

*Troop Tour is a multi component campaign to raise awareness and funds for veterans, while creating a movement of patriotism across the nation.*

<i>Song Collaborations</i>	<i>Concert Series</i>	<i>Online Auctions</i>
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*The Lone Survivor Foundation restores, empowers, and renews hope for our wounded service members and their families through health, wellness, and therapeutic support. Founded in 2010 by Navy Seal Marcus Luttrell, LSF was chosen to be Troop Tour's beneficiary due to 76% of funds are used for programming, 19% fundraising, and only 5% overhead.*

Learn more at: [Lonesurvivorfoundation.org](http://Lonesurvivorfoundation.org)



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# Troop Tour Components



Troop Tour is partnering with Hookist for nine songwriting collaborations.

*Hookist is a collaborative songwriting platform and music social network where well known artists and fans collaborate to write a song.*

Fans submit lyric ideas and the artist chooses winners.

This process turns fans into super fans and increases the artist's fan base, ticket sales, merchandise sales, etc.

## Benefits

2—3 Week  
Campaign

Lucrative New  
Income Stream

Artist Profile  
Page on Hookist  
with links

Artist Profile  
Page on TT  
with links

National  
Promotion

Compiled into  
9 Song CD

Minimal  
Commitment &  
maximum exposure

*Launches April 17, 2017*

A song created that fans are emotionally invested in and will surely buy! ([See an example here](#))

Authentic & meaningful way to engage with fans

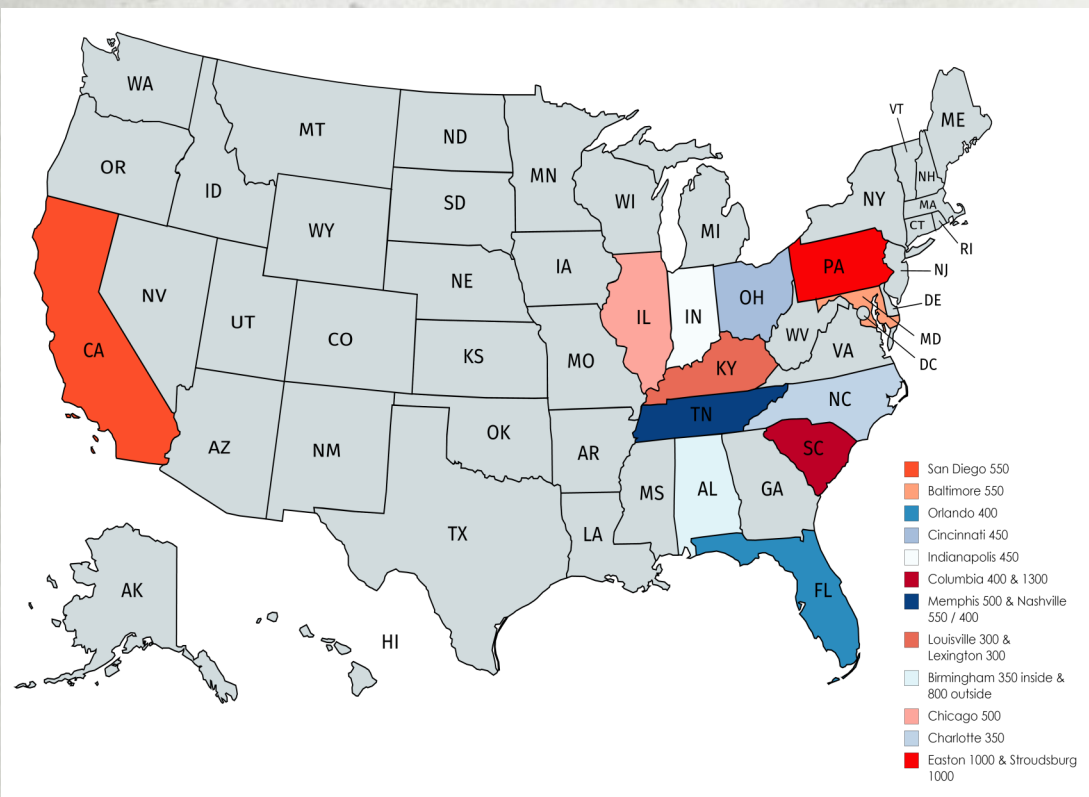
[Learn more about Hookist here](#)



2

# Concert Series

Troop Tour concerts are a series of shows across the U.S comprised of different artists for each show. Held in relaxed venues for an intimate fan experience, each show will have an artist performance, area for fans to write letters of support to deployed soldiers, and a photo area with a wipe board to create “virtual messages” to all veterans to share on social media.



