

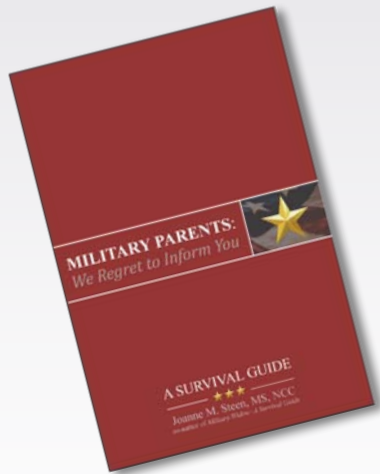
**Connect your brand to the defenders of America  
...and those who love them!**



## Sponsorship Proposal



### **Military Parents: *We regret to inform you***



*“A survival guide for Gold Star mothers and fathers who bear the burden of living the ultimate sacrifice made by their sons and daughters, this book provides key support and fills a major void.*

*Joanne Steen, author, instructor and military widow, has again responded to an unmet need with a trustworthy, vital and repeatedly asked-for resource.”*

General Richard B. Myers, USAF (Ret.)  
Chairman, Joint Chiefs of Staff 2001-05

**by Joanne M. Steen, MS, NCC**

Co-author, *Military Widow: A Survival Guide*

---

Joanne M. Steen, MS, NCC ★ Author, Instructor and Speaker on Military Loss  
757.580.3356 ★ JMSteen@griefsolutions.net ★ www.griefsolutions.net

## “It is with profound regret that I must inform you...”



**A Call to Action:** After the release of *Military Widow: A Survival Guide*, a ground-breaking and first-of-its-kind book on military loss, surviving military parents asked, “What about us?” for these parents have repeatedly sought a trustworthy resource they could turn to for help. With grief-stricken parents clamoring for a survival guide, Joanne Steen, co-author of *Military Widow*, committed to write, **Military Parents: *We regret to inform you***.



**A**

**Trustworthy New Resource:** This forthcoming new book is specifically for parents or stepparents who have lost a son or daughter while serving in the US military. Written in the same, easy-to-read style of Steen’s previous book, **Military Parents: *We regret to inform you*** tackles the unspoken aspects of military loss: the emotional, social, cognitive, and spiritual obstacles that confront civilian parents who have lost a military child.

## Military Parents: *We regret to inform you*



This urgently-needed resource blends an insider’s knowledge of military loss and the unique issues it generates, real-life lessons learned from surviving parents, the latest research on parental grief and traumatic loss, guidance from leading grief experts, and the wisdom of countless mothers and fathers who have received a folded American flag. With practical knowledge and genuine empathy, it addresses how to survive, cope, and live again after the life-changing death of a military son or daughter.



*“During my naval career I have worked with families who suffered a loss and have been asked on more than one occasion if there was a book or guide to help them through the process. Here is that book.”*

RADM Richard E. Brooks, USN (Ret.)

**Champion the Cause:** Sponsor **Military Parents: *We regret to inform you*** and visibly support the parents of America’s fallen warriors, *now and in the future*. Reach a significant market through brand association and media opportunity, while helping to provide an urgently needed resource.

**“It’s easier to find a book on coping with the loss of a pet, than surviving the death of a military son or daughter.”**

Joanne M. Steen, MS, NCC ★ Author, Instructor and Speaker on Military Loss

757.580.3356 ★ JMSteen@griefsolutions.net ★ www.griefsolutions.net

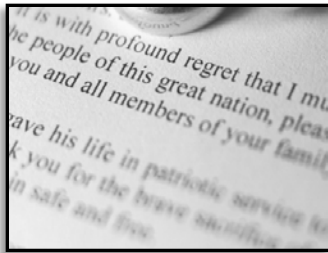
**The Price of Freedom:** Life in a post-September 11<sup>th</sup> world brought frequent news of military deaths into American homes. Across the country, somber military personnel in Class A uniforms knocked on thousands of doors, notifying distraught parents their worst nightmare had become a reality: their military son or daughter had died in the line of duty. Whether it's on distant battlefields or homefront training ranges, military service is an inherently dangerous occupation, and good men and women sometimes die young.



- ★ 2009 was the deadliest year to date in Afghanistan, and expected to increase in 2010.
- ★ More military personnel died in line-of-duty deaths in 2001-2009 than in the Iraq and Afghanistan wars.

