



**THE MAG**

INSPIRED LIFESTYLE

SECOND ANNUAL  
*salute* TO  
AMERICAN  
HEROES  
CELEBRITY BENEFIT CONCERT

COMING OCTOBER 2024

[WWW.THEMAGLIFESTYLE.COM](http://WWW.THEMAGLIFESTYLE.COM)



# ABOUT *salute* TO AMERICAN HEROES CELEBRITY BENEFIT CONCERT

THE MAG's "Salute to American Heroes"  
A Night of Music and Recognition  
Join us this October for a Night to Remember

THE MAG's 2nd annual "Salute to American Heroes" will be an extravagant musical event, auction, VIP red carpet, and groundbreaking awards ceremony, all of which will honor American heroes. Hollywood celebrities and professional athletes will walk the red carpet. In addition, famous musical headliners will perform. Most importantly your generous donations will benefit our esteemed veteran charities. Our sponsors will have the ultimate advertising opportunities, with coverage from National Television Networks, Local News Stations, and digital and social media.

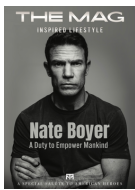


# THE MAG

INSPIRED LIFESTYLE



The MAG is a visually stunning lifestyle publication filled with empowering figures and gorgeous settings that aim to inspire. Our luxury brand includes The Magazine Lifestyle, which is a glossy print publication, along with the renowned The Magazine Lifestyle TV Network. Our vision is to bring prolific people together to discover a unified community to lift each other up. Our readers find the best version of themselves and become change-makers during the journey. Individuals from all walks of life make a profound difference through their talents, success, and even challenges. Within our pages and in each episode, we will keep you connected to the moments in time that aim to motivate mankind through philanthropy and events. We will bring you informative how-to articles and interviews with the best in the industry all as we showcase a luxury lifestyle.



## WHY CHOOSE US?

### WHAT WE DO



The pages of our luxury magazine are filled with inspiring interviews with those proudly serving our country, authors, musicians, and fashion designers, informative how-tos, and highlights from luxury and non-profit events. We bring our community the stories that matter most to them and create a lifestyle they love to be a part of.



### CIRCULATION

Subscriptions are delivered to 5-star locations, (luxury hotels, restaurants, luxury car dealerships, medical businesses, high-end beauty salons, real estate agencies, yacht brokers) and through direct mailing to our subscribers.



### REACH & AUDIENCE

circulated nationally and internationally in digital and print, reaching a global market on Footprint TV Network Channel, with a majority of viewership in the USA, Canada, Europe, and West Africa

**GIVING BACK**

# OPERATION HEALING HEROES



**Portions of Salute to American Heroes proceeds offer support to Operation Healing Heroes and their commendable cause**

### **Operation Healing Hero's Mission**

To preserve history by documenting and honoring the lives of our U.S. Military Heroes & and their Families, one story at a time. To provide financial, educational, and emotional support to veterans suffering from Post Traumatic Stress (PTS). In 2023, we will continue to document the lives of our US Military Veterans, and Gold Star Families and provide "follow-up" episodes to veterans we've filmed with in the past. NEW for 2023 - will be a 52-week Podcast Series - where we will document ADDITIONAL veterans lives!

**GIVING BACK**

# HEART OF A LION



HEART *of a* LION  
*John Daly - Major Ed Foundation*



**Portions of Salute to American Heroes proceeds offer support to Heart of a Lion. The mission of the Heart of a Lion is to provide mental, physical, and wellness support to our nation's children, first responders, and America's Veterans.**

2-time PGA Major Champion John Daly and Combat Wounded Veteran Major Ed Pulido, U.S. Army (Ret.) joined forces to make a major impact on the world of philanthropy. Both men know how important it is to have a great heart for America's children, first responders and our nation's Veterans. As major contributors to organizations they strongly believe in, they realized that if they combined their philanthropy efforts, they could increase support and awareness in meeting the mission requirements of these non-profits.

GIVING BACK

# OPERATION SONG



Portions of Salute to American Heroes proceeds offer support to Operation Song® which empowers veterans, active-duty military members, and their families to tell their stories through the process of songwriting. Those we serve need no musical or writing skills, only a willingness to share their stories and, with the help of professional songwriters, transform their stories into incredible songs of service and sacrifice.

Founded in 2012 by renowned Nashville songwriter Bob Regan, Operation Song set out with a simple yet powerful idea: pairing professional songwriters with veterans to help them share their experiences. Fast forward 11 years and 1650 songs later, and it's clear the impact has been profound.

