



CGMA COASTAL GRIT SPONSOR GUIDE

MARCH 27, 2026 • HOUSTON, TEXAS



Join Coast Guard Mutual Assistance (CGMA) to celebrate the strength and resilience of the Houston/Galveston Coast Guard community at Coastal Grit 2026!

Set along one of the nation's busiest and most complex maritime corridors, this event honors the Coast Guard crews who keep the region safe, stable and moving.

Every day, local Coast Guard crews stand watch across missions that shape the Texas and U.S. economy:

- **Port and waterways safety** that keeps terminal operations and shipping lanes running
- **Fisheries enforcement** protecting commercial seafood and charter industries
- **Environmental response and marine inspections** that safeguard the bay and surrounding communities
- **Search and rescue**, including high-stakes operations like the Camp Mystic rescues, where Houston-area teams saved dozens of young lives

Coastal Grit 2026 is all about Houston's Coast Guard community — the men and women who answer the call, no matter the hour or the conditions. With stories of profound impact and the live music and local flavor of [Jackie's Bar and Grill](#) in Kemah, Coastal Grit honors the resilience, readiness and Texas-sized pride of those who serve along the Gulf Coast.



Your sponsorship makes this celebration possible, while also fueling CGMA's mission to support Coast Guard families in moments of need. Your gift directly empowers the Coasties who keep our ports open, our fisheries thriving and our communities safe.

Stand with Houston's Coast Guard. Be part of the network that ensures no one walks alone.



Coastal Grit is a time to **give back to Coasties!**



For more than a century, CGMA has been supporting our Coast Guard community. From caring for Coast Guard widows and members returning from the First World War to serving those impacted by disasters like hurricanes and wildfires, and the recent government shutdowns, CGMA has been a sure and steady resource for those in need.

Our Mission

To ensure no one in the Coast Guard community has to navigate financial challenges alone.

CGMA works to ensure short-term financial challenges don't become long-term financial problems. Since our founding, we have provided more than \$260 million in direct support through grants and interest-free loans.



BB

In my two decades with the Coast Guard, I saw firsthand the impact CGMA had on my fellow Coasties. As CEO of CGMA, I'm committed to ensuring this invaluable resource is available to our entire Coast Guard community. Partners like you are essential to keeping this tradition alive and strong for another 100 years.

BB

— BROOKE MILLARD, CDR, USCG (RET.)
CHIEF EXECUTIVE OFFICER



Founded in 1924



Official Aid Society of the U.S. Coast Guard



More than 40 Assistance Programs



Funded 100% through Donations



4-star ranking on Charity Navigator

Answering the Call for Those Who Answer Ours

CGMA supports every member of the Coast Guard community.

That includes:

- ✓ Active Duty Coast Guard
- ✓ Spouses and Family Members
- ✓ Retirees
- ✓ Auxiliarists
- ✓ Reservists
- ✓ PHS Officers
- ✓ Chaplains
- ✓ Civilian Employees



Helping 1 in every 7 Active Duty members each year

The U.S. Coast Guard

For 235 years, the U.S. Coast Guard has served as the coastal defense, search and rescue, and maritime law enforcement branch of the United States Armed Forces. It is the only military branch operating under the Department of Homeland Security with the unique authority to enforce national and international law from inland waters to the high seas.

The largest coast guard in the world, the U.S. Coast Guard maintains a global presence to defend our nation against threats. As a humanitarian service, it saves tens of thousands of lives each year at sea and provides emergency response and disaster management in the U.S. and throughout the world.

Coast Guard Facts

First afloat armed force dating back to 1790 — predating the Navy

Served in every one of our nation's wars and conflicts

Responds to approximately 20,000 search and rescue missions each year



In an average year,
CGMA distributes
\$8 million
in support

The Calm in Their Storm

Programs for Every Facet of Life

We strive to help the Coast Guard community face temporary financial obstacles, so they don't develop into long-term issues. We do this through grants and interest-free loans in more than 40 programs in three main categories — Day-to-Day Support, Disaster and Emergency Relief, and Education Assistance.



Day-to-Day Assistance

Newborn baby supplies, uniforms for A-school, housing assistance, expenses relating to the care of loved ones, and family building support for procedures like IVF, surrogacy or adoption.



Disaster and Emergency Relief

Aid when disaster strikes, whether on an individual level, such as home or auto expenses, or widespread, as in the case of storms or wildfires.



Education Assistance

Support for higher education to foster long-term financial stability. CGMA helps Coasties access educational opportunities without the burden of high-interest debt.

