



Sponsorship Opportunities

for

The Twenty-Second Annual Joint Service Academies Military Ball 2007

Hosted By

The West Point Parents Club

of

Greater Houston

Section 1: Introduction to the Joint Service Academies Military Ball

Over 20 years ago, a group of service academy parents in the Houston area planned and hosted the first Joint Service Academies Military Ball to honor Houstonians and surrounding area students who were in training at one of our nation's 5 service academies. They recognized that these stellar young men and women were committing not only their college years to training for service to our country, but a significant commitment of service in defense of our nation following their graduation. Seeking to host a local event which would recognize and honor our own Houston area cadets and midshipmen, the Joint Service Academies Military Ball of Gulf Coast Texas was born. The Mission Statement of the event is as follows:

Mission Statement

To honor the commitment of our Cadets and Midshipmen who are currently in training to become military officers of tomorrow

The host club of the ball alternates each year between Army, Navy, and Air Force with Coast Guard and Merchant Marines joining up with Navy. When it is a club's turn to host, they take full responsibility to plan and host the event which has now grown to almost 1,000 participants and a \$90,000 projected budget. It is a formal gala event, which only a few ballrooms in the Houston area can now accommodate. Traditionally, the event includes a reception, dinner, color guard presentation, a march-in, traditional Military Toasts, a P.O.W. table, inspiring speech, prizes, a dance, and more. Midshipman and Cadets are in their "Mess Dress" uniforms and it is a night to be remembered by all. It is one way that local Houstonians, parents, friends and Houston businesses can say a tangible "thank you" to our young men and women for serving on behalf of a grateful nation.

Section 2: Underwriting Opportunities

Community sponsorships, whether from individuals, corporations, or foundations, provide the core funding for the Joint Service Academies Military Ball.

Corporate Sponsors

Businesses, corporations, and organizations making annual gifts to the Joint Service Academies Military Ball can qualify to underwrite the entire gala event or choose a particular underwriter level. In addition to the gratitude of the future military leaders from Houston, underwriters receive multiple forms of recognition in our publicity materials, program books, on-site recognition, as well as other special opportunities. Please note that

at the higher levels of underwriting, the corporate sponsor will receive tickets to the Army/Navy Game. Normally the game is played in Philadelphia the first weekend in December but this year will be hosted by the city of Baltimore. Traditionally, these tickets do not become available to the public so this is a unique opportunity as an executive perk or gift for a client.

Underwriting from businesses, corporations, individuals, and organizations is an essential and growing component of the Joint Service Academies Military Ball's financial structure. It is only successful when a "win – win" relationship develops between the underwriter and the host club. Underwriting is possible at many different levels beginning at \$1000. The various underwriting categories are as follows:

- **Level 1 Sponsors (\$1,000 - \$2,499) Silver**

This is an opportunity for your business, corporation, or organization to underwrite an important aspect of the military Ball. Level 1 Underwriters receive:

- Special Level 1 (Silver) listing in the program
- Name on sponsorship list to be handed out at the Nov. Parents Club meetings

- **Level 2 Sponsors (\$2,500- \$4,999) Gold**

Level 2 Underwriters receive:

- Special Level 2 (Gold) listing in the program
- Name on sponsorship list to be handed out at the Nov. Parents Club meetings

- **Level 3 Sponsors (\$5,000-\$9,999) Platinum**

Level 3 Underwriters receive:

- 2 Tickets to the Army/Navy Game
- Company Logo printed in program
- Special Level 3 (Platinum) listing in the program book
- Name on sponsorship list to be handed out at the Nov. Parents Club meetings

- **Level 4 Sponsors (\$10,000-\$19,999) Diamond**

Donors at this level are committed to underwriting the Military Ball's most significant production and programming needs. Level 4 Underwriters receive:

- 4 Tickets to the Army/Navy Game
- Company Logo printed in program
- 5 Tickets to the Military Ball
- Special Level 4 (Diamond) listing in the program book
- Name on sponsorship list to be handed out at the Nov. Parents Club meetings

