SPONSORSHIP & PARTNERSHIP PACKET

Rowing so veterans do not fight alone.

6,000+	JUNE 2027	$150,200
MILES OF THE GREAT LOOP	EXPEDITION BEGINS	BASE CAMPAIGN NEED*
		$5,000 PER VETERAN ADDITIONAL

A mission built for connection

U.S. Army veteran Sean Dillard and his 11-year-old son, Aiden, are preparing to row America's Great Loop as a mobile veteran outreach mission focused on mental health, suicide prevention, community connection, purpose and youth leadership.

SOUTHERN ILLINOIS VETERANS FOUNDATION

IRS-recognized 501(c)(3) nonprofit | EIN 41-5211864

oarsomeodyssey.org

THE MISSION

More than a rowing expedition - a platform for veteran connection, purpose and community.

Oarsome Odyssey is a multi-year veteran outreach mission built around a rowing expedition of America's Great Loop. Beginning in June 2027, U.S. Army veteran Sean Dillard and his 11-year-old son, Aiden, will use a 28-foot expedition boat to travel the Loop in seasonal sections. The route becomes the platform: each marina, community stop, veteran organization, Rotary club, school, business and media opportunity creates another place to talk openly about veteran mental health, reduce isolation, connect people with resources and give veterans a meaningful mission to join.

> **What makes it different**
>
> The boat is not the mission. The boat is the platform. It gives us a visible, mobile way to bring veterans, families, civic groups, marinas, businesses and veteran-serving organizations together around mental health, suicide prevention and meaningful connection.

MISSION AT A GLANCE

A national route. Local veteran impact. A clear way for sponsors to fund the pieces that make the mission possible.

- Route: approximately 6,000 miles around America's Great Loop.
- Launch: June 2027, completed in seasonal sections to accommodate Aiden's school schedule.
- Primary crew: Sean and Aiden, with room for selected veterans to join expedition legs.
- Veteran participation budget: $5,000 per veteran to cover travel, food, gear, training and mission support.
- First-season operating window: approximately 10 weeks on the water.
- Current base campaign need: $150,200, plus $5,000 for each participating veteran.
- Highest-priority needs: vessel acquisition/preparation, transportation/logistics, safety, nutrition, dockage and veteran participation.

What We Will Do

- Invite veterans to participate in selected portions of the journey for peer connection, teamwork, outdoor recreation and renewed purpose.
- Meet veteran organizations, crisis responders, Rotary clubs, marinas, schools, businesses and community leaders along the route.
- Share stories of service, recovery, resilience and continued purpose through video, social media, presentations and local media.
- Connect veterans and families with nonprofit organizations, peer-support networks and crisis resources.
- Create a youth leadership platform through Aiden's participation, emphasizing service, responsibility, perseverance and compassion.
- Build a national network of community partners that continues beyond a single stop or season.

WHY PARTNERSHIP MATTERS

Sponsors are not simply putting a logo on a boat. They are helping build the infrastructure that lets us bring veteran outreach directly into communities. Every funded mile, safe overnight stop, veteran seat, meal, piece of safety equipment and transportation expense makes another connection possible. Partners can support the overall campaign or choose a specific mission need that aligns with their company, customers and community impact goals.

VETERAN CONNECTION

Create opportunities for veterans to build relationships, share experiences and take part in a meaningful mission.

SUICIDE-PREVENTION AWARENESS

Use every stop, interview and presentation to normalize asking for help and highlight available support.

COMMUNITY MOBILIZATION

Bring civic groups, veteran organizations, marinas, businesses and responders into the same conversation.

YOUTH LEADERSHIP

Show young people that service and leadership can begin now, not someday.

What Sponsors Are Funding

Your sponsorship helps fund the infrastructure required to safely put the mission on the water and keep it moving from community to community. The two most urgent needs are the expedition vessel and the transportation/logistics required to move and support it.

- The expedition boat and mission-specific preparation
- Transportation, towing, trailer and ground-support logistics
- Navigation, communications, safety and emergency equipment
- Veteran participant travel, food, equipment and support
- Media, cameras, connectivity and storytelling resources
- Dockage, launch fees, outreach events and community materials

FUNDING PLAN

Current base campaign budget: $150,200, plus $5,000 for each veteran who participates in an expedition leg. The Year 1 nutrition budget is $10,800, based on approximately four people for three months and includes meals, hydration, snacks, electrolytes and resupply. The marina budget is $6,500 for approximately 10 weeks of first-season travel, allowing for a mix of paid transient dockage, weather layovers and donated or partner stays. Final costs may change as vendor quotes, in-kind support, participant count and route logistics are confirmed.