**Major national promotion**

**Show dates listed on Lone Survivor Foundation site with link to ticket sales**

**Radio partners in each city**

**Artist profile page on Troop Tour site with links**

**Open flexible dates to fit around artist's schedule**

**Show can be acoustic or full band**

**Anticipated May kick off**

**Cross Promotion on partner sites**



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# Weekly Ebay Auction

## Company Benefits

Auction hosted through Lone Survivor Foundation on EBAY

Tax deductible

Auction listed on homepage of Troop Tour website

Logo/Link on Troop Tour sponsor page

Dedicated page on TT site with auction details and listing



## Auction Ideas

Merchandise packages to promote brand

Experiences

(vacation package, hunting excursion, private dining, etc)

Memberships / Sessions / Art

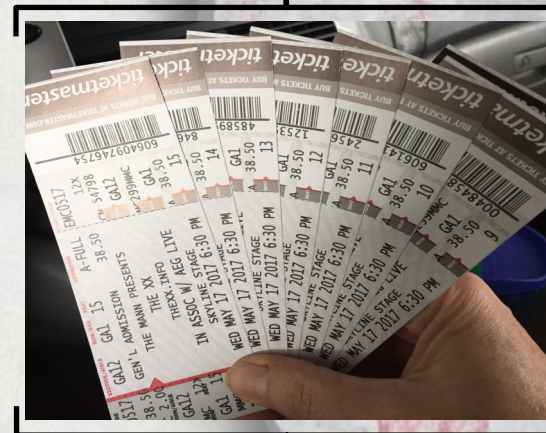
Show tickets with meet and greets

Event tickets

(sports, shows, races, etc.)

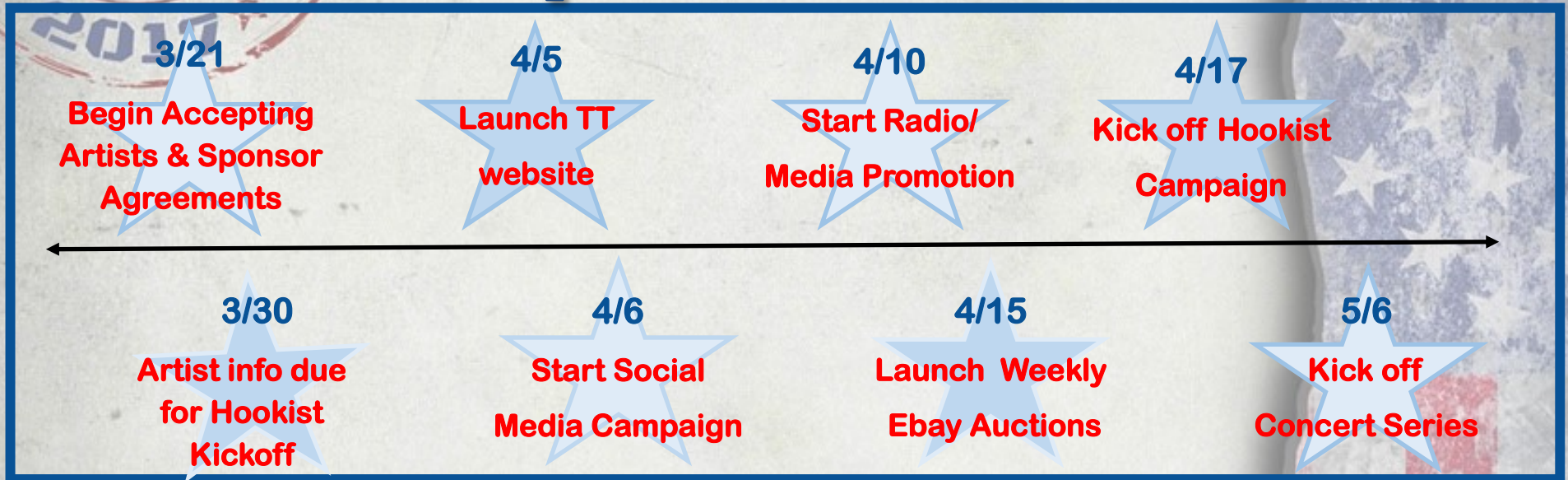










Launches April 15th





# Troop Tour Timeline



			
Katie Schnorrbusch Founder/Director	Travis Moody Radio Consultant	Vince Paratore Website/ Marketing	Bub McCullough Concert Consultant
			