The Power of CGMA



Adjusting to military life was complicated for new Coast Guard spouse, Carlie, due to her epilepsy. With her family across the country and her husband stationed on a cutter, her need for support was clear, but so was the cost. CGMA was there to help Carlie secure her service dog, Sully.

66 *He is incredibly smart, and I'm sure it'll be no time before he will start to sense my seizures and help with my epilepsy.* 99

Recovering from a recent fall, Mary Hardin, widow of a long-retired Coast Guard member, was worried about how she would pay her medical bill and take care of pressing home repairs. CGMA Representative at SFO Galveston, YNCS Shane Wetterstrom, organized a volunteer day to attend to some of her home maintenance needs: fixing several out-of-reach vents, organizing her husband's military uniforms, and pulling weeds. After finishing up, the crew personally presented her with a CGMA grant for her bills.

When Mary needed help, a CGMA grant was delivered right on time with the personal touch of an attentive crew.



SPONSORSHIP

Resilience Sponsor	\$50,000	<ul style="list-style-type: none"> ✓ Exclusive Presenting Sponsor recognition (1 available) ✓ Sponsored attendance for 250 members of the Coast Guard community (Approximately the size of Sector Houston!) ✓ 10 tickets to the event + 4 VIP tickets ✓ Recognition with logo as appropriate on signage, invitation, social media, website, annual report and on stage ✓ Opportunity for top executive to participate in the program, as mutually agreed upon ✓ CGMA support of sponsor press release ✓ Inclusion in boilerplate for media announcement ✓ Booth/marketing table at event ✓ 4 invitations to the CGMA Annual Meeting and Reception (November 2026 in Washington, D.C.)
Steadfast Sponsor	\$35,000	<ul style="list-style-type: none"> ✓ Sponsored attendance for 100 members of the Coast Guard community (Approximately the size of Base Galveston!) ✓ 8 tickets to the event + 2 VIP Tickets ✓ Recognition with logo as appropriate on signage, invitation, social media, website, annual report and on stage ✓ Opportunity for top executive to participate in the program, as mutually agreed upon ✓ CGMA support of sponsor press release ✓ Inclusion in boilerplate for media announcement ✓ Booth/marketing table at event ✓ 2 invitations to the CGMA Annual Meeting and Reception (November 2026 in Washington, D.C.)
Endurance Sponsor	\$15,000	<ul style="list-style-type: none"> ✓ 8 tickets to the event + 2 VIP tickets ✓ Recognition with logo as appropriate on signage, invitation, social media, website, annual report and on stage ✓ CGMA support of sponsor press release ✓ Inclusion in boilerplate for media announcement ✓ Booth/marketing table at event
Strength Sponsor	\$10,000	<ul style="list-style-type: none"> ✓ 6 tickets to the event + 2 VIP Tickets ✓ Recognition with logo as appropriate on signage, social media, website, annual report and on stage ✓ CGMA support of sponsor press release ✓ Inclusion in boilerplate for media announcement ✓ Booth/marketing table at the event
Courage Sponsor	\$5,000	<ul style="list-style-type: none"> ✓ 4 tickets to the event ✓ Recognition with logo as appropriate on signage, social media, website, annual report and on stage ✓ Booth/marketing table at the event
Hope Sponsor	\$2,500	<ul style="list-style-type: none"> ✓ 2 tickets to the event ✓ Recognition with company name on signage, website, annual report and on stage



Additional Sponsorship Opportunities

Dinner Sponsor	\$20,000	<ul style="list-style-type: none"> ✓ 4 tickets to the event ✓ Branded menu or bar menu signage ✓ Logo placement on all signage ✓ Social media promotion to Facebook and Instagram reel showcasing the meal ✓ On-site branding with custom dinner or cocktail napkins
Swag Sponsor	\$15,000	<ul style="list-style-type: none"> ✓ Sponsor of takeaway gift ✓ 4 tickets to event ✓ Design Collaboration ✓ Custom Signage integrated into the design decor elements (i.e., swag table signage) ✓ Branded photo booth or step and repeat banner ✓ Recognition with logo as appropriate on signage, website, annual report and on stage
Games Master	\$7,500	<ul style="list-style-type: none"> ✓ Choice of activation ✓ 4 tickets to the event + 2 VIP Tickets ✓ Recognition with logo as appropriate on signage, social media, website, annual report and on stage ✓ Booth/marketing table at the event





COAST GUARD MUTUAL ASSISTANCE

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mycgma.org | [2024 Annual Report](#)

Interested in Sponsoring CGMA?

Contact Alena Howard at alena.howard@mycgma.org or call 800.881.2462