Funding Priority	Working Need
Expedition vessel acquisition & major preparation	**$65,000**
Transportation, towing & ground-support logistics	**$25,000**
Navigation, communications & electronics	**$10,000**
Safety & survival equipment	**$10,000**
Seasonal expedition logistics & operations	**$10,000**
Veteran participant travel, gear & support	**$5,000/VETERAN**
Media, documentation, cameras & connectivity	**$5,000**
Crew food, hydration & nutrition (Year 1)	**$10,800**
Emergency propulsion & power systems	**$3,700**
Marinas, dockage & overnight facilities	**$6,500**
Outreach events & printed materials	**$2,600**
Insurance, registration & administrative costs	**$1,600**
BASE WORKING CAMPAIGN NEED	**$150,200 + $5,000/VETERAN**

Priority now: vessel + transportation

Major support toward the boat and transportation costs immediately moves the project closer to launch readiness. Sponsors may fund the overall mission or designate support toward a specific priority.

SPONSORSHIP LEVELS

Built to give local businesses, regional partners and national brands a meaningful way to join the mission.

PRESENTING PARTNER	**$25,000+**	Highest-level mission partner with premier brand visibility and custom activation planning.
EXPEDITION PARTNER	**$15,000**	Major partner supporting a season or core expedition need with prominent recognition.
MISSION SPONSOR	**$10,000**	Supports a major mission category such as safety, technology, outreach or veteran participation.
GOLD OAR	**$5,000**	Strong supporting partner with recurring recognition across digital and community outreach. A $5,000 Gold Oar sponsorship can fully fund one veteran participant.
SILVER OAR	**$2,500**	Community-facing sponsorship with website, social and selected event recognition.
COMMUNITY PARTNER	**$1,000**	Accessible sponsorship for businesses and civic organizations that want to stand with veterans.
CREW SUPPORTER	**$500**	Helps cover practical costs such as food, supplies, dockage and outreach materials.
SPONSOR A MILE	**$22 / MILE**	Individuals and businesses can claim miles of the Great Loop and be recognized in the campaign mile registry.

PARTNER BENEFITS

Benefits are designed to provide meaningful recognition without losing sight of the veteran-centered mission.

Benefit	Presenting $25K+	Expedition $15K	Mission $10K	Gold $5K	Silver $2.5K	Community $1K
Logo on Oarsome Odyssey website	Premier	Premier	Featured	Featured	Standard	Standard
Logo on vessel/support trailer*	Premier	Large	Medium	Small	-	-
Recognition in sponsor/press materials	Premier	Featured	Featured	Listed	Listed	Listed
Dedicated sponsor spotlight	Quarterly	2x/season	1x/season	1x	Social thank-you	Social thank-you
Recognition at community presentations	Yes	Yes	Yes	When practical	-	-
Opportunity for co-branded content/activation*	Custom	Yes	By agreement	-	-	-
Opportunity to host a mission appearance*	Priority	Priority	By schedule	By schedule	-	-
Use of partnership designation	Presenting Partner	Expedition Partner	Mission Sponsor	Gold Oar	Silver Oar	Community Partner

** Placement, appearances, co-branding and activation opportunities depend on available space, route, production deadlines, safety requirements and mutually agreed terms. Benefits can be customized for strategic or in-kind partners.*

FUND A MISSION NEED

Sponsors can support the full campaign or choose a specific operational priority that fits their brand and mission.