(DoD, 2010)

---



**A Sobering Reality:** No parent expects to outlive their children, even those serving in the US military. The loss of a son or daughter is incomprehensible, and is further complicated when the death occurs in the line of duty. A military death is usually unexpected, potentially traumatic, possibly in another country, compounded by marriage, publicized in the media, and enveloped in the commitment to duty and country. The profound loss parents experience is complex.

**A Cross Section of America:** Surviving military parents are a slice of America, a mixture of ages, nationalities, races, and backgrounds. Most are simply hard-working Moms and Dads, frequently outsiders looking in, lost in the gap between military and civilian communities. Too often, the gravity of their tragic loss often isolates them from relatives and friends. Many are without resources to aid them in surviving their unthinkable loss, and don't know where to look for help.



**Demographics of Military Families:** Military parents represent a part of a substantial and significant market:

- ★ \$161 billion dollar market in the United States
- ★ Over 25,000,000 brand-loyal military personnel, veterans and spouses in the US
- ★ The fast-growing baby boomer market and parents of the 18-34 year old market
- ★ Well educated, with a household income higher than US average



**“Every Soldier has a Mother and a Father.”**

---

Joanne M. Steen, MS, NCC ★ Author, Instructor and Speaker on Military Loss

757.580.3356 ★ JMSteen@griefsolutions.net ★ www.griefsolutions.net

## Top 7 Reasons to Sponsor Military Parents: *We regret to inform you*



Connect to over 25,000,000 brand-loyal military personnel and veterans.



Reach two highly-targeted age groups: 18-34 year olds and the growing baby boomer market.



Put your logo onto 1000 military installations worldwide.



Enhance your cause-related marketing by filling this unmet need of surviving parents.



Be a part of Joanne Steen's following as a sought-after speaker and instructor.

Benefit from the success of Joanne Steen's first book, *Military Widow: A Survival Guide*, which has received national and international acclaim.



Link into a diverse media campaign: Television, radio, print, web publicity and social networking.



**“The mission is critical. The cause is honorable. Action is long overdue.”**

Joanne M. Steen, MS, NCC ★ Author, Instructor and Speaker on Military Loss

757.580.3356 ★ JMSteen@griefsolutions.net ★ www.griefsolutions.net

**Your Support is Vital -- Now and Later:** Making a commitment now means your support will go further, and help faster. You'll also have greater visibility both before and after publication of **Military Parents: *We regret to inform you***.



**Your backing is critical *now*,** to conduct focus groups, forums, and one-on-one personal interviews with grieving military parents, and the military personnel who responded to them. Joanne Steen is committed to conducting the parental interviews in-person, with great respect and compassion, based on her own experience with military loss.

**Your sponsorship is vital *later*,** to support the speaking and media tour for **Military Parents: *We regret to inform you***, spreading the word that a critically needed resource for grieving military parents is now available



**Charitable Partners Benefit:** A portion of the proceeds will be donated in the memory of the thirteen soldiers killed at Fort Hood on November 5, 2009 to the following non-profit organizations to assist the families of fallen warriors, now and in the future:



Gold Star Mothers

**American Gold Star Mothers (AGSM)**

**Tragedy Assistance Program for Survivors (TAPS)**



TAPS

Both are 501(c)(3) non-profit organizations, and sponsor fees may be tax deductible as charitable donations. Help the military and your bottom line.



**The Many Benefits and Sponsorship Opportunities:** You can aid military families and grow your business at the same time. The table of Sponsorship Levels provides a guide to how we will promote your brand and your business. We will also tailor individual packages to meet your specific needs and interests. Each sponsor will receive a detailed action report.