- **Level 5 Sponsors (\$20,000+) General**

Custom-tailored package of acknowledgments and benefits reflecting the importance of a donor at this level. We would like one Houston Business or organization to come in at this level and be acknowledged as the official Sponsor of the 2006 Joint Service Military Ball. The invitations will include an appropriate "graciously underwritten by" with your logo. Additional benefits at this level will include

- 6 Tickets to the Army/Navy Football Game
- Lobby signage recognition
- Company Logo printed in program
- Signage on the AV slide show during the Military Ball
- 10 tickets (1 complimentary table) at the Military Ball
- Name on sponsorship list to be handed out at the Nov. Parents Club meeting

(Note: To ensure our ability to reserve tickets to the Army/Navy Game, funding and/or commitment at these levels must be received by April 15th in order to receive this particular benefit)

Section 3: Contact Information

The following individuals are authorized to make representations on behalf of the Joint Service Academies Military Ball Committee for this potential partnership. Please contact one of the following representatives with questions or commitments:

Sandra Presnal, Co-Chairman
West Point Parents Club of Greater Houston
Phone: 713-817-5608
Email: spresnal@aol.com

Barbara Conklin, Co-Chairman
West Point Parents Club of Greater Houston
Phone: 713-817-5153
Email: bconklin@houston.rr.com

Bette Lehmborg, President
West Point Parents Club of Greater Houston
Phone: 713-461-5420
Email: bette.lehmborg@sbcglobal.net

Address: JSAMB 2007 Sponsorship Committee
C/O Jeff and Sandra Presnal
25614 Bridle Creek Dr. N.
Magnolia, TX 77355

Statement of Nonprofit Status

The West Point Parents Club of Greater Houston is a nonprofit organization which maintains a 501(c) 3 IRS designation. This designation allows corporations and individuals to deduct donations to our organization to the extent allowed by law.

Joint Service Academies Military Ball



SPONSORSHIP INFORMATION

Corporate or Individual Name: _____

Contact Person Name: _____

Address: _____

Phone: _____

E-mail Address: _____

Indicate desired Sponsorship Level:

- _____ General Level: \$20,000 +
- _____ Diamond Level: \$10,000 - \$19,999
- _____ Platinum Level: \$5,000 - \$9,999
- _____ Gold Level: \$2,500 - \$4,999
- _____ Silver Level: \$1,000 - \$2,499

Enclosed is our check in the amount of: \$ _____

Please make checks payable to: WPPCGH Military Ball

Federal Employer Identification Number: 31-1703346

Please forward sponsorship checks and this completed form to:

JMSAB 2007
C/O Jeff or Sandra Presnal
25614 Bridle Creek Dr. N.
Magnolia, TX 77355

Section 4: A Brief Overview of Our Service Academies

(Overviews reprinted from PR releases on individual academy web pages)

The United States Military Academy

Since its founding two centuries ago, the Military Academy has accomplished its mission by developing cadets in four critical areas: intellectual, physical, military, and moral-ethical - a four-year process called the "West Point Experience." Specific developmental goals are addressed through several fully coordinated and integrated programs.

A challenging Academic Program that consists of a core of 31 courses provides a balanced education in the arts and sciences. This core curriculum establishes the foundation for elective courses that permit cadets to explore in greater depth a field of study or an optional major. All cadets receive a Bachelor of Science degree, which is designed specifically to meet the intellectual requirements of a commissioned officer in today's Army.

The Physical Program at West Point includes both physical education classes and competitive athletics. Every cadet participates in an intercollegiate, club or intramural level sport each semester. This rigorous physical program contributes to the mental and physical fitness that is required for service as an officer in the Army.

