

READY ROADMAP *SAN DIEGO*



October 30 - November 3, 2012

- 5,000+ Families Served
- 1,000+ HALO Counter-Terrorism Summit Attendees Served
- 1,000,000+ Americans Reached through Public Safety Awareness Outreach Campaign
- National Sponsorship Recognition for Ready Roadmap Supporters



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www.hsfamerica.org



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Is it a burden to help save a life?

Your tax-deductible donation of any amount helps HSFA deliver life-saving safety resources and information to a family at risk. If we can save just one life with our work in the community, isn't it worth a small tax-deductible donation?

Studies show most families are not prepared for disaster. Family disaster preparedness helps substantially reduce the risk of death and loss of property. It also minimizes the public burden for disaster recovery. With the devastation from recent storms and other disasters around the world, we all know how important preparedness is--it saves lives. Dealing with disaster can be overwhelming, but with one small gesture of kindness you can make a huge, positive social impact on a problem that can affect anyone, any time, any place, unexpectedly. Here's how...

The American Red Cross found that 82% of Americans would happily prepare for disaster if it were made easier to do so. But, families need more than just an annual reminder to get ready, and dropping a ton of paperwork on their heads is not the most effective way to help them. We've discovered that when families have ease-of-access to specific information about the hazards in their local area and how to best mitigate disasters, it makes the daunting task of preparing for disaster much easier. This is where your help is needed most, and where you can make your kindness count.

Public Safety is one of our primary Areas of Operation, which is why we're so passionate about Ready Roadmap USA and the positive impact it has on communities across America. We take a single resource, our disaster preparedness manual, and customize it for a target location. We include life-saving detailed disaster preparedness and first-aid information inside it along with a copy of the local emergency plan brochure and other details, including escape routes and emergency assistance information. This handy 5-3/8" x 8-3/8", 300-page book is the ideal resource to help families stop just thinking about preparedness and start taking definitive steps to get ready. It's also how we provide sponsorship recognition in a big way. Even though people throw the average flyer away, we've never seen a single one of our preparedness manuals in the trash--they get passed around from family to family, from friend to friend and from one concerned citizen to another. This means thousands of people will have the chance to see just how much you care about their wellbeing for years to come. With life-saving resources and safety information on hand and a serious show of concern from businesses they trust, families will be empowered to get ready and stay prepared for disasters. This is what Ready Roadmap's all about, keeping families safe!

Ready Roadmap San Diego will be held October 30 - November 3, 2012 in San Diego, California, and we need support from several sources, including you. We've already received support from our first principal sponsor, The HALO Corporation, which generously donated more than \$30,000, allowing HSFA to conduct its Ready Roadmap Kickoff meeting and 2012 Annual Board Meeting in the heart of San Diego's Paradise "HALO" Island, right in the middle of the 2012 HALO Counter-Terrorism Summit, a five-day, multi-track training environment slated to host more than 1,000 homeland security stakeholders from government agencies and elite military special operations units to law enforcement officers and first responders. With keynote speakers including Former CIA Director General Michael Hayden (Ret.), LAPD Deputy Chief Michael Downing, Dr. Alejandro Poiré Romero, Secretary of the Interior, Mexico, and Arizona Governor Janice Brewer, along with a host of other instructors, presenters and vendors, the HALO Summit allows HSFA to maximize its outreach efforts across a wide spectrum of industries and security disciplines. The HALO Corp made HSFA an Official Summit Partner and donated access to the Summit. This allows us to leverage an invaluable network of professionals to spread our public safety message to the public while offering maximum sponsorship recognition during the Summit in front of representatives of the most sought after agencies and organizations to partner and trade with worldwide and throughout the city of San Diego.

The HALO Corp has already incorporated our message and public awareness elements in its monthly publication, *The Harbinger*, which has more than 60,000+ subscribers. The HALO Corp contribution is outstanding, but it's just one piece of the puzzle. We still need your help. Please join the HALO Corp in supporting our campaign to make families safer in San Diego and around the nation.