Adryenn Ashley Social Media Director	Meredith & Terry Hookist Founders	Fabiano Santos Auction Director	Lone Survivor Foundation www.lonesurvivorfoundation.org 832.581.3592 LSF Staff Tour Planning Partner

## Get Involved

Become a Sponsor  
Donate Auction Goods  
Perform at a Concert  
Head a Hookist Campaign

Contact : Katie Schnorrbusch at [TroopTour@gmail.com](mailto:TroopTour@gmail.com) or 732.558.0607

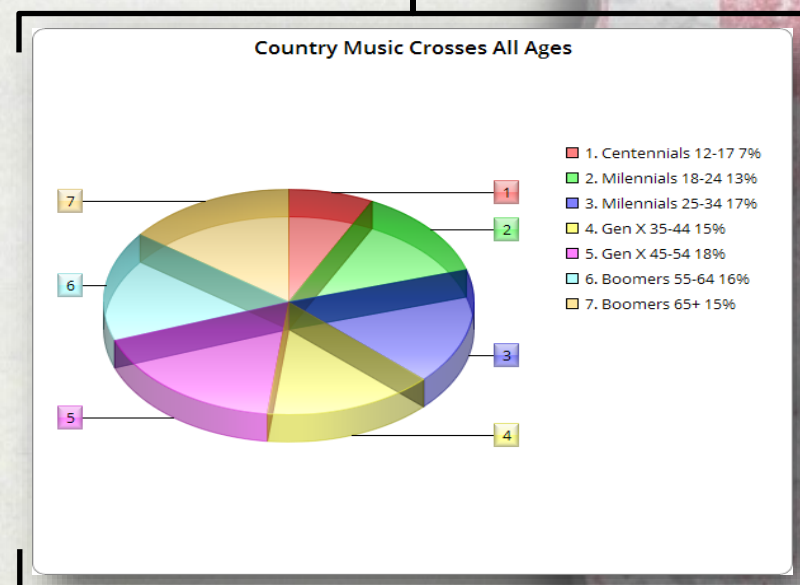
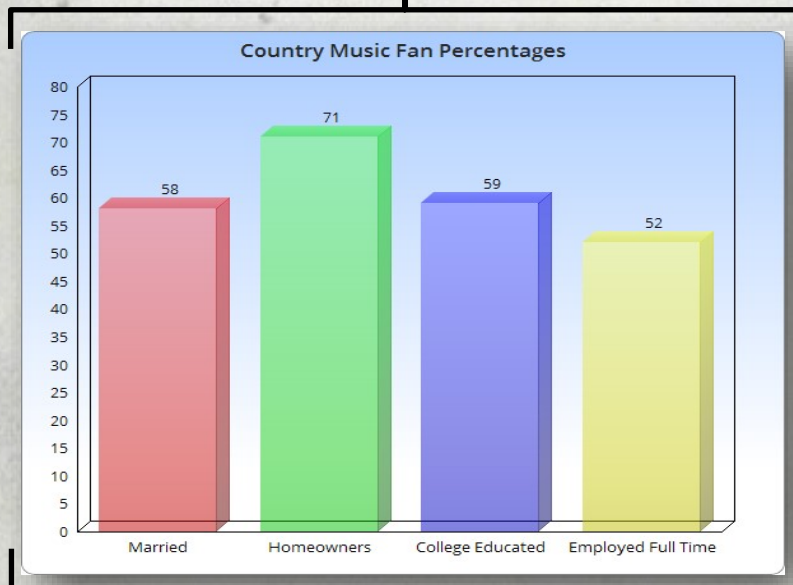


# Interesting Stats about Country Music Listeners

With Country Music topping the charts, now's the time to capitalize on advertising opportunities directed to your target consumer. If you're looking for country music fans, that support American businesses, then look no further. We're here to help you reach them!

