

# **\$5,000 SPONSORSHIP**

# **BLUE RIBBON**

## **WHAT WE NEED**

### **HIGH QUALITY LOGO**

**Preferred Formats:**

EPS, SVG, AI, PDF

**Other Accepted Formats:**

JPG, TIFF, PNG (at least 300px wide)

### **SOCIAL MEDIA AD**

*(Detailed instructions on following pages)*

**Video Size & Format:**

15-30s Video

**Submission POC & Deadlines\*:**

**1 AUGUST 2025**

Tori Arcilesi

social@apgfisherhousegala.com

### **FULL PROGRAM AD**

**Size & Format:**

4"W x 6"H

PDF, EPS, TIFF, JPG, PNG (200 DPI or higher)

**Color:**

Black & White

**Submission POC & Deadlines\*:**

**2 SEPTEMBER 2025**

Melissa Gestido

graphics@apgfisherhousegala.com

### **SPONSORSHIP QUESTIONS/ISSUES**

BJ Stephens

bj26stephens@gmail.com

*\*Please provide artwork as soon as possible to take advantage of social media promotions. If artwork and videos are not turned in by the above date, we cannot guarantee our sponsorship obligations.*



# RED, WHITE, & ★★★★★ BLUE JEAN BBQ

## SOCIAL MEDIA INSTRUCTIONS

*(For \$5,000 & \$7,500 Sponsors)*

**Video Length:** 15–30 seconds

**Video Captions:** Optional but recommended

**Video Ratio:** 16:9 (widescreen)

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

**Video File Size:** 4GB Max

### PLEASE ANSWER THESE QUESTIONS IN VIDEO:

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 for your company to sponsor the Fisher House Gala?
5. Feel free to add in anything extra that you think is appropriate.

### VIDEO CAMPAIGN OVERVIEW:

Videos will run on social media up to the day of the event. They may run past the event if needed depending on the number of sponsors registered. Your video will be boosted on Facebook and Instagram for 5 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.

### TIPS:

- Prerecord your interview with the device of your choosing.
- If using a mobile device, please make sure the video is shot horizontally.

### VIDEO ASSISTANCE:

Our graphics department will be available to schedule and record your interview on Zoom, Skype, Microsoft Teams, or in person, 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.

### DUE 1 AUGUST 2025:

Tori Arcilesi ([social@apgfisherhousegala.com](mailto:social@apgfisherhousegala.com))



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