For veterans, the opportunity to work with a songwriter isn't just about crafting lyrics and melodies—it's about finding healing through storytelling. Many participants have described it as the most therapeutic thing they've ever done, with some even crediting it with saving their lives.

At Operation Song, we're honored to offer this opportunity to veterans and military family members at no cost.



# salute TO AMERICAN HEROES CELEBRITY BENEFIT CONCERT REACH

The event will reach audiences from over 700 Million globally and a multi-million audience in the states. Additional celebrities and national press still being added. A broad demographic reach from the Country Music scene, Hip-Hop, R&B, veteran non-profit organizations & more.



# EVENT HOST

## RITA COSBY

EMMY-WINNING TV HOST & DAUGHTER  
OF WWII POW



Joining us again  
for 2024!

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Rita Cosby is one of the most recognized and respected broadcasters in America who has attained an extraordinary level of success in multiple arenas that few in the media landscape have achieved. Born in Brooklyn, she is a renowned Emmy-winning TV host, veteran correspondent, and multiple best-selling author, who anchored highly-rated primetime shows on Fox News Channel and NBC. Throughout her illustrious TV career, Rita has secured some of the biggest interviews, including exclusives with more than twenty world leaders, including seven U.S. Presidents. In June 2014, she made international headlines when she interviewed Pope Francis at the Vatican about his historic Mideast Peace Summit.

Heralded as one of Radio Ink magazine's Most Influential Women in Radio since 2014, she was selected as Legend of the Year for 2018, chosen among all women on and off air in the radio industry. Honors for the three-time Emmy winner include the Matrix Award, Headliner Award, and Jack Anderson Award for journalism excellence. A recipient of the Ellis Island Medal of Honor and the Lech Walesa Freedom Award, she frequently hosts the National Memorial Day Parade broadcast to all US military installations around the world as well as Troopathon, a star-studded annual telethon which has raised millions of dollars for care packages sent to active duty service members.



# SPONSORSHIP TIERS

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Title  
Sponsorship  
Package

**\$30,000**



Platinum  
Sponsorship  
Package

**\$20,000**



Gold  
Sponsorship  
Package

**\$10,000**



Silver  
Sponsorship  
Package

**\$3,000**





# TITLE SPONSOR PACKAGE

*salute* TO AMERICAN HEROES  
CELEBRITY BENEFIT CONCERT

## THE MAG

- Digital cover and feature story in THE MAG to be published following the event
- One year of custom advertisements and prime advertising in every THE MAG issues
- One year of advertising your brand on THE MAG website
- Advertisement and article in the special edition tribute to our veterans' issue released at the event
- THE MAG exclusive interview with celebrity reporter pre-event recorded-edited and to air on TMLTV
- Brand mention during issue release and cover reveal.

## MEDIA EXPOSURE

- Recognition on all social media platforms and websites with a global reach of millions
- Operation Healing Heroes will be filming an episode to air on Discovery Channel - Title Sponsor mentioned in the episode
- Opportunity to film short promo videos at the venue with celebrities during the red carpet
- Local and national PR, radio and talk show opportunities before the event and after.
- Company name is included in all press releases local and national

## VIP EXPERIENCE

- 6 VIP Tables in our VIP experience section with celebrity personalities
- Hotel/Flight accommodations for brand representative (2 to 4 people)
- Food Network chef-designed signature drink named after your brand
- Celebrity Meet and Greet
- Access to all pre-event and post event receptions

## DAY OF EVENT BRAND EXPOSURE

- Maximum brand exposure with presenting rights to the main stage and event.
- Logo displayed on LED screens throughout the venue.
- Local and national PR, radio and talk show opportunities before the event and after.
- Recognition on-stage appearance with headliner to amplify recognition
- Exclusive sit-down interview and red carpet recorded interviews with TML TV as well as national media
- MC mentions throughout the event, in all segments, including awards ceremony
- On stage check presentation to OHH and nonprofit donation to Veteran foundation 501c3

## ADDITIONAL ADVERTISING

- Recognition on all social media platforms and websites with a global reach of millions
- Product and brand placement on all welcome signage at all locations, including hotels and venue
- Brand vendor table at the venue day of the event

# \$30,000

# PLATINUM SPONSOR PACKAGE

*salute* TO AMERICAN HEROES  
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## THE MAG

- 6 months of custom advertisements and prime advertising in every THE MAG issues
- 6 months of advertising your brand on THE MAG website
- Advertisement and article in the special edition tribute to our veterans' issue released at event
- THE MAG exclusive interview with celebrity reporter pre-event recorded-edited and to air on TMLTV
- Brand mention during issue release and cover reveal.

