

# Sponsor Kit

Support The Smokey Generation



Help us  
share the stories  
and history  
of wildland fire



DEAR POTENTIAL SPONSOR,

Thank you for your interest in supporting **The Smokey Generation**. With your support, we can capture, preserve, and share the story of wildland fire in a way that is accessible, engaging, humorous, and informative. In doing so, we are able to give voice to the history of wildland firefighters and to wildland fire, itself—in a way that has never been done before.

You have received this letter because I believe you or your business is well aligned with the wildland fire community; you recognize the power of the industry, the importance of contributing to its legacy, and value of creating dialogue. The Smokey Generation's goals include showcasing and sharing the wildland firefighting culture, preserving its history through stories, and creating context around the role of fire in the environment. In giving website users an opportunity to explore wildland fire through oral history and story, we are creating a chance to reexamine our relationship with the natural world in a new and interesting way.

The Smokey Generation is well positioned to grow and expand. Your contribution will enable us to collect and showcase more stories, capture more history, and share the wildland firefighting culture in more meaningful ways. Thank you for your consideration; I look forward to collaborating with you!

Sincerely,  
Bethany E. Hannah  
The Smokey Generation Founder







**THE SMOKEY  
GENERATION**  
A WILDLAND FIRE ORAL HISTORY PROJECT

# Sponsor Packages

Explore the many ways to contribute...

There are many ways you can contribute to **The Smokey Generation**: through financial sponsorship, in-kind donations, social media promotion, becoming an individual supporter, sponsoring special initiatives, and more.

**Where does it go?** Monetary donations go primarily to the upkeep of the site, travel/lodging to collect interviews, equipment costs, and time for editing and transcribing interviews. To make The Smokey Generation work, Bethany donates her energy, camps out whenever possible, and figures out how to make things happen on a shoestring budget.

**Help build The Smokey Generation into something even better!**

Bethany has created a number of sponsor, supporter, and special initiative packages that can be used to contribute to the expansion of The Smokey Generation. But first, she wants to answer a few frequently asked questions:

## WHY SHOULD I SPONSOR **THE SMOKEY GENERATION**?

Because you believe we should preserve the stories and history of wildland fire. You want the public to understand the importance of fire in the environment. You've got an itch to become part of the legacy. You love being a part of the wildland firefighting community.

### ARE YOU A 501(c)(3)?

Nope, not yet. I've submitted a few grant applications that are only available to individuals, so I will revisit forming a legal non-profit in 2017. Please let me know if this is a deal-breaker for you.

### CAN I DONATE WITHOUT ANY HOOPLA?

Yep, absolutely. If you don't want to become an official sponsor, please donate through the website.

### WHAT'S NEXT?

I've been astounded by the response on our (brand new) Facebook page with only a single mention on an interagency website - we even had our videos shared in S. Africa! Increasing social media reach is the next big push - as well as continuing to add more videos to the site.





## SPONSOR PACKAGES:

All sponsorship packages are twelve months in length.

### CHOOSE A LEVEL TO BECOME AN OFFICIAL SPONSOR:

#### THE BOSS - \$250

You value strong leadership and believe in the importance of serving the greater good. You want to help make it possible for this project to capture the stories of current and past fireline leaders so that we don't lose that important institutional knowledge. In thanks for your contribution, you will be identified as a website sponsor on our Sponsor and Supporters page. *Banner specifications (not to scale):*



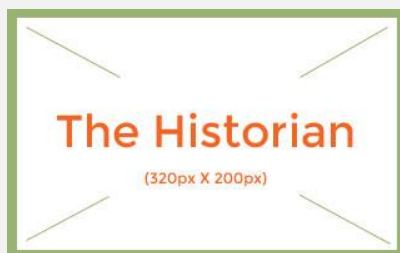
#### THE INCIDENT COMMANDER - \$500

You see the big picture and understand the complexities of any undertaking. You treasure the light-hearted times, the camaraderie, and the successes, while recognizing the importance of marking the passage of time, remembering the lessons learned, and never forgetting the basics. In thanks, you will be identified as a website sponsor on our Sponsor and Supporters page. *Banner specifications (not to scale):*



#### THE HISTORIAN - \$1000

You recognize the value of stories and the importance of collecting historical knowledge. By contributing at the Historian level, we will work with you to collect an interview in your honor – whether you want to simply support additional interviews, share your own stories, or point us to a person whose stories you believe should be captured, your name will be identified as helping to make it happen! You will also be identified as a website sponsor on our Sponsor and Supporters page. *Banner specifications (not to scale):*





## SPONSOR PACKAGES CONTINUED:

### THE CURATOR - \$1500

You are a custodian of legacies, a champion of heritage. As a Curator, you will have the interview benefits of the Historian level (see above) and the opportunity to curate a featured video channel on the website (you can select your favorite stories from our collection or we can create one in your honor). Your name or company logo will be presented prominently on the featured page, as well as on our Sponsor and Supporters page. *Banner specifications (not to scale):*



### THE STORYKEEPER - \$3000

You are a keeper of stories, an advocate of living history. As a Storykeeper, you will have the opportunity to help shape the future of The Smokey Generation and its mission to collect, preserve, and share stories about wildland fire. You'll have the interview and featured video channel benefits of the Curator and Historian levels (see above) and will be identified as a website sponsor via a prominent banner in the top section of our Sponsor and Supporters page on the website. Your logo will also be featured on the home page. *Banner specifications (not to scale):*



### IN-KIND DONATIONS:

So, you'd like to contribute but can only donate time or products? Awesome! We will continue to develop fundraising initiatives to grow The Smokey Generation and donating products can help us to put together both "thank you" packages for participants and sponsorship packages for future contributors. Add your product into the mix and get targeted exposure for your company.

