



PATRIOT WEEK

2024



iNNOVETS



2010



2015



2019



2024

OUR HISTORY

Recognizing an unmet need in the Boston community, Massachusetts Fallen Heroes was co-founded by Boston firefighters, police officers, Gold Star Families, and local Veterans, including Executive Director Dan Magoon, with the sole purpose of honoring returning Veterans and those who have selflessly served since September 11, 2001. MFH rapidly established itself as a prominent nonprofit organization dedicated to honoring, supporting, and empowering Veterans and Gold Star families throughout the Commonwealth.

Through extensive programming, MFH has consistently upheld its commitment to these ideals. Most notably, MFH unveiled the Massachusetts Iraq and Afghanistan Fallen Heroes Memorial, an official state-sanctioned tribute from the Massachusetts legislature and the first of its kind in the nation in May 2016. This 50-foot public monument, situated in South Boston's Seaport Common, stands as a poignant and graceful symbol representing the branches of the Service. It serves as a resounding acknowledgment of the sacrifices made by our brave service members. This unveiling was pivotal, coinciding with Massachusetts Fallen Heroes' inaugural Patriot Week, a 10-day series of events dedicated to honoring Veterans and Gold Star Families.



INNOVETS

i N N O V E T S

CHARGE FORWARD

STRAC



codex

OUR FUTURE



InnoVets® is a groundbreaking initiative stemming from Massachusetts Fallen Heroes (MFH) dedicated to serving our Veteran and Gold Star communities. Our mission is to create a united community, provide unrelenting advocacy, and make a transformative impact by offering a range of programs. We focus on supporting motivated innovators, including transitioning military service members, Veterans, Gold Star Families and military family members seeking a brighter future by facilitating game-changing career and business development opportunities.

These include STRAC, Boston's premier Veteran and Gold Star Family-focused business accelerator, CodeX, a comprehensive cybersecurity, cloud practitioner, and IT education initiative made possible through collaborations with Blue Mantis and Amazon, as well as the original programming and mission of Massachusetts Fallen Heroes.



PATRIOT WEEK

**Patriot Week
Education Program**
Throughout May 2024



FLAGS FOR THE FALLEN

Friday, May 17th

85 Northern Ave, Boston, MA

Join us in kicking off Patriot Week by helping to install a sea of American flags at the Massachusetts Fallen Heroes Memorial. The flags honor each of our Fallen Heroes and stand as a poignant reminder of their sacrifice, and will grace the Memorial for the duration of Patriot Week and through Memorial Day.



14TH ANNUAL PATRIOT WEEK GALA

Saturday, May 18th

Encore Boston Harbor

The 14th annual Patriot Week Gala at Encore Boston Harbor Hotel is our key fundraising event, uniting Gold Star Families, Veterans, corporate and civic leaders, and distinguished guests. This gala, a cornerstone during the week, raises awareness for the vital services provided by Massachusetts Fallen Heroes and InnoVets. It also pays tribute to Gold Star Families and honors Massachusetts military members lost since September 11, 2001.



STRAC PITCH COMPETITION

Wednesday, May 22nd

Emond Center for Engagement

Celebrate 7 years of empowering military community entrepreneurs at STRAC, Boston's top Veteran and Gold Star business incubator. The Pitch Competition features businesses showcasing practices and products, fostering future development in Boston. In rapid two-minute presentations, entrepreneurs seek public support for their growth. Don't miss the chance to engage with innovative businesses shaping the future.



MASSACHUSETTS FALLEN HEROES MEMORIAL REDEDICATION

Friday, May 24th

85 Northern Ave, Boston, MA

As the final event of Patriot Week before Memorial Day, the 9th Annual Rededication Ceremony is a solemn gathering. Updated glass panels, inscribed with the names of recent Fallen Heroes, are unveiled, paying heartfelt tribute to their sacrifice and acknowledging the resilience of Gold Star Families who have made enduring sacrifices for our nation.



