



BATAAN MEMORIAL DEATH MARCH





Above: Two War Veterans share stories on the route just 50 meters past the sponsored McAfee Water Point #1.

March with Purpose

Thousands Remember



Bataan Is Never Forgotten.

White Sands Missile Range, New Mexico is the host of the 23rd Annual Bataan Memorial Death March on the weekend of 25 March 2012. The purpose of this march is to honor and remember this special group of heroes who actually made a forced march as P.O.W.s in 1942 under the worst of conditions.

These brave Soldiers were responsible for the defense of the islands of Luzon, Corregidor and the harbor defense forts of the Philippines. The conditions they encountered and the aftermath of the battle were unique. They fought in a malaria-infested region, surviving on half or quarter rations with little or no medical help. They fought with outdated equipment and virtually no air power.

On April 9th 1942, about 75,000 Filipino and U.S. Soldiers were surrendered to the Japanese forces. The Americans were Army, Army Air Corp, Navy and Marines. Among those seized were members of the 200th Coast Artillery, New Mexico National Guard.

The prisoners were forced to march approximately 100 kilometers north to Nueva

Ecija to Camp O'Donnell, a prison camp, in the scorching heat thru the Philippine jungles. These prisoners of war were beaten randomly and denied food and water for several days. Those who fell behind were executed. Thousands died. Those who survived faced the hardships of a prisoner of war camp. Others were wounded or killed when unmarked enemy ships transporting prisoners of war to Japan were sunk by U.S. air and naval forces.

The Bataan Memorial Death March is designed to honor this special group of heroes. Many of those who come to honor are also war veterans from Iraq & Afghanistan. There is also a special team of amputees that come to honor those that endured these great hardships as prisoners of war.

In 1989, the Army ROTC Department of New Mexico State University had the first memorial march to mark a page in history that included so many native sons and affected families in the state. In 1992, the march was moved to White Sands Missile Range and the New Mexico State National Guard joined in sponsorship.

Since its inception in 1989, the Bataan

Marchers Comments.

- This event is bigger than the pain I feel in my feet, it's about honoring those who served.

- I will never forget how proud it made me feel of our Military.

- Sunday morning was unforgettable, with the sun coming up, the flags waving, and surrounded by 10,000+ people who are proud to be Americans and not ashamed to show it. People who knew just how important it is to say "thank you" – by action not just words. The most touching part was at the very start when one of the Survivors stood in the middle of the road, shook my hand and said thank you to me! The course is fabulous. The "sand pit" was everything it was cracked up to be ... Thanks for one of the best races I've ever participated in.

- The event was unforgettable, but compared to the original survivors, I accomplished nothing...

Memorial Death March has grown from about 100 to over 12,000 marchers, spectators and volunteers from across the world, all honoring the Bataan veterans. While the march is still a military event, many civilians and athletes come to White Sands Missile Range to take the challenge and honor these veterans.

Marchers come to this memorial event for many reasons — personal challenge, the spirit of competition or to foster esprit de corps in their unit. Some march in honor of a family member or a particular veteran who was in the Bataan Death March or was taken a prisoner of war by the Japanese in the Philippines.

The March is a real CHALLENGE with the 26.2 mile route that starts on White Sands Missile Range's main post, crosses dusty and hilly desert terrain, circles a small mountain and returns to the main post through sandy desert trails and washes. The elevation ranges from about 4,100 to 5,300 feet.

About Corporate Sponsorship

Corporate Sponsorship Opportunities are available for the 23rd Annual Bataan Memorial Death March on 25 March 2012. The complete event held at White Sands Missile Range, New Mexico is a total of three days of activities that culminates on Sunday with the 26.2 mile march.

The Bataan Memorial Death March is a patriotic event that commemorates the Bataan Death March that occurred in the Philippines in 1942, and pays tribute to Bataan Veterans for the sacrifices they made while defending Luzon, Corregidor and the harbor defense forts of the Philippines during World War II. The 26.2 mile (or the shorter 14.2 mile) memorial march throughout the sandy and mountainous Chihuahuan Desert terrain located on White Sands Missile Range is a challenge for young and old alike.

The F&MWR Marketing Office invites you to become an official sponsor of the 23rd Annual Bataan Memorial Death March. By becoming an Army commercial sponsor, you allow F&MWR to help make this event much more impactful and allow us to continue to provide high quality of life programs to the military personnel and their families, while providing your business the visibility and face-to-face contact it needs in the ever-changing military market. Please see the pages listing the various sponsorship and advertising opportunities that are available.

23rd Annual Bataan Memorial Death March



F&MWR also offers advertising opportunities in the event brochure (enclosed for your information is last year's event brochure) or on the official Bataan Memorial Death March web site located at www.bataanmarch.com. Additional information regarding advertising sponsorship is also provided in the enclosed pages.

To assure that your commercial sponsorship or advertising receives the most impact for your dollars, please complete and return the enclosed form on page 8 before 2 December 2011.



Top: Bataan March participants make their way through one of many dusty miles through the desert.

Bottom: Two Bataan March teammates share a laugh along the route.



Above: Marchers in the Heavy category carry a pack or ruck sack that weighs at least 35 lbs.

Details on the March

The Bataan Memorial Death March is an active history lesson and a true test of endurance. Marchers choose between two routes.

The GREEN route is the full 26.2-mile Bataan Memorial Death March. Marchers can choose to participate in the heavy category that requires you to carry a pack that weighs more than 35 lbs. Those marching the 26.2 miles will be able to experience, in part, what Soldiers endured during their long forced trek through the Philippines.

