Hero Fishing Sponsorship Program 2024





Hero Fishing Kent Perleberg 2810 S 71s Street Milwaukee, WI 53219 kent.perleberg@herofishing.org www.herofishing.org





ABOUT US



OUR MISSION

To provide educational, therapeutic and recreation programming, through fishing adventures, educational seminars and creating a family environment for all of our Heroes, which come from all walks of life. Our Heroes can be military Veterans, Doctors, Nurses, First Responders, Last Responders, Women and Young Anglers.

Numerous studies have shown that traumatic events not only effect the psychological structures of the self, but also the attachment and meaning that link individuals and their families together.

All of our programs seek to **restore those disconnects**. They allow our Heroes a chance to have **social interactions** and bond with other fellow Heroes, while enjoying the **sport of fishing**.

Hero Fishing is a tax-exempt organization under the 501(c)(3) section of the IRS Our entire staff is 100% volunteer based.



VOLUNTEER STAFF



KENT PERLEBERG FOUNDING PRESIDENT



AN CAN



JOHN HARRIS SECRETARY / IDAHO OPERATIONS RETIRED US NAVY





TED GEBHARDT FLY FISHING / ICE FISHING PROGRAM COORDINATOR





KIMBER SCHULTZ WOMEN'S PROGRAM COORDINATOR REGISTERED NURSE



























Non-Program Donation Levels

 PERCH
 0- \$999

 COHO
 \$1,000 - \$4,999

 WALLEYE
 \$5,000 - \$9,999

 MUSKIE
 \$10,000 - \$24,999

 HALL OF FAME
 \$25,000 - \$50,000

 WORLD RECORD
 \$50,000

Airfare Donations

KENT PERLEBERG FOUNDING PRESIDEN 2810 S 71 STREET MILWAUKEE, WI 53219 KENT.PERLEBERG@HEROFISHING.ORG WWW.HEROFISHING.ORG

HERO Transportion

Hero Fishing provides no-cost bucket list fishing Adventures across the USA. We are in need of air transportation support for our Heroes, for them to enjoy their no-cost Fishing Adventures. Please Contact Kent Perleberg / Founding President for more information about Airline Miles and Private Jet Service Donations.





EVENT DETAILS



HEROES ON THE ICE FISHING ADVENTURES LAKE CASCADE, IDAHO

The Heroes on the Ice is a yearly event organized by Hero Fishing, to be held this 2024, Our trips are scheduled for January 18th-21st and February 15th - 18th. Our Annual Heroes on the Ice provides 2 days of fishing, airfare, ground transportation, food and beverage included.

For 2024 we will be hosting our Inaugural Women's Lake Cascade Adventure, Six Heroes ranging from the US ARMY, US NAVY, Registered Nurse, Educator and Therapists. All our Heroes have a story and have been nominated by their peers for this trip.

Our Lake Cascade Ice trip is a bucket list type of an Adventure. Not many new anglers or even avid anglers are able to make this trip. We put a lot of time to create an experience for our Heroes during this trip, something they will remember.





4TH ANNUAL HEROES ON THE ICE ADVENTURE LAKE CASCADE, IDAHO **JANUARY 18TH-21ST 2024**

RECORD Jumbo Perch \$12,000



(1 available, exclusive first right of refusal for 2025)

- Includes All Expense paid trip for (1) staff member.
- Includes all Jumbo and Pair'
- Once RECORD

at benefits.

Rainbow

Jumbo &





4TH ANNUAL HEROES ON THE ICE ADVENTURE LAKE CASCADE, IDAHO JANUARY 18TH-21ST 2024

Jumbo Perch Sponsorship \$7,000

(1 available, exclusive first right of refusal for 2025)



- Heroes on the Ice Presented by sour company
- Company Logo and the spany website on Hero
 Fishing ways
 - ne recognition on all
 - nel and email blasts including social
- opportunity to provide event bag inserts
- Live video announcement recognition at event
- N/A if RECORD Level is sold



Thank you!

Co



4TH ANNUAL HEROES ON THE ICE ADVENTURE LAKE CASCADE, IDAHO JANUARY 18TH-21ST 2024



Rainbow Trout "Sponsor a Hero" \$1,000 each

(5 available, exclusive first right of ratio

- Company Loc
 website
 website
 - of name recognition on all promotional
- Coff - - - go on banner at event
- N/A FRECORD Level is sold



Thank you!

má



INAUGURAL WOMEN'S LAKE CASCADE ADVENTURE LAKE CASCADE, IDAHO FEB 15-18, 2024



SARA & TYLER TRAMPE SPORTSMANS JOURNAL TV

RECORD Jumbo Perch \$12,000

(1 available, exclusive fi

Inclusion

a trip for (1) staff

and Rainbow Trout benefits.