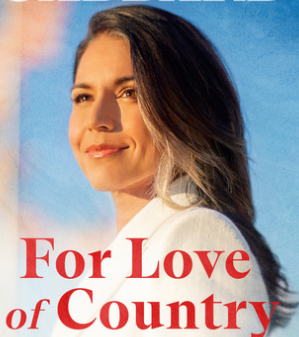
TULSI GABBARD

Keynote Speaker

*Army Green Beret
Sergeant First Class
Daniel H. Petithory
Award Recipient*

"Tulsi is one of the most rock solid, honorable people I've ever met." - Joe Rogan

TULSI GABBARD



For Love of Country

Leave the Democrat Party Behind

4-Term Congresswoman and 2020 presidential candidate Tulsi Gabbard is a veteran with three deployments to war zones in the Middle East and Africa. She has served in uniform more than 21 years, is currently a Lieutenant Colonel in the U.S. Army Reserve commanding the 440th Civil Affairs Battalion, and leads her non-profit organization "We Must Protect."

Tulsi first served in elected office in the Hawaii State House of Representatives when she was 21 years old. Due to the attacks on 9/11, she enlisted in the Army National Guard. In 2004, she gave up an easy re-election campaign and volunteered to deploy to Iraq with the 29th Brigade Combat Team where she served in a medical unit.

After returning home in 2006, Tulsi worked in the U.S. Senate as a legislative aide to the late Senator Danny Akaka, who was Chairman of the Senate Veterans Affairs Committee. She then volunteered for a second Middle East deployment as a Platoon Leader.

Having experienced firsthand the true cost of war, Tulsi ran for United States Congress at age 31, vowing to honor the lives and sacrifice of her brothers and sisters in uniform. She prevailed in a difficult election and went on to serve in Congress for eight years as a member of the Armed Services, Homeland Security, and Foreign Affairs Committees. Foregoing a run for re-election to Congress in 2020, she ran for president in the Democratic Party.

In October 2022, Tulsi announced she was leaving the Democratic Party. She puts country before party and approaches every issue, domestic and foreign, based on ensuring the safety, security, and freedom of the American people.

Tulsi Gabbard's first book, *For Love of Country: Leave the Democrat Party Behind*, will be released in April 2024.





**PATRIOT
WEEK**

The background is a dark blue night sky filled with a large, bright firework burst. An American flag is visible in the middle ground, flying from a tall pole. In the foreground, the silhouettes of several people are seen from behind, looking up at the fireworks.

***SPONSORSHIP
OPPORTUNITIES***

PATRIOT WEEK SPONSOR

\$250,000

- Exclusive naming rights to all Patriot Week events
- VIP access to the Blackhawk Landing on the South Lawn at the Encore Boston Harbor Hotel
 - Witness the Blackhawk Helicopter landing on the South Lawn, with the opportunity for photos and video in an intimate group setting on the morning of the event*
- 30 seats at the Patriot Week Gala with VIP access to the Blackhawk Cocktail Reception
 - Enjoy the Blackhawk reception in a private area designated for you and your guests with a complimentary open bar overlooking the beautiful views of Boston Harbor and the Blackhawk helicopter*
- 20 seats at the Massachusetts Fallen Heroes Memorial Rededication in the Seaport
- Verbal acknowledgement during opening remarks from the podium at all Patriot Week events
- Priority partner with CodeX program graduates
- Meet and Greet with our keynote speaker, Tulsi Gabbard, former U.S. representative for Hawaii's 2nd congressional district and United States Army Reserve officer
 - Meet Tulsi and engage with Gold Star Families during a Private Reception and book signing at Encore's Mystique before enjoying the Blackhawk Reception*
- Company logo featured in Patriot Week emails
- Company logo featured on all digital screens throughout Patriot Week events
 - Receive digital promotion at the Patriot Week Gala and STRAC Pitch Competition*
- Company logo featured on signage throughout Patriot Week events
 - Receive promotional signage at the Patriot Week Gala, Flags for the Fallen, STRAC Pitch Competition and the Massachusetts Fallen Heroes Memorial Rededication*
- Company logo featured on our websites
 - massfallenheroes.org and innovets.org*
- Dedicated page in the Patriot Week Gala Program Book highlighting your company
- Company logo featured on all social media channels
 - Including Instagram, Facebook and LinkedIn*
- Discounted hotel room block at the Encore Boston Harbor Hotel
 - Hotel rooms are available on a first-come, first-served basis*