**Connect your brand to the defenders of America  
... and those who love them!**

**It's not just a good thing to do... it's the right thing to do.**

---

Joanne M. Steen, MS, NCC ★ Author, Instructor and Speaker on Military Loss

757.580.3356 ★ JMSteen@griefsolutions.net ★ www.griefsolutions.net

## Sponsorship Levels

Sponsorship	Investment	Benefits	Year-Long Multi-Benefits Package
<b>Supporter</b>	\$10,000/year	Visibility	Logo and recognition on web site and social networking sites. Website hyperlinks.
<b>★ One Star Sponsor</b>	\$20,000/year	Visibility Access	Logo and recognition on web site and social networking sites. Signage, web site hyperlinks, and exhibitor opportunities to military families that have purchasing power with an average household income of \$71,348. Plus, enhance your cause-related marketing with charitable partners: American Gold Star Mothers (ASGM) and the Tragedy Assistance Program for Survivors (TAPS).
<b>★★ Two Star Sponsor</b>	\$50,000/year	Visibility Access Connections	All One Star benefits plus: logo and recognition on all hard copy and email correspondences to the Department of Defense. Distribution of direct response offers and coupons to drive consumers to your company at speaking engagements, military conferences and trade shows. On-site sales, sampling, product giveaways in raffles. Option to include marketing materials and premiums in official gift bags.
<b>★★★ Three Star Sponsor</b>	\$100,000/year	Visibility Access Connections Media	All One and Two Star benefits plus: branding in the national media as a supporter of military families. Options for company representatives to give presentations at events. Dedicated press release highlighting your company as brand-friendly to military families. Multimedia campaign includes television, radio, print and Internet.
<b>★★★★ Four Star Presenting Sponsor</b>	\$175,000/year	Naming Rights Visibility Access Media Connections Spokesperson's Benefits Book Tour	All One, Two, and Three Star benefits plus naming rights as Presenting Sponsor of <i>Military Parents: We regret to inform you</i> . Secure Joanne Steen, an American expert on military loss as spokesperson for your company, with an option for private company speaking events.



The price of freedom in a post-September 11<sup>th</sup> world is high... a sobering reality where military sons and daughters are lost and grieving parents need support. The call-to-action, to provide the trustworthy resource sought after by military parents, has been answered by author and spokesperson Joanne Steen in her upcoming new book, **Military Parents: *We regret to inform you***. Champion the cause, and reach a significant market through brand association and media opportunity, while helping to provide an urgently needed resource. Your support is vital now and later. Thank you.

**“Please accept this flag on behalf of the President of the United States  
and a Grateful Nation.”**

Joanne M. Steen, MS, NCC ★ Author, Instructor and Speaker on Military Loss

757.580.3356 ★ JMSteen@griefsolutions.net ★ www.griefsolutions.net

## Joanne M. Steen, MS, NCC

### Author, Instructor and Speaker on Military Loss

---



Joanne Steen is the widow of a United States Naval Aviator. It was not an identity she sought, nor a lifestyle she chose. But when her husband, LT Ken Steen, was killed in the line of duty, her life was irreversibly changed. Joanne buried her husband with full military honors, returning to her empty house with only a folded American flag, and the memories of a love and a life she cherished.

Joanne searched for resources to help survive this traumatic life-change, but there was little relevant material available.

**Turning Tragedy into Greater Good:** Joanne Steen set aside her engineering career to pursue a different path. She earned her Master's degree in counseling and responded to the void in military loss literature by co-authoring *Military Widow: A Survival Guide*, (Naval Institute Press, 2006), earning her the honor of the 2007 Distinguished Author of the Year, awarded by the United States Naval Institute.

Now with a credible resource to fill the void, the Department of Defense gives a copy of *Military Widow: A Survival Guide* to America's newest military widows.



Military Widow: A Survival Guide

**Author, Instructor and Speaker on Military Loss:** Tapping into the wisdom found in *Military Widow: A Survival Guide*, Joanne has spoken to over 6,000 military and civilian personnel, teaching them what to say and do in the presence of surviving military families. She has been featured on NPR, CBN, and several network affiliate stations across the country. As a subject matter expert on military loss, she has been quoted in The New York Times, the Associated Press, and major newspapers nationwide. Joanne founded and is president of Grief Solutions, an organization dedicated to providing compassionate, practical casualty assistance information and training for those who respond to the families touched by traumatic loss, especially line-of-duty deaths.



*"As a true subject matter expert with a personal understanding of military loss, I cannot think of a better person to educate the military and community."*

US Army Commander, Fort Carson, CO



---

Joanne M. Steen, MS, NCC ★ Author, Instructor and Speaker on Military Loss

757.580.3356 ★ JMSteen@griefsolutions.net ★ www.griefsolutions.net