Cadets learn basic military skills, including leadership, through a demanding Military Program which begins on their first day at West Point. Most military training takes place during the summer, with new cadets undergoing Cadet Basic Training - or Beast Barracks - the first year, followed by Cadet Field Training at nearby Camp Buckner the second year. Cadets spend their third and fourth summers serving in active Army units around the world; attending advanced training courses such as airborne, air assault or northern warfare; or training the first and second year cadets as members of the leadership cadre. Military training is combined with military science instruction to provide a solid military foundation for officer development.

Moral-ethical development occurs throughout the formal programs as well as a host of activities and experiences available at the Military Academy. These include formal instruction in the important values of the military profession, voluntary religious programs, interaction with staff and faculty role models, and a vigorous guest speaker program. The foundation of the ethical code at West Point is found in the Academy's motto, "Duty, Honor, Country." Cadets also develop ethically by adhering to the Cadet Honor Code, which states "A cadet will not lie, cheat, steal, or tolerate those who do."

Admission is open to all young men and women, and is extremely competitive. Candidates must receive a nomination from a member of Congress or from the Department of the Army. They are then evaluated on their academic, physical and leadership potential. Those candidates who are fully qualified receive appointments to the Academy.

The life of a cadet is demanding, but leisure time does permit recreational activities such as golf, skiing, sailing, and ice-skating. Intramural clubs include a cadet radio station, orienteering, rock climbing, and Big Brother-Big Sister. A wide variety of religious activities are available to cadets from virtually all religious backgrounds.

From the day of its founding on March 16, 1802, West Point has grown in its size and stature, but it remains committed to the task of producing commissioned leaders of character for America's Army. Today, the Academy graduates more than 900 new officers annually, which represents approximately 25 percent of the new lieutenants required by the Army each year. The student body, or Corps of Cadets, numbers 4,000, of whom approximately 15 percent are women. (See USMA History)

A favorite expression at West Point is that "much-of the history we teach was made by people we taught." Great leaders such as Grant and Lee, Pershing and MacArthur, Eisenhower and Patton, Westmoreland and Schwarzkopf are among the more than 50,000 graduates of the Military Academy. Countless others have served society in the fields of medicine, law, business, politics, and science following their careers in uniform. (See Notable Graduates)

Ever mindful of its rich heritage, West Point continues to prepare its graduates to serve as commissioned leaders of character in America's 21st Century Army. 2002 marks the bicentennial of this American "national treasure." Guided by its timeless motto, Duty, Honor, Country, the Military Academy is poised confidently to provide the Army and the Nation with its third century of service.

The United States Naval Academy

The Naval Academy was founded in 1845 by the Secretary of the Navy, George Bancroft, in what is now historic Annapolis, MD. The history of the Academy has often reflected the history of the United States itself. As the U.S. Navy has moved from a fleet of sail and steam-powered ships to a high tech fleet of nuclear-powered submarines and surface ships as well as supersonic aircraft, the Academy has changed also. The Naval Academy gives young men and women the up-to-date academic and professional training needed to be effective naval and marine officers in their assignments after graduation.

Every day, as the undergraduate college of the naval service, the United States Naval Academy strives to accomplish its mission to develop midshipmen "morally, mentally, and physically."

Moral and ethical development is a fundamental element of all aspects of the Naval Academy experience. As future officers in the Navy or Marine Corps, midshipmen will someday be responsible for the priceless lives of many men and women and multi-million dollar equipment. From Plebe Summer through graduation, the Naval Academy's Officer Development Program is a four-year integrated continuum that focuses on the attributes of integrity, honor, and mutual respect. One of the goals of this program is to develop midshipmen who possess a clearer sense of their own moral beliefs and the ability to articulate them. Honor is emphasized through the Honor Concept of the Brigade of Midshipmen. These Naval Academy "words to live by" are based on the moral values of respect for human dignity, respect for honesty and respect for the property of others. Brigade Honor Committees composed of elected upper-class midshipmen are responsible for the

education and training of the Honor Concept. Midshipmen found in violation of the Honor Concept by their peers may be separated from the Naval Academy.

