In Cooperation with

-BAND OF BROTHERS-

ACTORS REUNION DECEMBER 2016

BASTOGNE - BELGIUM

EXCLUSIVITY

Sponsorship,
Advertising
and Promotion Services

PUBLICITY
Featured in event-specific videos, prints, shirts, websites, social media and more…

VIP TICKETS to events

PRIVATE DINNER with Band of Brothers Actors

HISTORIC TOUR
Private Tour of the WWII battlefields in Bastogne with the actors of the popular HBO-series Band of Brothers

PUBLICITY
Presenting sponsorship of upcoming WWII films to air nationally and globally on PBS stations
The Events

FOR THE VERY FIRST TIME, Band of Brothers Actors visit BASTOGNE!

-A Unique Experience-

On December 9, 10 and 11 2016, several (6-9) American, British and French actors whose characters were featured in the Bastogne Episodes of successful HBO series Band of Brothers will gather in Bastogne, Belgium to recognize the 72nd Anniversary of the Battle of the Bulge. The events, over three days, will help to raise funds for the non-profit WWII Foundation and its mission of chronicling the personal stories of the WWII generation.

The actors will make public and private appearances at the Bastogne War Museum to meet their fans, sign items (posters, shirts, books), do photo shoots and will appear on stage during a Questions and Answer session at the Jean XXIII- Theatre at the Seminary in Bastogne.

Outline

1. **Friday 9 December 2016**: 18h00-22h00
   Exclusive Welcome VIP Reception and Q & A with Actors and WWII Veterans at the Espace Joseph XXIII -Theatre in Bastogne.

2. **Saturday 10 December 2016**: 10h00-13h00
   Bastogne Band of Brothers Bastogne Public Event at Bastogne War Museum.
   The Actors will make their first public appearance to meet with the fans

3. **Saturday 10 December 2016**: 19h00
   Private Dinner with the Band of Brothers Actors in Bastogne.
   Audience: +- 40 people Private Sponsors, Presenting and Title Sponsors and VIP Private Event

4. **Sunday 11 December 2016**: 11h30- 15h00
   Battlefield Tour of the Bois Jacques (Easy Company) and Foy with the Band of Brothers Actors.
   Private tour following the steps of Easy Company in Bastogne guided by Battlefield Historian Reg Jans.
   Audience: 40 people Private Sponsors, Presenting and Title Sponsors and VIP Private Event
The Actors

Band of Brothers Actors Scheduled to Attend: **

Frank John Hughes-Wild Bill Guarnere
Robin Laing-Babe Heffron
Shane Taylor-Doc Roe
James Madio-Frank Perconte
Ross McCall-Joe Liebgott
Nick Aaron-Popeye Wynn
Philip Barantini-Skinny Sisk
Lucie Jeanne-Nurse Renee Lemaire
Ben Caplan-Smokey Gordon

**Attendance is based on schedule as we approach date of the event. Some actors may be taken off the list and some added depending on their work schedule leading up to December of 2016.
Major Corporate Sponsorship Opportunities

**Band of Brothers Sponsorship**  **25,000 Euros**

- **Presenting Sponsorship** of all Bastogne Events with Actors and WWII veterans. Free to design an overall event strategy that best suits your goals.
- Logo on all press, marketing, shirts, posters, merchandise, WWII Foundation Website and Social Media over the next year through events.
- Presenting Sponsorship of four WWII films to air in the US and globally on PBS Stations.
- Banners, booths and information at all Public and Private events (signage).
- Major Sponsorship and signage at every fundraising and speaking event held by the WWII Foundation in 2016-2017 in USA and Europe.
- Invitation to all Band of Brothers related events in USA in 2016-2017, signage included.
- Logo on DVD jackets of all WWII Foundation films sold in the USA via shopPBS.org from 2016-2018.
- 50 Tickets for Private VIP reception with Band of Brothers Actors on 9 December 2016.
- 50 Tickets to Band of Brothers Public event on 10 December 2016.
- 20 Tickets for Private Dinner with Band of Brothers Actors on 10 December 2016.
- 20 Tickets for Private Battle Tour of Bois Jacques and Foy with Band of Brothers Actors on 11 December 2016.
**NUTS! Sponsorship**  

