

2019 SIERRA  **BENEFITING**
HOOTENANNY **WILDLAND FIREFIGHTER FOUNDATION**
APRIL 27 
COARSEGOLD RODEO GROUNDS

Dear Friend and Community Member,

This letter is to request support for the **2019 Sierra Hootenanny**, to be held on April 27th, 2019 at The Coarsegold Rodeo Grounds. This event is to support the **Wildland Firefighter Foundation (WFF)** which is a 501(c)3 non-profit organization that honors past, present and future wildland firefighters by providing financial assistance, PTSD support services and other help to the families of fallen and injured wildland firefighters (including Madera, Mariposa, and Fresno Counties). WFF also maintains the National Wildland Firefighter Monument, and educates the public about wildland fires and the men and women who give their lives to protect lands impacted by wildfire in the U.S.

We would specifically like to request sponsorships or donations for this event. We thank you for your consideration. Our tax identification number is 93-1266991. Included with this letter is our flyer, sponsorship menu and schedule of events.

Wildland firefighters generally are hundreds or thousands of miles away from home, and when injured or killed, there are few resources to help our community, especially in the early hours and days of a tragedy. It's the generosity of businesses like yours that help us to raise funds to help firefighters and their families in so many different ways. The wildland fire community loves to get together and attend fun and charitable events that help their community. The visibility and exposure to our community as an event sponsor/donor is well worth it.

Thank you, in advance, for your consideration. We are so grateful. **Please contact the event organizer, Erin Capuchino, at 559-308-1767 or erinrcap@gmail.com with any questions and with your sponsor/donation information. www.wffhoot.com**

Please send donations to:

WFF Hoot C/O Erin Capuchino
48136 Acorn Drive
Oakhurst, CA 93644

Warm regards,
Burk Minor
Deputy Director

P.S. For immediate information about our foundation, please visit our website at www.wffoundation.org. or our Facebook page at www.facebook.com/WFFoundation.

2019 SIERRA BENEFITING HOOTENANNY WILDLAND FIREFIGHTER FOUNDATION APRIL 27 COARSEGOLD RODEO GROUNDS

To whom this may concern:

First, let me introduce myself. My name is Morgan Kemple, I am the surviving spouse and mother of Robert Reagan's children. Robert grew up in this mountain community and was known by many as a giving and generous friend. Robert lost his life in 2016 while battling the Soberness Fire that ravaged Big Sur. Our children and I still reside in O'Neal's and strive on keeping Robert's memory alive by giving to many charities. Last year I joined a great group of people to create the Wildland Firefighter Foundation Hootenanny and Firefighter Auction. I did this because giving back to the Wildland Firefighter Foundation has become a mission of mine. We live in a wildland fire community and so many of my friends are firefighters or private contractors that fight fires. These are local people, that put their lives on the lines to save people, homes and property. They leave their families behind for months sometimes and all anyone can hope is that they come home whole and well. Unfortunately, this isn't always the case.

The Wildland Firefighter Foundation does not limit their support for families of fallen or injured firefighters to just those in Idaho. The mission is to help all fallen or injured wildland firefighter families. My family is one of those families and I have met many others at their annual Family Weekends. Unfortunately, many people outside of the wildland community do not know about the Foundation. I for one had no clue who they were or what they were about. In the first couple days after Robert's passing, I received a phone call from Vicki Minor the founder of the Wildland Firefighter Foundation. I was very dismissive of what she was explaining to me, the reality of what was happening to my life had not fully sunk in yet. Every couple of weeks someone from the foundation would call to check in on me and the kids. They sent money to help with any expenses, they sent books to help me help my children through their grief, they sent my children giant teddy bears that they could snuggle into when they missed their daddy. April of 2017 came around and I had ignored all invitations to the foundation's family weekend, they called and urged me to attend, I reluctantly agreed to drive myself and my children to Boise. I had anxiety the entire drive, something I started struggling with after Robert's death. Once we got there, we were greeted with hugs and love, as if we had known everyone forever. They set me up with a support group of amazing wildland widows, had me talk to their counselors and gave me my first signs of hope that life without Robert was possible. This is what they do for all of the families of injured or fallen wildland firefighters.

It was brought to my attention last year many companies were reluctant to donate to our Hootenanny because the Wildland Firefighter Foundation is not a "local" non-profit. I am local and so are many other families that the foundation has helped. Sadly, with every fire we never know when we are going to lose another of our local heroes. Donating to the Wildland Firefighter Foundation isn't donating to a non-local non-profit, it is donating to a non-profit that will help a local family when tragedy happens. As a member of the Wildland Firefighter Foundation family and as a member of this community, I humbly ask you to consider making a donation to and supporting our event scheduled for April 27th, 2019 at the Coarsegold Rodeo Grounds.