VESSEL PARTNER	**$65,000**	Help fund the core expedition platform and mission-specific vessel preparation.
TRANSPORTATION PARTNER	**$25,000**	Support towing, trailer, fuel and ground logistics that connect each water segment.
SAFETY PARTNER	**$10,000**	Help equip the crew and participating veterans with safety and survival systems.
TECHNOLOGY PARTNER	**$10,000**	Support navigation, communications, tracking and essential marine electronics.
VETERAN CREW PARTNER	**$5,000**	Fully sponsor one veteran participant for a selected expedition leg, including travel, food, gear, training and mission support.
STORYTELLING PARTNER	**$5,000**	Support cameras, connectivity, storage and media tools used to share veteran stories.
NUTRITION PARTNER	**$10,800**	Fund Year 1 crew food, hydration, electrolytes, snacks, recovery nutrition and resupply for four people over approximately three months.
EMERGENCY POWER PARTNER	**$3,700**	Support emergency propulsion and power systems for safer operation.
MARINA & HARBOR PARTNER	**$6,500**	Help provide safe overnight dockage, marina facilities, weather layovers, launch access and shore support during the first expedition season.
COMMUNITY OUTREACH PARTNER	**$2,600**	Support printed materials, events, presentations and local outreach.

In-Kind Partnerships

We also welcome in-kind support when it directly reduces expedition costs. High-value needs include marine equipment, safety gear, towing and transportation, fuel, food, lodging, dockage, communications, cameras, connectivity, printing, apparel and professional services.

FLAG SPONSORSHIPS

Put your business in front of the community while directly supporting the mission.

Oarsome Odyssey offers a limited number of 10-foot feather flag sponsorships at public events, fundraisers, outreach stops and community appearances. Only 10 flag spots are available per event so sponsors receive meaningful visibility. Businesses can choose a single event, multiple events or the full season. Our premium Expedition Flag Partner also receives a custom sponsor flag displayed on or immediately with the expedition boat at select public appearances and dockside stops, alongside the American flag in an appropriate subordinate position when safety and flag etiquette allow.

SINGLE EVENT FLAG SPONSOR	**$250**	One 10-ft feather flag displayed at one public event, plus a sponsor recognition post.
MULTI-EVENT FLAG SPONSOR	**$500**	Flag placement at three public events, social media tags and event recap mentions.
SEASON FLAG SPONSOR	**$1,000**	Flag displayed at all eligible public events for the season, priority placement and logo inclusion in promotional content.
EXPEDITION FLAG PARTNER	**$2,500**	Includes all Season Flag Sponsor benefits plus a custom sponsor flag displayed on or immediately with the expedition boat at select public appearances, marina stops and dockside events. The sponsor flag will be displayed alongside the American flag in an appropriate subordinate position when operational conditions, safety and flag etiquette allow.

* Public-event flag placements are limited to 10 sponsors per event and are first come, first served. Boat flag display is subject to weather, vessel operations, marine safety, event rules and respectful flag etiquette. The American flag remains the primary national flag; any sponsor flag displayed with the vessel will be positioned appropriately and will not supersede it.

FLAG ADD-ONS: $150 additional event | $400 three-event bundle | +$100 priority placement per event | +$100 keep your flag after campaign use

MORE THAN LOGO PLACEMENT

The strongest partnerships give a company a credible way to stand beside veterans and participate in the story.

Ways We Can Activate a Partnership

- Sponsor recognition on the vessel, support trailer or mission materials where space and production schedules allow.
- Sponsor spotlights that explain why the company chose to support veteran connection and suicide-prevention awareness.
- Community appearances, employee engagement events or presentations with the expedition team when route and schedule allow.
- Co-created social or video content tied to a specific mission need, expedition milestone or veteran story.
- Local-market activation when the route enters a sponsor's community or operating area.
- Inclusion in sponsor pages, press materials, presentations and public acknowledgments based on sponsorship level.
- Opportunities for sponsors to help amplify veteran-serving organizations encountered along the route.

> **A national route with local touchpoints**
>
> The Great Loop creates repeated opportunities to turn a national mission into local engagement. Each stop can become a chance to meet veterans, collaborate with community organizations and give partners a meaningful role in the outreach.

Who We Connect With

- Veterans and military families
- Veteran-service and mental-health organizations
- Marinas, boaters and Great Loop communities
- Rotary clubs, civic organizations and local businesses
- Schools, youth groups and community leaders
- Local media and digital audiences following the expedition

ABOUT SOUTHERN ILLINOIS VETERANS FOUNDATION

A nonprofit foundation using community, recreation and service to strengthen veteran connection and purpose.

Southern Illinois Veterans Foundation supports veterans, service members, first responders and their families through community-based programming, recreation, outreach, peer connection and veteran mental-health awareness. Oarsome Odyssey is a program of the Foundation and expands that mission onto America's waterways.