**15.000 Euros**

- **Title Sponsor** of all Bastogne Events with Actors and WWII veterans.
- Logo on all press, marketing, shirts, posters, merchandise, WWII Foundation Website and Social Media over the next year through events.
- Presenting Sponsorship of three WWII films to air in the US and globally on PBS Stations.
- Banners, booths and information at all Public and Private events (signage).
- Major Sponsorship and signage at every fundraising and speaking event held by the WWII Foundation in 2016-2017 in USA and Europe.
- Invitation to all Band of Brothers related events in USA in 2016-2017, signage included.
- Logo on DVD jackets of all WWII Foundation films sold in the USA via shopPBS.org from 2016-2018.
- 25 Tickets for Private VIP reception with Band of Brothers Actors on 9 December 2016.
- 25 Tickets to Band of Brothers Public event on 10 December 2016.
- 15 Tickets for Private Dinner with Band of Brothers Actors on 10 December 2016.
**Bastogne Sponsorship**  
**10,000 Euros**

- Logo on all press, marketing, posters, WWII Foundation Website and Social Media over the next year through events.
- Presenting Sponsorship of two WWII film to air in the US and globally on PBS Stations.
- Banners, booths and information at all Public and Private events (signage).
- 15 Tickets for Private VIP reception with Band of Brothers Actors on 9 December 2016.
- Logo on DVD jackets of all WWII Foundation films sold in the USA via shopPBS.org from 2016-2018.
- 15 Tickets to Band of Brothers Public event on 10 December 2016.
- 10 Tickets for Private Dinner with Band of Brothers Actors on 10 December 2016.
- 10 Tickets for Private Battle Tour of Bois Jacques and Foy with Band of Brothers Actors on 11 December 2016.

**The Breaking Point Sponsorship**  
**5,000 Euros**

- Logo on all marketing posters and Social Media over the next year through events.
- Presenting Sponsorship of one WWII film to air in the US and globally on PBS Stations.
- Banners and booths at the Public event (signage).
- 10 Tickets for Private VIP reception with Band of Brothers Actors on 9 December 2016.
- 10 Tickets to Band of Brothers Public event on 10 December 2016.
- 4 Tickets for Private Dinner with Band of Brothers Actors on 10 December 2016.
- 2 Tickets for Private Battle Tour of Bois Jacques and Foy with Band of Brothers Actors on 11 December 2016.
Easy Company Sponsorship  1,000 Euros

- Logo on all marketing and Social Media over the next year through events.
- Sponsorship recognition in credits of one upcoming WWII film to air in the US and globally on PBS Stations.
- Banners and booths at the Public event (signage).
- 5 Tickets for Private VIP reception with Band of Brothers Actors on 9 December 2016.
- 5 Tickets to Band of Brothers Public event on 10 December 2016.
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Value to the sponsor

✓ As a Presenting, Title or Event sponsor you have the opportunity to personally meet with the actors of the popular series Band of Brothers. You have the unique experience to privately join the Actors at the Private and Public events.
✓ The Presenting, Title and Event sponsors will have exclusivity to join the Actors on their first and possibly only Battle of the Bulge Battlefield Tour ever, guided by WWII Historian Reg Jans.
✓ Being introduced to the local authorities, merchants, directors and managers at the Private events, the sponsor has the opportunity to amplify his business and develop a new, sustainable corporate network.
✓ A strong network increases the local and global sales, increases brand loyalty and creates possibilities for future business operations.
✓ The sponsor can implement the events into his marketing strategy to promote a range of new products, to invigorate the company’s local and global image.
✓ For event sponsors, the events can be used to extend their current and future marketing and public relations activities.
✓ Sponsor packages include: Presenting Sponsorship of WWII film(s) to air in the US and globally on PBS Stations. In addition to that, publicity for the events will be aired globally through websites and social media.
✓ The sponsors will be promoted through the Events by War History Online.
**Audience**

- **Ages:** As the miniseries was well received by all ages, we are targeting an audience between 12 and 65 years.
- **Gender:** Male and female
- **Origin:** Targeted audience includes people from Belgium, The Netherlands, France, Germany, United Kingdom, Western Europe and the USA (active duty soldiers based in Europe and US civilians living in Europe).
- **Expected audience at Events:** Based on similar events held by the WWII Foundation in Normandy, France in 2014 and 2015 and the average number of visitors in Bastogne during the commemorative weekend, the targeted number of people attending the 2016 Actors Events in Bastogne is 2,500 - 3,000 people.
- **Audience reached by promotion:** As the events will be promoted globally and with War History Online being the Official Media Partner, we expect to reach 600,000 people through websites and social media.

**Media Partner**

Having 450,000 registered followers and 300,000 viewers per day on social media, WAR HISTORY ONLINE has globally become the number one online Historic Magazine. Being the Official Media Partner of the **Band of Brothers Actors Reunion 2016-Bastogne**, WHO has committed to promote the events online to their network, reaching a large audience. Sponsors will benefit from this partnership.