Your company can actively contribute to raising awareness and funds for our country's veterans, while growing your brand.

In addition to Country music listeners average annual household income being 79K , with 28% of 18-54 year old country music fans having an annual household income of 100K , here's some reasons why you should hop on board Troop Tour.



To prove this model would work, In 2016 we did a test run concert in Chicago with Casey Donahue and Aaron Watson. Sold out 900 tickets weeks before the show date with fans creating an online waiting list trying to find a way in. Plus we received numerous messages requesting Troop Tour come to their town, sold over 100 event t-shirts being tucked in a corner, and sent 51 letters of support to deployed soldiers!

# Sponsor Levels

	<i>Title</i>	<i>Stage</i>	<i>Patriot</i>	<i>Eagle</i>	<i>Warrior</i>	<i>Hotel</i>
	\$50,000 (\$3,125 show)	\$30,000 (\$1,875 show)	\$20,000 (\$1,250 show)	\$10,000 (\$625 show)	\$4,000	\$15,000 + up to 10 rooms per city (\$938 Show)
Availability	2	1	5			1
Troop Tour 2017 benefitting Lone Survivor Foundation presented by _____	X					
Sponsor mentions in all social media posts, media broadcasts, advertisements, festival posters, and media releases	X	x	X			X
Sponsor logo on Troop Tour website home page with link	prominent	x	X	X		X
Logo on Stage Backdrop Banner	X	x				
Logo on large Stage Banner		X				
Logo on step-and-repeat red carpet backdrop at event	X	X	X			X
Logo on advertisements and festival posters	X	X	X	X		X
Legacy Brick at the Crystal Beach Retreat Facility	12 " X 12"	12" X 12"	8" x 8"	8" X 8"	4" X 8"	12" X 12"
Logo on Troop Tour official T-shirt	X	X				X
On stage thank you at every show	X	X	X	X		X
Official Troop Tour T-shirts	10	6	4	4	4	10
Tickets to shows of your choice with artist meet and greet	10	6	4	4	4	10
Social Media shoutout to announce company as troop tour sponsor	X	X	X	X	X	X
Listing with logo / link on website sponsor page	X	X	X	X	X	X
Option to have merchandise go in Artist Thank you bags	X	X	X	X	X	X
Option to have merchandise as part of weekly item auction	X	X	X	X	X	X
Option to do merchandise giveaway to Troop Tour attendees	X	X	X	X	X	X
Opportunity to offer a discount code for booking						X
Hotel information on event page						X
Link for attendees to book hotel room						X

## **TROOP TOUR** 16 Concerts ~ 9 Online Song Collaborations ~ Weekly Ebay Auction

### Sponsorship Application

Choose from the following sponsorship opportunities:

◇ Title - \$50,000

◇ Stage - \$30,000

◇ Patriot - \$20,000

◇ Eagle - \$10,000

◇ Warrior - \$4,000

◇ Hotel - \$15,000 plus up to 10 rooms in each city

**Total Sponsorship** ("Sponsorship Fee"): \_\_\_\_\_

### **Company Information** ("Sponsor")

Company name for use in Troop Tour marketing materials

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP \_\_\_\_\_

Website: \_\_\_\_\_

### **Payment Method** (All Fields Required)

Billing Contact Name: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_

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

Billing Address if different : \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP \_\_\_\_\_

PO # \_\_\_\_\_ Method of payment : \_\_\_\_\_

\_\_\_\_\_ No PO ( My company doesn't issue and/or require a PO # for this purchase)

### **Primary Logistics**

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

Phone Number: \_\_\_\_\_

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

### **Secondary Contact**

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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



**By signing below I certify that I am authorized to sign on behalf of Sponsor (named above) and if selected as a Sponsor of the Event,**

**I agree on its behalf to all terms and conditions set forth below in the Terms and Conditions of Event Sponsorship\***

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

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

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

To complete your sponsorship application, scan and email completed form to TroopTour@gmail.com. Contact Katie Schnorrbusch with any Troop Tour questions at TroopTour@gmail.com or 732.558.0607