## MEDIA EXPOSURE

- National and Local Media Exposure
- Company logo on, Event invitation, VIP gift bags, Social Media marketing materials, Step & Repeat, and all marketing materials for Salute to American Heroes.
- Recognition on all social media platforms and websites with a global reach of millions
- Local and national PR, radio and talk show opportunities before the event and after

## VIP EXPERIENCE

- 2 VIP Tables in our VIP experience section with celebrity personalities
- Hotel/Flight accommodations for brand representative (2 people)
- Opportunity to film short promo videos at the venue with celebrities during the red carpet
- Celebrity Meet and Greet
- Access to all pre-event and post-event receptions

## DAY OF EVENT BRAND EXPOSURE

- Logo displayed on LED screens throughout the venue.
- Local and national PR, radio, and talk show opportunities before the event and after.
- Exclusive sit-down interviews and red carpet recorded interviews with TML TV as well as national media
- Non-profit donation to Veteran Foundation 501c3

## ADDITIONAL ADVERTISING

- Recognition on all social media platforms and websites with a global reach of millions
- Product and brand placement on all welcome signage at all locations, including hotels and venue
- Brand vendor table at the venue day of the event

**\$20,000**

# GOLD SPONSOR PACKAGE

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CELEBRITY BENEFIT CONCERT

## THE MAG

- 3 months of custom advertisements and prime advertising in every THE MAG issues
- 3 months of advertising your brand on THE MAG website

## MEDIA EXPOSURE

- National and Local Media Exposure
- Company logo on, Event Invitation, VIP gift bags, Social Media marketing materials, Step & Repeat, and all marketing materials for Salute to American Heroes.

## VIP EXPERIENCE

- 1 VIP Table in our VIP experience section with celebrity personalities.
- Celebrity Meet and Greet
- Access to all pre-event and post-event receptions

## ADDITIONAL BRAND EXPOSURE

- Local and national PR, radio, and talk show opportunities before the event and after.
- Exclusive sit-down interviews and red carpet recorded interviews with TML TV as well as national media
- Nonprofit donation to Veteran Foundation 501c3
- Recognition on all social media platforms and websites with a global reach of millions
- Product and brand placement on all welcome signage at all locations, including hotels and venue
- Brand vendor table at the venue day of the event

**\$10,000**



# SILVER SPONSOR PACKAGE

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CELEBRITY BENEFIT CONCERT

## MEDIA & BRAND EXPOSURE

- Local and national PR, radio, and talk show opportunities before the event and after.
- Company logo on, Event invitation, VIP gift bags, Social Media marketing materials, Step & Repeat, and all marketing materials for Salute to American Heroes.
- Local and national PR, radio, and talk show opportunities before the event and after.
- nonprofit donation to Veteran Foundation 501c3
- Recognition on all social media platforms and websites with a global reach of millions
- Product and brand placement on all welcome signage at all locations, including hotels and venue
- Brand vendor table at the venue day of the event

## VIP EXPERIENCE

- Celebrity Meet and Greet
- Access to all pre-event and post-event receptions

**\$3,000**



## VENDOR TABLE

Opportunities to advertise and market your brand or product

Network with other businesses, celebrities, and musicians

Advertise to thousands of event attendees

**\$1,000**



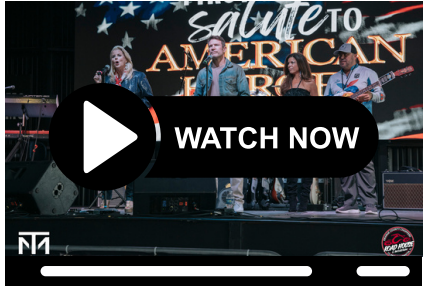
## EVENT AUCTION

Donate auction items at 100% to Salute to American Heroes to be auctioned off live on stage with brand recognition



# salute TO AMERICAN HEROES CELEBRITY BENEFIT CONCERT

## 2023 HIGHLIGHTS



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**IN THE NEWS**



2023 Salute to American Heroes will be showcased on Paul Teutul Sr.'s new show and a segment on Operation Healing Heroes will air on the Discovery Channel.

**NewsmaxTV**



**CBS**



The background features a dark, semi-transparent overlay on an American flag. In the foreground, parts of musical instruments are visible: a yellow electric guitar body on the left, a wooden bass guitar neck in the center, and a drum set on the right. Three bright yellow starburst graphics are scattered around the central text area.

## **FOR SPONSORSHIP OPPORTUNITIES AND WAYS TO GET INVOLVED**

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