[www.warhistoryonline.com](http://www.warhistoryonline.com)
The WWII Foundation  http://www.wwiifoundation.org

The WWII Foundation’s goal is to develop an awareness and appreciation of the many contributions and sacrifices made by the men and women during World War II and to teach future generations about the heroic role they played in ensuring the basic freedoms enjoyed by Americans and Europeans today.

**Education:** To enlighten populations of students citizens, and specialized audiences with documentaries, PBS specials and through repositories such as libraries, schools and museums. In addition, monuments honoring individuals will be commissioned and collective triumphs during WWII will be emphasized.

**Inspiration:** To provide opportunities for reflection on leadership and the attributes which are associated with men and women in military environments.

**Honor:** To recognize those who have served in exceptional circumstances and have sacrificed for their country during World War II.

**Preservation:** To document through video and multi-media the histories and personal stories of veterans in history-making military battles and events.

**Memorialization:** By encouraging the building of memorials and monuments around the world to ensure the permanence of the record of America and Europe’s greatest individual and collective success and goals of preserving freedom and democracy.

Since its founding, the WWII Foundation has chronicled the stories of those who fought and survived the greatest struggle man has ever known. Using the far reaching impact of film and television media, it has successfully produced a series of award winning documentaries narrated by some of the most recognizable actors in the world. To capture for posterity some of the millions of untold personal stories, the Foundation is collaborating with veteran initiatives around the world from Normandy, France, Belgium, Holland, Luxembourg and Germany to Guadalcanal and remote islands in the South Pacific. Capable of reaching millions of households, the documentary films are aired on the American Public Television Network, which consists of over 350 PBS affiliates around the USA and the world.
Tim Gray, Founder and Chairman

Tim Gray is a national Emmy award-winning documentary film director, producer and writer based in Rhode Island. Tim has produced and directed 15 documentary films to date on the personal stories of the World War II generation. All of Tim’s films air nationally on American Public Television and also globally in such countries as China, Australia, France and England.

He has held many fundraisers with the actors from the Band of Brothers television series to benefit the work of the WWII Foundation, both in the United States and in 2014 and 2015, in Normandy, France.

Band of Brothers by Home Box Office (HBO)

Band of Brothers, made by HBO, is a 2001 American war drama miniseries based on historian Stephen E. Ambrose's 1993 non-fiction book of the same name. The executive producers were Steven Spielberg and Tom Hanks, who had collaborated on the 1998 World War II film Saving Private Ryan.

Band of Brothers is a dramatized account of "Easy Company" (part of the 2nd Battalion, 506th Parachute Infantry Regiment), assigned to the United States Army's 101st Airborne Division during World War II.

Over the course of ten episodes, the series details the company's exploits during the war. Starting with jump training at Camp Toccoa, Georgia, Band of Brothers follows the unit through the American airborne landings in Normandy, Operation Market Garden, the Siege of Bastogne, and on to the war's end. It includes the taking of the Eagle's Nest at Obersalzberg in Berchtesgaden and refers to the surrender of Japan.

The premiere of Band of Brothers on September 9, 2001, drew 10 million viewers (USA Only). The series was nominated for twenty Primetime Emmy Awards, and won seven, including Outstanding Miniseries and Outstanding Directing for a Miniseries, Movie, or Dramatic Special. It also won the Golden Globe Award for Best Miniseries or Motion Picture Made for Television.
To turn the **BAND OF BROTHERS ACTORS REUNION 2016** into a successful Event, the WWII Foundation is cooperating with the **CITY OF BASTOGNE** and the outstanding **BASTOGNE WAR MUSEUM**.  
http://www.bastognewarmuseum.be/
Follow up – Contact

Reuniting the actors of Band of Brothers in Bastogne to raise funds for the good cause will not be possible if there aren’t any dedicated sponsors. Sponsors who want to expand their business, sponsors who want to reinforce their image, to build up a network, to discover a new market. To increase sales and brand loyalty.

We would love to contact you directly to discuss your sponsorship or you can contact us at:

Mr. TIM GRAY (WWII Foundation) : timgray@wwiifoundation.org  +1 401.644.8244
Ms. Coralie Bonnet (Bastogne Chief of Staff) : c.bonnet@bastogne.be
Mr. Reg Jans (Liaison Belgium) : reg.jans@telenet.be  +32 496 777 173
Exclusive

-BAND OF BROTHERS-

ACTORS REUNION DECEMBER 2016

BASTOGNE- BELGIUM

[Image of three men signing autographs]