

# Margaritaville



AUSA MAJOR GENERAL HARRY GREENE, ABERDEEN CHAPTER  
PRESENTS THE 16<sup>TH</sup> ANNUAL FISHER HOUSE GALA

## SPONSOR SPECIFICATIONS

### LOGO

**Color:** RGB

**Preferred Formats:** EPS, SVG, AI, PDF

**Other Accepted Formats:** JPG, TIFF, PNG (at least 300px wide)

### SPONSOR SPOTLIGHTS VIDEO (\$5,000 AND UP)

**Video Ratio:** 9:16 to 16:9

**Recommended Resolution:** the highest resolution video available that meets file size and ratio limits.

**Video File Size:** 4GB Max

**Video Length Minimum:** 15 seconds

**Video Length Maximum:** 30 seconds

**Video Captions:** Optional but recommended

#### Please Answer These Questions:

1. What is your name, title, and company you represent?
2. Briefly describe your company and what they do.
3. What does Fisher House mean to you?
4. Why is it important to your company to sponsor the Fisher House Gala?
5. Feel free to add in anything extra that you think is appropriate.

#### Optional Fun Questions (Answer 3):

- |                                       |   |
|---------------------------------------|---|
| 1. Guac or Queso?                     | 5. Beach or pool?                                 |
| 2. Fish, chicken, or steak tacos?     | 5. Favorite vacation spot?                        |
| 3. Frozen or on the rocks margaritas? | 5. What is the name of Jimmy Buffets band called? |
| 4. Favorite flavor margarita?         | 5. What is your favorite Buffet song?             |

Videos will be used to create a Sponsor Spotlight video. Spotlights will run on social media up to the day of the event. Spotlights may run past the event if needed depending on the number of sponsors registered. Your video will be boosted on Facebook and Instagram for 7 days, targeting the local community of Aberdeen Proving Ground, MD. The video will also be used in a video presentation on the day of the event, 19 September 2020. Please send your videos no later than **3 September 2020**.

**CONTINUED >>**

[apgfhgala@gmail.com](mailto:apgfhgala@gmail.com) | <https://bit.ly/38otslg>

Proceeds Benefit the Fisher House Foundation. A 501(c)3 tax exempt organization. W9 EIN: 530193361

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For best quality, we suggest that you prerecord your interview with the device of your choosing. But our graphics department will be available to schedule and record your interview on Zoom, Skype, or Microsoft Teams if desired. The Fisher House Gala graphics team will edit down the video to 30 seconds and send it to your company for final review. More of the interview may be used in the final video compilation presented on the day of the event. This will also be sent to sponsors for final review.

## SPONSOR SPOTLIGHTS QUOTE AND PHOTO (\$3,000)

### Image to use in video presentation:

- 1920px wide by 1080px high (horizontal)
- JPG, TIFF, PNG, PDF
- RGB

**Description of Company:** No more than 250 characters.

**Quote:** Why you have chosen to support the Fisher House Foundation. No longer than 200 characters.

**See examples of social media post on the next two pages.**

## FILE SUBMISSION

Artwork is as soon as possible to take advantage of social media promotions, but artwork will no longer be allowed after **3 September 2020**. Please email your artwork and logo directly to Melissa Gestido at [melissa.gestido@survice.com](mailto:melissa.gestido@survice.com). If attachments are too big to send via email, please contact Melissa to make alternative arrangements.

## POCs

**Video and Graphics:** Melissa Gestido ([melissa.gestido@survice.com](mailto:melissa.gestido@survice.com))

**Sponsorships:** BJ Stephens ([bj.stephens@sigmatech.com](mailto:bj.stephens@sigmatech.com))

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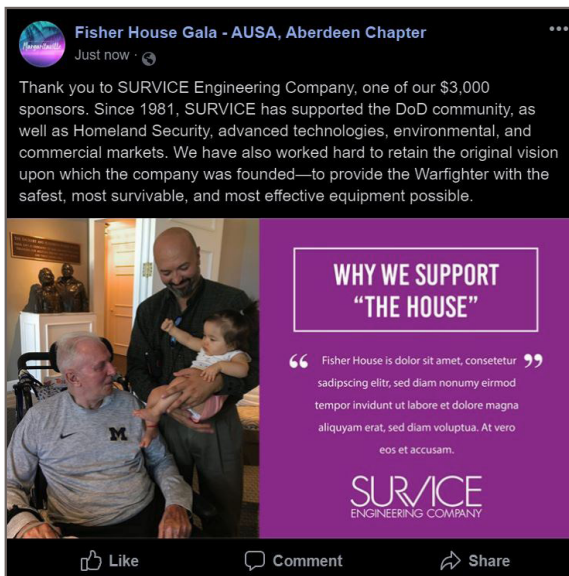
## SPONSOR SPOTLIGHTS (\$3,000) EXAMPLES



### WHY WE SUPPORT "THE HOUSE"

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**SURVICE**  
ENGINEERING COMPANY



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“ Fisher House is dolor sit amet, consetetur ”  
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