Thank you for your time and consideration

Sincerely,
Morgan Kemple



Tentative Schedule

700 AM		Mop Up Fun Run – 5K
800 AM		Run Starts
900 AM		Run Awards
1000 AM	Wildland Firefighter Festival Opens: Cornhole Registration, Booths and Vendors, Kids Zone, Food, Beer & Wine, Live Music All Day, Silent Auction, Raffle Tickets Available (Raffle and Auctions to be awarded throughout the day)	
1100 AM		Corn Hole Tournament Begins
100 PM		Cornhole Tournament Awards
200 PM	'Stache & Beard Competition by The Fresno Beard and Mustache Club	
500 PM		Fire Spouse of the Year Awards
600 PM	Dinner and Wildland Firefighter Foundation Presentation	
700 PM	Headliner Band, Dance, Fire Pit and S'mores	
830 PM		Fire Dancer

There are many ways to support the Wildland Firefighter Hootenanny! Please consider helping us help others!

Volunteer: Be a part of the planning committee, help secure sponsors, help at the event, many hands make light work.

Auction or Raffle Prize: Thank you posts on the website and FB, IG, and Twitter pages, 2 mentions during event, listing on the big board of donors.

Fire Camp Contractor - \$40: All the above, booth set up for the event, suggested a 15%+ donation of proceeds back to the Wildland Firefighter Foundation, 1 parking pass, 2 mentions during event.

Food Vendor - Minimum of 20% of sales donated to the Foundation: All the above, large booth, 3 mentions during event.

Cornhole Alley Sponsor - \$250: All the above, custom made Cornhole boards you get to keep, 4 mentions during the event.

Rookie - \$1000: All the above, 6 mentions during event, business card ad in program, 1 sponsor provided banner @ event grounds.

Old-Timer - \$1500: All the above, 7 mentions during event, 3x4 ad in program, small logo on all pages of website, up to 2 sponsor provided banners @ event grounds.

Captain - \$2000: All the above, 8 mentions during event, medium logo on all pages of website, half page ad in program, up to 3 sponsor provided banners @ event grounds.

Sup - \$3000: All the above, 10 mentions during the event, full page ad in program, large logo on all pages of website, up to 5 sponsor provided banners @ event grounds.

EVENT CONTACT INFORMATION:

Erin Capuchino, Event Manager – erincap@gmail.com – 559-308-1767

MARKETING DETAILS:

Our team is actively promoting this event daily and updating ticket holders and those interested about the new vendors of the at the end of each week. We promote all sponsors on our website, Facebook, Instagram and Twitter. In addition, our marketing efforts include online ads, email blasts, promos by other WFF companies, flyers and banners.

Marketing Contact: Robert Hopkins – rohopkins.1983@gmail.com

VENDOR/BOOTH DETAILS:

This is a 2nd year event, in 2018 we had about 200 attendees. We are changing the layout to guide attendees toward vendors more. We are looking for vendors of all types!

Vendor Contact: Sonja Henderson - shenderson@londonproperties.com

KID ZONE DETAILS:

Looking for fun kids' entertainment to set up and have for families enjoy.

Kid Zone Contact Ariel Rodriguez – aarod5060@gmail.com



Name of Organization/Business: _____

Mailing Address: _____

City/State/Zip: _____

Name(s) of Contact Person(s):

1. _____ Phone: _____

E-mail: _____

2. _____ Phone: _____

E-mail: _____

Describe specific products/menu that you propose to sell or exhibit at the festival:

I AM INTRESTED IN SPONSORSHIP LEVEL:

- _____ Auction or Raffle Prize
- _____ \$40 Fire Camp Contractor
- _____ 20% Food Vendor
- _____ \$250 Cornhole Alley Sponsor
- _____ \$1,000 Rookie
- _____ \$1,500 Old-Timer
- _____ \$2,000 Captain
- _____ \$3,000 Sup

Do you want a Booth? _____

Do you need power? _____

SUGGESTED EQUIPMENT: Popup Tent, Tables, Chairs, way to process cc payments, extension cords

Please have all sponsorships in as soon as possible. You may submit form without fees and an invoice will follow. Fees are PIF asap. Any marketing with your logo will not start until PIF.

Final Payments will be due Monday, April 15, 2019.

E-mail completed application to: Erin Capuchino erinrcap@gmail.com with: Logo in 300dpi or higher, 2 hi-resolution photos, Specials you will offer to participants (optional)

PAYMENT: CREDIT CARD / CHECK / CASH

FOR OFFICE USE ONLY:	FOOD	VENDOR	SPONSOR
Application Received: _____	Name: _____	Booth #: _____	Electricity: Y / N
Invoice Total: \$ _____	PAID: _____	DATE: _____	UNPAID: _____