SEAPORT SQUARE SPONSOR

\$100,000

- Naming rights to South Lawn Events
Receive promotional signage at the South Lawn events including the cocktail reception and post-dinner event featuring local band, Dalton and the Sheriffs
- VIP access to the Blackhawk Landing on the South Lawn at the Encore Boston Harbor Hotel
Witness the Blackhawk Helicopter landing on the South Lawn, with the opportunity for photos and video in an intimate group setting on the morning of the event
- 30 seats at the Patriot Week Gala with access to the Blackhawk Cocktail Reception
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BLACK FALCON SPONSOR

\$50,000

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LIBERTY WHARF SPONSOR

\$25,000

- VIP access to the Blackhawk Landing on the South Lawn at the Encore Boston Harbor Hotel

Witness the Blackhawk Helicopter landing on the South Lawn, with the opportunity for photos and video in an intimate group setting on the morning of the event

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- Company logo featured on signage throughout Patriot Week events

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massfallenheroes.org and innovets.org

- Company logo featured in the Patriot Week Gala Program Book
- Company logo featured on all social media channels

Including Instagram, Facebook and LinkedIn

- Discounted hotel room block to the Encore Boston Harbor Hotel

Hotel rooms are available on a first-come, first-served basis



BARNES SPONSOR

\$10,000

- 10 seats at the Patriot Week Gala with access to the Blackhawk Cocktail Reception
- 10 seats at the Massachusetts Fallen Heroes Memorial Rededication in the Seaport
- Company name featured on our websites
massfallenheroes.org and innovets.org
- Company name featured in the Patriot Week Gala Program Book
- Company name featured on all social media channels
Including Instagram, Facebook and LinkedIn
- Discounted hotel room block to the Encore Boston Harbor Hotel
Hotel rooms are available on a first-come, first-served basis

DRYDOCK SPONSOR

\$5,000

- 5 seats at the Patriot Week Gala with access to the Blackhawk Cocktail Reception
- 5 seats at the Massachusetts Fallen Heroes Memorial Rededication in the Seaport
- Company name featured on our websites
massfallenheroes.org and innovets.org
- Company name featured in the Patriot Week Gala Program Book
- Company name featured on all social media channels
Including Instagram, Facebook and LinkedIn
- Discounted hotel room block to the Encore Boston Harbor Hotel
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EMPLOYEE INVOLVEMENT

Employee involvement in Mass Fallen Heroes and InnoVets includes participation in various community events, such as Flags for the Fallen, Sample Sales, Panels, Pitch Competitions, our 9/11 Vigil, Thanksgiving Meals for families, our annual Golf Tournament, Christmas events and more. Additionally, Veterans or Gold Star Family employees can use co-working space in the Emond Center for Engagement. The organization encourages employee engagement by offering mentoring opportunities for the STRAC and CodeX Programs, fostering a sense of community, support and professional development.

OPPORTUNITIES TO ENGAGE

SPRING

Flags for the Fallen
3 Sample Sales
2 Panels
1 Pitch Competition

SUMMER

2 Sample Sales

FALL

2 Flags for the Fallen
9/11 Vigil
3 Sample Sales
1 Panel
Thanksgiving Turkeys
Annual Golf Tournament

WINTER

Flags for the Fallen
3 Sample Sales
Gold Star Family Christmas
Adopt a Family
2025 PW Kickoff



For more information on how to
become a part of Patriot Week,
please contact us:



caroline@massfallenheroes.org



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