



2020 Veterans Day celebrations –

Carolinan Freedom Foundation: 25th Annual Freedom Breakfast

Drive-In at Charlotte Motor Speedway (Tuesday, November 10th)

For the 2020 Veterans Day celebrations, Carolinas Freedom Foundation will host the 25th Annual Freedom Breakfast on Tuesday, November 10th with an annual Wreath Laying Ceremony taking place on Veterans Day.

This year's Freedom Breakfast is a Drive-In event at the Charlotte Motor Speedway in Concord (5555 Concord Parkway South). Veteran, military, and first-responder families will gather from the surrounding NC/SC community! More than 500 veterans, sponsors and guests gather annually for the Freedom Breakfast to celebrate Veterans Day. The event, with Freedom Award winner and guest performers, honors those who have served our country in the Armed Forces.

This year to officially usher in Veterans Day, attendees will Drive-In utilizing their personal vehicles to maintain social distancing while maximizing attendance and celebration capacity. The event will showcase live components such as: Color Guard and National Anthem, a fly-over followed by a motorcycle and classic car parade, a military welcome, and a racing invocation. Attendees will enjoy a premium boxed breakfast while witnessing 1st Col. J. Quincy Collins Freedom Award and viewing special Premier from nationally syndicated TV show LIFE IN THE CAROLINAS.

And finally, in a solemn ceremony to honor all veterans who died serving in the U.S. Armed Forces, Carolinas Freedom Foundation conducts an annual Wreath Laying Ceremony in Uptown Charlotte. This ceremony corresponds with the signing of the WWI Armistice or end of World War I, which was held on the 11th hour of the 11th day of the 11th month in 1918 marking the end of hostilities with Germany.

Presenting Sponsor \$15,000

- Carolinas Freedom Foundation 2020 Freedom Breakfast, presented by **company name**
- Opportunity for 3-4-minute video message that may include company promotion
- Recognized as Breakfast and Parade component sponsor on all media
- Breakfast signage and tickets for 16 guests (Up to 8 vehicles)
- Opportunity to provide marketing information to each attendee
- Opportunity to participate in Parade component
- Live Link on Carolinas Freedom Foundation Website
- Recognition via social media platforms
- Including all the benefits shown below

Contact: Susan Perry Yarber 980-422-3733 or syarber@carolinasfreedom.org



Gold Star Sponsor \$10,000

- Complimentary tickets made available to Carolina Gold Star family members
- Opportunity for 1-2-minute video message
- Website recognition with live link
- Breakfast signage and tickets for 16 guests (up to 8 vehicles)
- Opportunity to participate in Parade component
- Including all the benefits shown below

Silver Medal Sponsor \$7500

- Video Premier official sponsor
- Breakfast signage and seating for 8 guests (up to 4 vehicles)
- Opportunity to participate in Parade component
- Company Logo on website with live link
- Company Logo on all appropriate media
- Including all the benefits shown below

Patriots on Parade Sponsor \$5000

- Cruise-In official sponsor (boxed breakfast for 50 classic cars/up to 2 guests per car)
- Breakfast signage and seating for 8 guests (up to 4 vehicles)
- Opportunity to participate in Parade component
- Company Logo on scrolling screen and media
- Recognition via social media platforms
- Live Link on Carolinas Freedom Foundation Website
- Verbal Recognition from podium
- Including all the benefits shown below

Corporate Sponsor \$1000

- Breakfast signage and seating for 8 guests (up to 4 vehicles)
- Listing in program

Host Sponsor \$750

- 8 guests (up to 4 vehicles) – no signage



Wreath Laying Ceremony Sponsor \$2500

- Breakfast signage and seating for 8 guests (up to 4 vehicles)
- Listing in program

Founded in 1995 by former prisoner of war and retired Air Force Col. J. Quincy Collins, Carolinas Freedom Foundation is a non-profit that works to inspire patriotic citizenship through programs and events. It began operation with Charlotte's two signature Veterans Day weekend events: the Carolinas Freedom Foundation Annual Freedom Breakfast and Salute to Veterans Parade. Then recognizing an unmet need, Carolinas Freedom Foundation expanded programming to include both youth education and young professional engagement.

1. Throughout the year: Flags in Classrooms
2. February: Risings Stars – Polaris Banquet
3. April: JROTC Awards & Recognition Ceremony
4. June: Gen. Hugh Shelton Leadership Challenge
5. June, July, & August: Rising Stars Young Professional Mixers
6. September: Patriotism Bowl
7. Fall Semester: Patriotic Art Competition and Exhibition (PACE)
8. November: Annual Freedom Breakfast
9. November: Salute to Veterans Parade
10. November 11 @ 11:11AM: Wreath Laying Ceremony

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