

Dear Friend/Community Partner,

Imagine having the power to help lift the weight of isolation from a veteran's shoulders or to spark hope in a service member who's lost their way. If that resonates with you, I hope you'll keep reading.

My name is Brooke Straks, and I'm reaching out as a retreat support staff member, a small business owner in Waupun, a board member of Journey to the Light Ministries, and—most personally—as the sister of a veteran who faced deep struggles after his service. Our mission at Journey to the Light Ministries is to uplift service members, veterans, law enforcement, and our community, and we need partners like you to make it happen.

What if your support could rebuild a veteran's sense of belonging, strengthen their resilience, and equip them with tools to live a healthier, purpose-filled life? According to a 2024 study by the Wisconsin Institute for Public Health, veterans experiencing social isolation are 40% more likely to report poor mental health outcomes, yet those with strong community ties show a 50% increase in overall well-being (*Wisconsin Institute for Public Health, 2024*). Connection isn't just nice to have—it's a lifeline.

That's why Journey to the Light and Camp American Legion in Lake Tomahawk are proud to host the FREE H.O.P.E. (Helping Our Patriots Excel) Retreat 2025. This retreat offers Wisconsin veterans and service members a transformative week of evidence-based wellness services, peer support, and skill-building—all rooted in five pillars: Physical, Mental, Social, Financial, and Spiritual. From kayaking to therapeutic art, pontoon rides to personalized resource binders, we're creating a space where patriots can heal, connect, and thrive in a supportive, judgment-free environment.

Here's a glimpse of what attendees will experience:

- Kayaking, fishing, and pontoon rides
- Campfires and community meals
- Therapeutic art and acupuncture
- Expert speakers and chiropractic care
- Skill-building workshops and resource connections

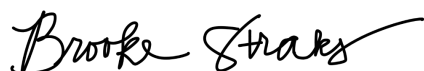
But we can't do this alone. We're aiming to raise \$10,000 for the H.O.P.E. Retreat 2025, and your support can bring this vision to life. Here's how you can help:

- **Spread the Word:** Refer Wisconsin veterans and service members to apply at www.journeytothelight.org
- **Give Generously:** Consider a monetary or in-kind donation (see attached sponsorship tiers). From water bottles to art supplies, every gift fuels the retreat experience.
- **Partner with Us:** Choose a sponsorship tier—whether it's \$2,000 as our Battalion Sponsor or an in-kind contribution—and gain recognition on t-shirts, social media, and more.

Your tax-deductible donation will directly empower veterans and service members, and we'll celebrate your generosity every step of the way. To ensure your logo on our t-shirts, please submit your sponsorship by June 30th, 2025. For in-kind donations or questions, contact Candice Kreis at candice@journeytothelight.org.

Thank you for standing with us to light the path for our patriots. Together, we're not just saving lives—we're transforming them, creating a ripple effect of hope and healing across our communities.

Warm regards,



Brooke Straks
President - Journey to the Light Ministries

H.O.P.E. Retreat 2025 Sponsorship Tiers

1. Battalion Sponsor – \$2,000 (Exclusive: 0 of 1 Available)

- Named as the Presenting Sponsor of the H.O.P.E. Retreat 2025 (e.g., “Presented by [Your Business]”).
- Largest logo placement on all event materials (banners, t-shirts, website, social media, and print ads).
- Exclusive business spotlight with a dedicated social media post and website feature.
- Full-page advertisement in the Resource Binder given to all attendees.
- Opportunity to include premium branded items (e.g., water bottles, notebooks) in attendee welcome packets.
- Verbal recognition during both the opening and closing remarks.

2. Company Sponsor – \$1,500 (Limited: 1 of 2 Available)

- Prominent logo placement on event materials (banners, t-shirts, website, and social media).
- Dedicated social media post highlighting your support for veterans.
- Half-page advertisement in the Resource Binder given to all attendees.
- Opportunity to include a branded item (e.g., pens, keychains) in attendee welcome packets.
- Verbal recognition during the opening remarks.

3. Platoon Sponsor – \$1,000 (Limited: 4 Available)

- Logo included on event materials (welcome banner, t-shirts, website, and social media).
- Recognition in a group social media post with other Platoon Sponsors.
- Quarter-page advertisement in the Resource Binder given to all attendees.
- Opportunity to include promotional materials (e.g., flyers, brochures) in attendee welcome packets.
- Name listed in the retreat’s printed program.

4. Squad Sponsor – \$750 (Limited: 4 Available)

- Logo included on the welcome banner, t-shirts, and social media.
- Name listed in promotional materials (website sponsor list and flyers).
- Recognition in a group social media post with other Squad Sponsors.
- Opportunity to include a small promotional item (e.g., stickers, bookmarks) in attendee welcome packets.
- Name listed in the retreat’s printed program.

5. Battle Buddy Sponsor – \$500 (Unlimited)

- Name or logo included on t-shirts and social media.
- Recognition in a group social media post with other Battle Buddy Sponsors.
- Name listed on the website sponsor page.
- Opportunity to include a simple promotional item (e.g., business cards) in attendee welcome packets.

6. Recruit Sponsor – Under \$500 (Unlimited)

- Name listed on the website sponsor page and in a digital thank-you list.
- Recognition in a group social media post with other Recruit Sponsors.

- In-kind donations (goods or services) acknowledged with a brief description (e.g., “Donated 20 blankets”).

Sponsor Information

Business/Organization Name: _____

(As you'd like it to appear in recognition materials)

Contact Name: _____

Phone: _____

Email: _____

Address: _____

City, State, ZIP: _____

Website (if applicable): _____

Please email a high-resolution logo (PNG or JPG) to candice@journeytothelight.org by June 30th, 2025.

Sponsorship Commitment

Please select your sponsorship level or indicate an in-kind donation below. To ensure logo inclusion on t-shirts, submit this form and payment by June 30th, 2025.

☐ **Battalion Sponsor** – \$2,000 (Exclusive: 1 Available)

☐ **Company Sponsor** – \$1,500 (Limited: 2 Available)

☐ **Platoon Sponsor** – \$1,000 (Limited: 4 Available)

☐ **Squad Sponsor** – \$750 (Limited: 4 Available)

☐ **Battle Buddy Sponsor** – \$500 (Unlimited)

☐ **Recruit Sponsor** – Under \$500 (Unlimited)

☐ Check enclosed (payable to Journey to the Light Ministries)

Promotional Materials

Sponsors may include items in attendee welcome packets based on their tier (e.g., branded items, flyers, business cards).

☐ I plan to provide promotional materials.

- Item Description: _____

- Quantity: _____

Note: Items must be received by August 15, 2025, to be included in packets.

Submission Instructions

Please return this completed form to: **Candice Kreis**

Email: candice@journeytothelight.org

Mail: Journey to the Light, PO Box 409, Waupun WI 53963

Deadline for T-Shirt Logo Inclusion: June 30th, 2025

Deadline for Promotional Materials: August 15, 2025