RECORD Jumbo Perch level is sold Jumbo

& Rainbow Trout N/A.

ALWAYS HONOR NEVER FORGET

Thank you!



INAUGURAL WOMEN'S LAKE CASCADE ADVENTURE LAKE CASCADE, IDAHO FEB 15-18, 2024



Jumbo Perch Sponsorship \$7,000

(1 available, exclusive first right of refusal for 7325)
 Heroes on the Ice Presence of Vour company

Company Logo and Company website on Hero Fishing website

name recognition on all promotional

nail plasts including social media posts.

go on banner at event

- ortunity to provide event bag inserts
- Live video announcement recognition at event
- N/A if RECORD Level is sold

ALWAYS HONOR NEVER FORGET

Thank you!



INAUGURAL WOMEN'S LAKE CASCADE ADVENTURE LAKE CASCADE, IDAHO FEB 15-18, 2024

Rainbow Trout "Sponsor a Hero" \$1,000 each

(5 available, exclusive first right of refused 1202

• Company Longo Company website on Hero

and or name recognition on all praterial and email blasts including social

- Company logo on banner at event
- N/A if RECORD Level is sold

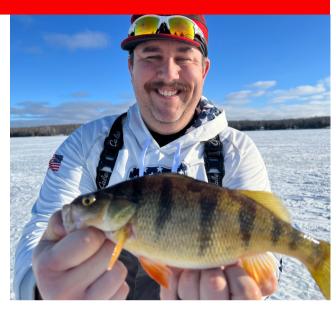
oosts.



Thank you!



2ND ANNUAL HEROES ON THE ICE 2024 LAKE GOGEBIC MARCH 10TH-12TH 2024



Jumbo Perch Sponsorship \$2,500

(1 available, exclusive first right of refusal for 2025)

- Heroes on the Ice Presented by your company
- Company Logo and link to company website on Hero Fishing website
- Company Logo and or name recognition on all promotional material and email blasts including social media posts.
- Company logo on banner at event
- Opportunity to provide event bag inserts
- Live video announcement recognition at event





2ND ANNUAL HEROES ON THE ICE 2024 LAKE GOGEBIC MARCH 10TH-12TH 2024



Rainbow Trout "Sponsor a Hero" \$500.00

(1 available, exclusive first right of refusal for 2025)

- Company Logo and link to company website on Hero Fishing website
- Company Logo and or name recognition on all promotional material and email blasts including social media posts.
- Company Logo on banner at event



Thank you!



2ND ANNUAL WOMEN'S KAYAK FISHING FISHING ADVENTURES JUNE 2024 TBD JULY 2024 TBD



Largemouth Bass \$500.00 ea (2 av SPECIAL GUEST HOST KIMBER SCHULZ

(2 available, exclusive first right of refusal for 2025)

- Company Logo and link to
- Company Logo are and and email to and

ebsite on Hero Fishing website.

in all promotional material

redia posts.

wned Kayaks (decals provided by sponsor)



Thank you!

Ever

Women-Only Event

y 1090



2ND ANNUAL WOMEN'S LAKE MICHIGAN SALMON CHARTER FISHING ADVENTURE JUNE 22ND 2024



KING SALMON

\$600.00 (1 available, exclusive first right of refusal for 2025)

V 1900

- Company Logo and link to
- Company Logo and email

Aebsite on Hero Fishing website.

redia posts.

Even

o ea

1 available, exclusive first right of refusal for 2025)

- SOCIAL MEDIA POSTS WITH SUPPORTED HERO / HEROES
- EVENT BANNER WITH COMPANY LOGO

U LON



Thank you!



5TH ANNUAL LAKE MICHIGAN SALMON CHARTER FISHING ADVENTURE JUNE 29TH 2024



on all promotional material and

KING SALMON \$600.00 ea (1

a (1 available, exclusive first right of refusal for 2025)

- Company Logo and link to Company sister on Hero Fishing website.
- Company Logo and or email blasts include
- Event Bar

MON

- 2.00 ea 1 available, exclusive first right of refusal for 2025)
- SOCIAL MEDIA POSTS WITH SUPPORTED HERO / HEROES
- EVENT BANNER WITH COMPANY LOGO



Thank you!



EVENT DETAILS

FLY FISHING 101 ADVENTURES



What does Fly Fishing 101 consist of:

Friday, will consist of classroom training held at Fall Line Outfitters going over gear, types of rods / reels, reading waters, types of flies followed by learning how to cast a fly rod.

Friday Night will be a night out with dinner included and a hotel stay.

Saturday, we plan to hit one of the plentiful trout streams in the morning and enjoy a morning guided trip with one of the guides from Fall Line Outfitters. All equipment will be provided to participants with no cost to participate.