HSFA will feature our Ready Roadmap San Diego sponsors who make a tax deductible cash or in-kind donation of any amount to support our public safety campaign:

- On our website (www.hsfamerica.org)
- In our quarterly publication, *Awareness: Journal of Public Safety Studies in America*

We'll provide even greater sponsorship recognition for sponsors who make a tax-deductible donation of \$250 or more:

- In online postings, press releases and other print media campaigns
- In all Ready Roadmap San Diego marketing collateral, including postcards, flyers, etc.
- With a minimum donation of \$250, in our disaster preparedness manual* customized for Ready Roadmap San Diego and distributed to more than 5,000 families and approximately 1,000 HALO Summit attendees:
 - Full-page (4" x 7" outside back cover) recognition as our second principal sponsor for a donation of \$20,000 (only 1 at this level)
 - Full-page (4" x 7" inside front cover or inside back cover) recognition for a donation of \$10,000 (only 2 at this level inside the front cover and inside the back cover - available first come first serve)
 - Full-page (4" x 7") recognition for a tax-deductible donation of \$5,000
 - Half-page (4" x 3-1/2") recognition for a tax-deductible donation of \$2,500
 - Quarter-page (4" x 1-3/4") recognition for a tax-deductible donation of \$1,250
 - One-line text-only recognition with company name, phone and website URL for a tax-deductible donation of \$250
- In radio, TV and multimedia announcements as a principal sponsor with a donation of \$20,000.

To make a donation, complete the attached form. Thank you for partnering with us to help make families across America safer and best wishes to you in 2012.

Sincerely,



Eric Brown,
President and Chairman of the Board

p.s. - Please make your donation today. As soon as we reach our fundraising goal, we will begin securing the resources necessary to conduct a successful campaign in October and immediately provide sponsorship recognition for your generous support in our public messages now through November.

For more information on HSFA, visit <http://www.hsfamerica.org>. To learn more about the HALO Summit, visit <http://www.thehalosummit.com>.

* Sponsorship Guidelines - Recognition pages may not include advertisements of products or services that include qualitative or comparative language, price information or other indications of savings or value. Your sponsorship position will not be guaranteed until full payment has been received. Contributions to HSFA, a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Service Code, are deductible for computing income and estate taxes.



Please choose your Sponsorship Level Below:

Sponsorship Opportunity

To reserve your sponsorship please print and complete the form on this page. Sponsorship will not be reserved until the sponsorship amount has been received. To donate less than \$250, visit www.hsfamerica.org/donate.

Contributions to HSFA, a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Service Code, are deductible for computing income and estate taxes.

Sponsorship Level	Amount
<input checked="" type="radio"/> Principal Sponsor (Back Cover)	\$20,000
<input type="radio"/> Platinum Sponsor (Inside Covers)	\$10,000
<input checked="" type="radio"/> Gold Sponsor (Full page)	\$5,000
<input type="radio"/> Silver Sponsor (1/2 page)	\$2,500
<input type="radio"/> Bronze Sponsor (1/4 page)	\$1,250
<input type="radio"/> Sponsor (Contact data text only)	\$250



Sponsor Information

As part of your application, please provide the following information (for use in promotional materials)

company name

representative name

title

street address

city / state

zip

Phone

fax

e-mail (if available)

website



Payment Information

Donating less than \$250? Visit www.hsfamerica.org/donate. Please make check or money order payable to HSFA.

Check #: _____

For credit card payments please complete below.

visa mc amex \$ _____

sponsorship amount

card number

exp date

signature



I have read and agree to follow the sponsorship guidelines. I understand that sponsorship recognition may not include commercial, competitive language. I also understand that the sponsorship opportunity that I have chosen will not be guaranteed until full payment has been received. _____ Send me a complimentary copy of the custom manual

Print Name

Signature

Date

Send application with sponsorship amount payable to: **Homeland Security Foundation of America** by 8/31/2012
 PO Box 2331, Powder Springs, GA 30127 • Tel: 877-859-6850 • e-mail: comments@hsfamerica.org