Two (\$25,000) tickets to the event.
- Recognition with logo as appropriate and commensurate with level on signage, social media, website, annual report and from the stage.
- CGMA support of sponsor press release.

\* Some benefits dependent on commitment date.

