

Navy Gold Star
Partnership Opportunities

www.navygoldstar.com



Providing Support to Surviving Families

The Navy Gold Star Program is dedicated to providing long-term, comprehensive support to the surviving families of our Fallen Heroes. We strive to ensure that no surviving family member navigates their grief journey alone, and that their loved one's service and sacrifice are never forgotten.

Major initiatives include Gold Star Awareness Month every May and Bells Across America for the Fallen each September. These month-long campaigns consist of events, programs, and social awareness for the Navy Gold Star Program and serve as an opportunity to honor and remember the sacrifices of the fallen.

Corporate Sponsors are invited to partner with these campaigns to support our surviving families and build brand awareness with our military communities. Sponsorship funds directly support the families of our fallen heroes and enhances these events worldwide.

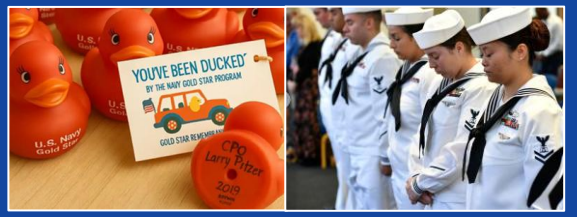





Remember the Sacrifice | Honor the Fallen

Gold Star Awareness Month Sponsorship Packages

Sponsor Benefits	Gold	Silver	Bronze
	$50,000	$15,000	$5,000
Inclusion on printed signage at select events	X		
Inclusion on Survivors memorial item Rubber Ducks with printed card; 2,000 items	X		
Inclusion on Gold Star Menu at NS Everett All-American Restaurant Approximately 150 guests served	X		
Logo on Golf Course Gold Star tribute signs Displayed in month of May at over 9 Golf Courses; avg. 35,000 views	X		
Advertisement on Digital Screen at bowling alleys May 1-31, in rotation with tributes; Over 15,000 views	X		
Logo on Navy FFR LinkedIn page promoting Gold Star Awareness	X		
Logo in Navy Gold Star Tribute Post Graphics Over 140 tributes posted on NGS Facebook throughout May.	X		
Logo included in Navy FFR Facebook Cover Image with Sponsor tag; One week in May	X	X	
Logo included in Navy Gold Star Facebook Cover Image with Sponsor tag; May 1-31	X	X	
Invitation to attend local Gold Star Awareness events	X	X	
Inclusion in Navy Gold Star quarterly newsletter distributed to over 4,000 households	X	X	
Sponsor Tagged in Navy FFR Facebook Posts Newsfeed Posts in month of May	2	1	
Sponsor Tagged in Navy Gold Star Facebook Posts Newsfeed Posts in month of May	4	2	1
Logo on Navy MWR Website Hero Banner for Gold Star Awareness 81 sites, 46 mobile apps, in top banner placement. May 1-31	X	X	X
Logo & Link on Navy Gold Star Website May 1-31; www.navygoldstar.com	X	X	X
National Sponsor Recognition on Gold Star Awareness design templates used across the nation	X	X	X



Each May, the Navy Gold Star Program reaffirms our commitment to honoring our Fallen Heroes and supporting their families when we proudly observe **Gold Star Awareness Month**.

From solemn memorial observances to creative initiatives like the “Ducking” campaign, every event hosted serves to promote remembrance, unity, and visibility for the Gold Star community. These efforts also foster awareness among local communities, schools, and civic organizations and continue to be a powerful time of connection and reflection.

44
Unique Events

1.5M+
Collective Impressions

2,000
Ducks Delivered

151
Tributes Published



Each September, over forty installations worldwide honor the legacy of fallen service members when they host **Bells Across America for the Fallen.**

This is a powerful and solemn ceremony, where the names of fallen Service Members are spoken aloud as bells toll in their honor. For families who have lost a loved one in service, hearing their Service Members name publicly acknowledged is a moving reminder that their sacrifice is deeply honored, and that they remain an essential part of the Navy community.

46
Participating Installations

3,500
Guests in Attendance

390
Gold Star Family Members

200
Names Honored

Bells Across America for the Fallen Sponsorship Packages

Sponsor Benefits	Gold	Silver	Bronze
	$25,000	$10,000	$5,000
Inclusion on printed event program or event signage	X		
Inclusion on Survivors Memorial Item item and logo placement TBD; approximately 500 distributed	X		
Logo on Navy FFR LinkedIn Page promoting Bells Across America	X		
Logo included in Navy FFR Facebook Cover Image with Sponsor tag; One week in September	X		
Logo included in Navy Gold Star Facebook Cover Image with Sponsor tag; September 1-30	X		
Verbal Recognition by event speaker	X		
Invitation to attend local Bells Across America events	X	X	
Inclusion in Navy Gold Star quarterly newsletter distributed to over 4,000 households	X	X	
Inclusion in CNIC Family Connections quarterly newsletter	X	X	
Sponsor Tagged in Navy FFR Facebook Posts Newsfeed posts in month of September	2	2	
Sponsor Tagged in Navy Gold Star Facebook Posts Newsfeed Posts; Gold only: one event post per participating installation	40+	2	1
Logo on Navy MWR Website Hero Banner for Bells Across America 81 sites, 46 mobile apps, in top banner placement. September 1-30	X	X	X
Logo on hero banner on Navy Gold Star Website September 1-30; www.navygoldstar.com	X	X	X
Logo on Bells Across America webpage September 1-30; Average of 2.5k impressions.	X	X	X
National Sponsor Recognition on Bells Across America design templates used across the nation	X	X	X



DEDICATED to providing **SUPPORT** for **SURVIVING FAMILIES.**

For more information regarding sponsorship and advertising opportunities,
please contact Veronica Scott at 760-521-2551 or email veronica.v.scott.naf@us.navy.mil.

CNIC
★ FLEET ★ FIGHTER ★ FAMILY