Have some graphics design chops, website development experience, audio editing skills, etc.? We would gladly accept a donation of your time to make The Smokey Generation even more awesome! Thanks so much.





## Individual Supporters:

All individual support levels are twelve months in length.

### SUPPORT THE SMOKEY GENERATION AS AN INDIVIDUAL:

Individuals and small businesses can help fund The Smokey Generation by donating at our individual support levels. This is a growing project and any help is much appreciated! Donations can also be made directly on the website.

#### ONE FOOT IN THE BLACK - \$10

You believe in the value of this project and have our sincere thanks for your support. We will list your name on the website in appreciation.

#### THE PULASKI - \$15

You want to raise a toast to the legacy of wildland firefighting; you identify with this iconic hero and his namesake tool; you know what it's like to swing a Pulaski. Thank you! We will send you a personal email with thanks and list your name on our website in appreciation.

#### THE TORCH - \$25

You want to carry the torch and light some fire under this project. We think you're awesome for that! We will send you a personalized 'thank you' note and list your name on our website in appreciation.

#### THE SPOT FIRE - \$50

You are a spot fire who's going for it, an ember who will ignite this project in unexpected ways! We'll holler, "SPOT" in your honor (seriously), thanking you for your support. You will also receive a personalized 'thank you' note and your name will be listed on the website in appreciation.

#### THE HOTSHOT - \$100

You know the meaning of "Duty, Integrity, and Respect" and hiking a steep hill makes you giddy. We totally hear you! We will include you in a special video shout-out, send you a Smokey Generation sticker, and list your name on the website in appreciation.

#### THE SMOKEJUMPER - \$100

There is something about jumping that draws you in, excites you, and makes you proud. We think that's pretty sweet! We will include you in a special video shout-out, send you a Smokey Generation sticker, and list your name on the website in appreciation.

#### THE ENGINE MOD - \$100

Nothing says fighting fire like a pump, hose, and a shiny engine. You're dialed in and versatile. We get that! We will include you in a special video shout-out, send you a Smokey Generation sticker, and list your name on the website in appreciation.

#### THE FLIGHT CREW - \$100

From the air or from the ground, being in fire and aviation gives you a perspective like none other; a blending of two worlds. We dig it! We will include you in a special video shout-out, send you a Smokey Generation sticker, and list your name on the website.

#### Website listing by levels (font size not to scale):

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One Foot In The Black (10pt), The Pulaski (12pt), The Torch (14pt), The Spotfire (18pt),  
The Hotshot (22pt), The Smokejumper (22pt), The Engine Mod (22pt), The Flight Crew (22pt)



## 2015 SPECIAL INITIATIVES:

### 6<sup>th</sup> International Wildland Fire Conference – South Korea

The International Wildland Fire Conference attracts wildland fire specialists from around the world. Bethany will be submitting an abstract to present The Smokey Generation at the conference (October 12-16, 2015) and will work to collect stories from other attendees from across the globe. This opportunity will take The Smokey Generation to a whole new level -- expanding the lessons we can learn through the history and stories of wildland firefighting both here and abroad.

**Conference Sponsors at the \$1000 and above level will have their logo featured on all videos collected during this event – an opportunity to get the attention of national and international audiences. In addition, if Bethany is selected as a presenter, sponsor logos will be featured on documents distributed during her presentation. Sponsors at all levels will also be featured as a 2015 website sponsor.**

#### **Fundraising Goal: \$9500**

Sponsorship deadline: August 31st

Supporting travel, lodging, room rental, conference fees, editing costs, etc.



Other ways to contribute to The Smokey Generation.

# Help spread the word!

## Social Media Promotion

Please help us increase our social media reach by “liking” us on Facebook, sharing our posts, and encouraging others to “like” us, as well. You have no idea how important getting that social media recognition is – and your support is really, really amazing!

Our Facebook page is: <https://www.facebook.com/TheSmokeyGeneration>

Our Twitter account is: <https://twitter.com/TheSmokeyGen>

## Word-of-Mouth Marketing

Spread the word just by telling others about the site!  
Word-of-mouth endorsements mean so much to the success of The Smokey Generation and doesn't cost a thing!  
Thank you for your help getting the word out on the street!

## Participate In An Interview

If you, or someone you know, would like to participate in an interview, tell your stories, or share your personal history with the site, please let us know!

## Upload Content

Share your own videos, photos, and stories with the site. We would like to enrich the site with additional content and your contribution would help make that happen!

**[www.TheSmokeyGeneration.com](http://www.TheSmokeyGeneration.com)**





# THE SMOKEY GENERATION

A WILDLAND FIRE ORAL HISTORY PROJECT

## Sponsor and Supporter Form

Please fill out this form and email it to: [bethany@thesmokeygeneration.com](mailto:bethany@thesmokeygeneration.com)

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Comment: \_\_\_\_\_

I would like to contribute the following:

### Sponsor Packages:

- ☐ The Storykeeper - \$3000
- ☐ The Curator - \$1500
- ☐ The Historian - \$1000
- ☐ The Incident Commander - \$500
- ☐ The Boss - \$250

### Individual Supporter Levels

- ☐ The Hotshot - \$100
- ☐ The Smokejumper - \$100
- ☐ The Engine Mod - \$100
- ☐ The Flight Crew - \$100
- ☐ The Spot Fire - \$50
- ☐ The Torch - \$25
- ☐ The Pulaski - \$15
- ☐ One Foot In the Black - \$10

### 2015 Special Initiatives:

- ☐ International Wildland Fire Conference (Goal: \$9500| Deadline: Aug 31th)  
Sponsorship amount: \$\_\_\_\_\_

**Donations can also be made directly on the [website](#).**

Can't find what you're looking for and would like to customize your sponsorship package?  
Let me know and we can collaborate on the best possible fit for your business!