Every midshipman's academic program begins with a core curriculum that includes courses in engineering, science, mathematics, humanities and social science. This is designed to provide a broad-based education that will qualify the midshipmen for practically any career field in the Navy or Marine Corps. At the same time, our majors program gives them the opportunity to develop a particular area of academic interest. For especially capable and highly motivated students, we offer challenging honors programs and opportunities to start work on postgraduate degrees while still at the Academy.

The Academy also provides professional and leadership training. We don't just teach the students about life in the Navy and Marine Corps. After four years at the Naval Academy, the life and customs of the naval service become second nature. First, the midshipmen learn to take orders from practically everyone, but before long, they acquire the responsibility for making decisions that can affect hundreds of other midshipmen. The professional classroom studies are backed by many hours of practical experience in leadership and naval operations, including assignments with Navy and Marine Corps units.

Just as the Naval Academy promotes the moral and mental development of midshipmen, so also must it fulfill its responsibility for each midshipman's physical development. The Naval Academy athletic program, as part of the mission, receives a priority much different than at civilian schools. The athletic teams are an integral part of the overall education of the midshipmen. Athletics provide leadership opportunities and the experiences of team play, cooperative effort, commitment and individual sacrifice. In the academy's program everyone has a wide variety of athletic choices, as well as the required physical education curriculum. The primary goal of the physical education curriculum is fitness, which is so vital for midshipman health, personal appearance and well-being.

The United States Coast Guard Academy

The U.S. Coast Guard Academy is unique among the service academies in that we educate the leaders of a humanitarian force. The United States Coast Guard is the oldest life-saving service in the world. As a commissioned officer in the Coast Guard, you will be leading a force of men and women who are continually called on to serve their community, country and fellow citizens. Our mission goes well beyond academics. It is:

"To graduate young men and women with sound bodies, stout hearts and alert minds, with a liking for the sea and its lore, with that high sense of honor, loyalty and obedience which goes with trained initiative and leadership; well grounded in seamanship, the sciences and amenities, and strong in the resolve to be worthy of the traditions of commissioned officers in the United States Coast Guard in the service of their country and humanity."

At our beautiful campus on the Thames River in New London, CT, the academy provides a four-year Bachelor of Science program with a full scholarship for each individual. We annually commission approximately 175 ensigns during graduation exercises in May. Following graduation, newly commissioned ensigns report for duty aboard cutters home ported nationwide. Graduates of the academy are obligated to serve five years.

The United States Merchant Marine Academy

A glimpse at a map of the United States shows us that we are a maritime nation. To the east is the Atlantic Ocean; to the west, the Pacific; off our southern border, the Gulf of Mexico; in the north, the Great Lakes; and crisscrossing our states, great rivers like the Mississippi and other inland waterways.

Every hour of every day, ships of all types ply the waters in and around our nation. They leave our ports laden with U.S. goods bound for foreign markets, or arrive in our harbors with merchandise and materials for American consumers.

There are tankers traveling along the west coast with raw petroleum for our refineries; Great Lakes vessels loaded with iron ore, coal or other minerals for America's industry; huge containerhips in Eastern ports, their box-like containers filled with manufactured goods; general cargo ships in the Gulf unloading pallets of coffee and crates of fruit; tugboats pushing and pulling barges carrying the Midwest's grain.

These kinds of vessels, owned by U.S. companies, registered and operated under the American flag, comprise the U.S. merchant marine. This fleet of highly productive ships is a major part of our system of commerce, helping guarantee our access to foreign markets for sale of our manufactured goods.

Moreover, in time of war or national emergency, the U.S. merchant marine becomes vital to national security as a "fourth arm of defense." Our merchant ships bear the brunt of delivering military supplies overseas to our forces and allies. The stark lessons of twentieth century conflict prove that a strong merchant marine is an essential part of American sea power.