Leadership

Sean Dillard is a U.S. Army veteran and Founder and President of Southern Illinois Veterans Foundation. His military service and personal commitment to veteran advocacy shape Oarsome Odyssey's central purpose: create connection before isolation becomes crisis, and build a mission that gives veterans a reason to keep moving forward.

Why This Mission Is Personal

For Sean, veteran suicide prevention is not an abstract cause - it is personal. He has survived suicide attempts himself and understands how quickly isolation, loss of purpose and unseen struggles can become a crisis. Oarsome Odyssey grew from that lived experience and from a commitment to create the connection, purpose and community that can help another veteran choose to stay, reach out and keep moving forward.

Aiden Dillard, Sean's 11-year-old son, is part of the primary expedition crew and youth-leadership component. His role demonstrates that service, compassion and leadership are not limited by age.

> **501(c)(3) nonprofit status**
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> Southern Illinois Veterans Foundation is an IRS-recognized 501(c)(3) tax-exempt nonprofit organization. EIN: 41-5211864. Charitable contributions may be tax-deductible to the extent permitted by law. Sponsorship arrangements that provide marketing or other return benefits may have different tax treatment; sponsors should consult their tax advisor.

Our Commitment to Partners

- Use funding responsibly and in furtherance of the mission.
- Provide agreed sponsor recognition and partnership deliverables.
- Communicate meaningful expedition and program updates.
- Protect veteran dignity and keep the mission centered on connection, service and hope.

JOIN THE CREW

One sponsor can fund a piece of equipment. The right partners can help build a national network of support for veterans.

The immediate opportunity

Help us secure and prepare the expedition vessel, move it where it needs to go, and build the safety and logistical systems required to launch in June 2027.

Choose How You Want to Help

- Select a sponsorship level from $500 to $25,000+.
- Fund a specific mission need such as the vessel, transportation, safety, technology or veteran participation.
- Provide an in-kind product or service that directly reduces expedition costs.
- Create a customized strategic partnership for a major brand, foundation or national organization.
- Sponsor miles at $22 per mile and help carry the mission around the Great Loop.
- Sponsor a public-event feather flag or become the premium Expedition Flag Partner with a custom flag displayed with the boat at select stops.

SEAN DILLARD

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501(c)(3) nonprofit | EIN 41-5211864

SCAN TO LEARN MORE

OARSOME ODYSSEY

Rowing for connection. Rowing for purpose. Rowing so veterans do not fight alone.

DIGITAL PARTNERSHIP

Social Media & Digital Reach

Oarsome Odyssey is a multi-year story, giving partners repeated visibility through training, launch, veteran participation, community stops and expedition milestones.

PRIMARY SOCIAL CHANNEL

FACEBOOK | OARSOME ODYSSEY

@OarsomeOdyssey28

facebook.com/OarsomeOdyssey28

Follow training, veteran crew stories, route progress, community appearances, fundraising and partner recognition as the mission develops.

SCAN TO FOLLOW

6,000+	MULTI-YEAR	RECURRING
MILES OF STORY	DIGITAL JOURNEY	PARTNER VISIBILITY

CONTENT PARTNERS CAN BE PART OF

Stories That Move With the Mission

Veteran Crew Stories

Introductions, experiences, teamwork, connection and the purpose veterans bring to the mission.

Route & Expedition Updates

Training, launch, mileage, locks, marinas, weather windows, community stops and major milestones.

Behind the Mission

Boat preparation, safety, logistics, father-son moments and the day-to-day reality of the expedition.

Community & Partner Spotlights

Recognition of sponsors, marinas, nonprofits, veteran organizations and communities helping the mission move forward.

SPONSOR VISIBILITY

- Dedicated sponsor recognition and spotlight posts based on partnership level.
- Tagged acknowledgments from events, marina stops and expedition milestones.
- Co-branded photo/video opportunities when appropriate.
- Website recognition and digital sponsor inclusion.

CURRENT ANALYTICS

Current Facebook and website analytics can be provided to prospective partners upon request. We prefer real, current data over inflated projections.

Mission hub:

OarsomeOdyssey.org

Content is shared when route conditions, safety and connectivity allow. Safe vessel operations and veteran participation always come first.