2ND ANNUAL WOMEN'S FLY FISHING 101 ADVENTURE AUGUST 2024 TBD



KIMBER SCHULZ

Tomorrow River Adventure \$1,200 (1 available, exclusive first right of refusal for 2025)

- Company Logo and link to Company website on Hero Fishing
- website.

\$200.00 ea

- Company Louise
 Company Louise
 Company Louise
 Company logo
 - (4 available, exclusive first right of refusal for 2025
- SOCIAL MEDIA POSTS WITH SUPPORTED HERO / HEROES
- EVENT BANNER WITH COMPANY LOGO

Hero



3RD ANNUAL FLY FISHING 101 ADVENTURE SEPTEMBER 13TH- 15TH 2024 STEVEN'S POINT, WI



Brook Trout Sponsor \$1.200 (1 available, exclusion)

(1 available, exclusive first right of refusal for 2025)

- Fly Fishing Adventure Presented by your company
- Company Logo and link to company website on Hero Fishing website
- Company Logo and or name recognition on all promotional material and email blasts including social media posts.
- Company logo on banner at event

Sponsor a Hero \$200.00 ea

(4 available, exclusive first right of refusal for 2025)

- SOCIAL MEDIA POSTS WITH SUPPORTED HERO / HEROES
- EVENT BANNER WITH COMPANY LOGO



Thank you!



2ND ANNUAL HENRYS LAKE / YELLOWSTONE ICE FISHING ADVENTURE ISLAND PARK, IDAHO DECEMBER 15TH - 19TH 2024

Brook Trout Sponsorship \$3,000



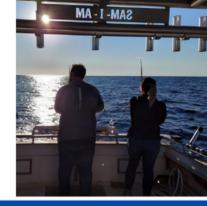
(1 available, exclusive first right of refusal for 2025)

- Heroes on the Ice Presented by your company
- Company Logo and link to company website on Hero Fishing website
- Company Logo and or name recognition on all promotional material and email blasts including social media posts.
- Company logo on banner at event
- Opportunity to provide event bag inserts
- Live video announcement recognition at event









Mission Statement

To provide educational, therapeutic and recreation programming, through fishing adventures, educational seminars and creating a family environment for all of our Heroes, which come from all walks of life.

Contant Information:

Hero Fishing 2810 S 71st Street Milwaukee, WI 53219



(414)510-6036

info@herofishing.org
www.herofishing.org

Numerous studies have shown that traumatic events not only affect the psychological structures of the self, but also the attachment and meaning that link individuals and their families together.

All of our programs seeks to **restore those disconnects**. They allow our Heroes a chance to have **social interactions** and bond with other fellow Heroes, while enjoying the **sport of fishing**.

Our Programs

All programs are provided at no cost to the participants

Heroes on the Ice - Annual Ice fishing adventure, 4-6 Heroes receive an all-expense paid trip from Wisconsin or a State they reside in to Lake Cascade, Idaho.

Day on the Ice Fishing Adventure on Inland Waters - This would include children 6 years old and older and adults. We will provide all the equipment, transportation and bait for fishing.

Adult Fly Fishing Adventure - Provide a full day or week-long adventure for experienced & beginner fisherman.

Fishing Educational Seminars/ Classes - Provide educational seminars for Heroes that include Fish Locator Sonar Training, Fly tying classes, lure building and rod building.

Heroes Day on the Water - Provide a day on the water in a boat for the day. This would include a day of fully guided charter fishing for children 12 years old and older and adults.

Kids Big Fishing Event - Provide a full day of fishing for children and their families at no cost. Includes fishing clinics, games and a tournament for children to participate.

Hero / Community Support - Our program to improve, enhance and support the community will include financial support to youth groups and community partners.

Hero Fishing In Action

For our organization to succeed, we will continue to fundraise and create industry relationships for equipment needed for our programs. We have created a sponsorship program that allows supporters to choose a level that fits their needs to support our program.

Our website and social media pages have links for donation. We have t-shirts, fishing rods and accessories to purchase on our website to support our programming. We will continue to raise funds from monthly contribution options and memoriam gifting.



Department of the Treasury Internal Revenue Service Tax Exempt and Government Entities P.O. Box 2508 Cincinnati, OH 45201

HERO FISHING INC 2810 S 71ST STREET MILWAUKEE, WI 53219 Date: 06/07/2022 Employer ID number: 87-3434711 Person to contact: Name: Customer Service ID number: 31954 Telephone: 877-829-5500 Accounting period ending: December 31 Public charity status: 509(a)(2) Form 990 / 990-EZ / 990-N required: Yes Effective date of exemption: November 16, 2021 Contribution deductibility: Yes Addendum applies: No DLN: 26053533004632

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

stephen a. mattin

Stephen A. Martin Director, Exempt Organizations Rulings and Agreements

> Letter 947 (Rev. 2-2020) Catalog Number 35152P