The nation's economic and security needs met by the U.S. merchant marine are compelling. Today, the United States imports approximately 85 percent of some 77 strategic commodities critical to America's industry and defense. Although we, as a nation, account for only six percent of the world population, we purchase nearly a third of the world's output of raw materials. Ninety-nine percent of these materials are transported by merchant vessels.

A ship at sea does not operate in a vacuum. It depends on a framework of shore side activities for its operations. This industry includes companies which own and manage the vessels; ports and terminals where cargo is handled; yards for ship repair; services like marine insurance underwriters, ship chartering firms, admiralty lawyers, engineering and research companies; and increasingly today, intermodal systems of trucks and railroads to distribute goods around the country.

But the most important element in a productive merchant fleet and a strong transportation industry is people - men and women who are intelligent, dedicated, well-educated and competent.

The purpose of the U.S. Merchant Marine Academy is to ensure that such people are available to the nation as shipboard officers and as leaders in the transportation field who will meet the challenges of the present and the future.

The United States Air Force Academy

The staff and faculty of the U.S. Air Force Academy, in the interest of our future national security, molds our future leaders into outstanding young men and women into Air Force officers with knowledge, character, and discipline; motivated to lead the world's greatest aerospace force in service to the nation. Before its graduates enter various flying and support specialties, the Academy trains them to be, first and foremost, Air Force officers. Of the more than 36,316 cadets that have graduated in 45 classes, more than 51 percent are still on active duty.

During its history, the Academy has become a leader among undergraduate institutions. Thirty-three cadets have earned Rhodes Scholarships. Six cadets have accepted Marshall Scholarships. Ninety-two cadets have been accepted as Guggenheim Fellows. Seventy-five cadets have been selected as National Science Foundation Fellows. Thirty-two cadets have accepted Fulbright-Hays Scholarships. Ninety-four cadets have accepted scholarships to attend Harvard University's John F. Kennedy School of Government. Thirty-six cadets have been selected as Hertz Fellows. And 619 cadets have entered medical school.

Cadets complete four years of studies leading to a Bachelor of Science degree. Emphasis is given to academics, military training, athletic conditioning, and spiritual and ethical development. Academics include classes in the basic sciences, engineering, humanities, social sciences, and military art and science. Within this framework, all cadets complete a core curriculum consisting of 112 semester hours. They can specialize in any of 30 academic majors and 4 minors.

Nearly all Academy professors wear the uniform of the U.S. Air Force, a constant reminder that the instructors are teaching their students to become military officers. In 1993 civilian instructors joined our faculty and currently number nearly 20 percent. They strengthen our bonds with the civilian academic community and increase the diversity of the experience offered to our cadets.

Military development is central to the Academy experience and distinguishes it from other institutions of higher learning. Four primary areas are stressed: professional military studies, theoretical and applied leadership experiences, aviation science and airmanship programs, and military training. The intent is to provide cadets the knowledge, skills, values, and behavior patterns necessary to meet the leadership challenges of the 21st century.

Within the airmanship area, most cadets complete the sailplane program, more than half earn parachuting badges, and all cadets intending to become pilots complete introductory flight training. Starting with the class of 2000, the pilot training commitment will be 10 years.

Few schools in the country have such an extensive athletic program--intercollegiate sports, intramural sports and physical education. The goal is to enhance the physical conditioning of all cadets, develop the physical skills necessary for officership, teach leadership in a competitive environment, and build character.

Seventeen men's and ten women's intercollegiate teams compete nationally. Each of the 40 cadet squadrons fields a team in 15 intramural sports, such as football, tennis, swimming, wrestling,

and cross-country. The physical education program consists of mandatory courses and electives ranging from judo to SCUBA.

The Honor Code is the centerpiece of a cadet's moral and ethical development. Cadets pledge: "We will not lie, steal, or cheat, nor tolerate among us anyone who does." All cadets take formal courses in ethics and receive honor and ethics instruction as part of their training.