The BLUE route is 14.2 miles in length. This shorter march is designed for participants who would like to memorialize

Bataan but do not wish to march the full 26.2-mile route. There are NO awards given for this shorter march.

From the start line the route proceeds on paved roads, dirt trails and sand trails.

In addition to the endurance challenge, there are two extremely challenging parts of the route. The first is a 1400 foot elevation climb. The second area is known as the "Sand Pit," featuring deep sand. But, be aware, the dirt trails elsewhere along the route can be sandy and dusty as well.

Demographics of the March Participants

Who comes to the Bataan Memorial Death March?

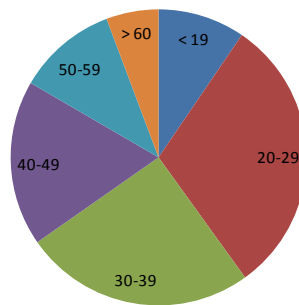
Over the past 22 years, the Bataan Memorial Death March has grown immensely. In 2011, we had an attendance of over 6,500 marchers, 4,000 spectators, and 1,600 volunteers and workers. Add that to our community size of over 8,500. Your advertising and sponsorship has the opportunity to reach over 20,000 people.

The 22nd annual Bataan March was the largest yet, and as growth trends suggest we are expecting more participants, more spectators, more volunteers and more march workers for next year. The Bataan March has representation from all demographics. We had participants from 49 states and from far distances overseas, such as the Philippines, France, and Denmark.



AGE RANGE OF MARCHERS

19 years old & younger	- 637
20 - 29 years old	- 2,026
30 - 39 years old	- 1,673
40 - 49 years old	- 1,200
50 - 59 years old	- 723
60 years old & older	- 379



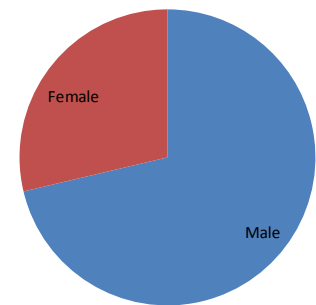
ACTIVE DUTY - CIVILIANS

* Based on those who participated in the FULL march

Active Duty	- 2,538
Civilians	- 2,815

GENDER OF MARCHERS

Male	- 71.20%
Female	- 28.65%



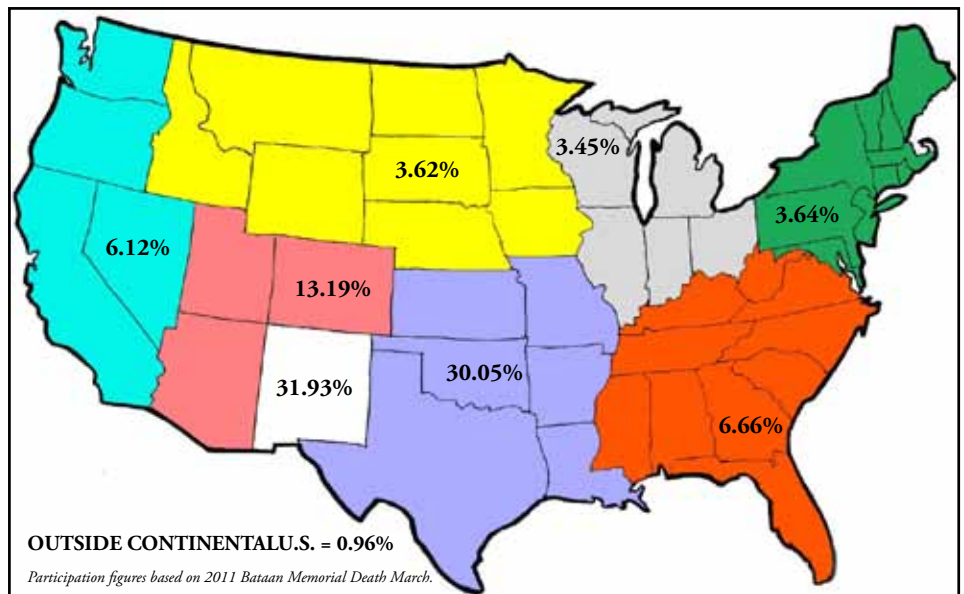
USE ONLINE REGISTRATION

91.61% of the Marchers registered online for the 2011 event.

POST MARCH SPONSOR RECALL - 57%

Marchers from 2009 were successfully able to recall one or more names of the event sponsor on the follow up survey.

* Post March Sponsor Recall data was not collected for the 2010 and 2011 events.



Reach of the Bataan



Each year applications are sent to all Military Installations. These are sent through military chain of command and through the recreational channels to reach the maximum Military and Department of Defense personnel. In addition, the Commanding General of White Sands Missile Range sends challenge letters to general officers in the Army. Letters of invitation are also sent to the embassies all over the world. In 2011, we had military re from 19 states and representations from numerous nations overseas.

Friends and family of the marchers come out to support this commemorative event. Many people interested in the patriotism of the event also attend.



PAST MEDIA COVERAGE

The Las Cruces Sun-News
The El Paso Times
The Albuquerque Journal
The Albuquerque Tribune
The Alamogordo Daily News
KVIA TV, El Paso
KTSM TV, El Paso
KOAT TV, Albuquerque
WFAA TV, Dallas
KPNX TV, Phoenix
The Pentagon Channel TV
CNN Headline News
Mens Health Magazine
Runners World Magazine
Outside Magazine
Sports Illustrated Magazine
Soldiers Magazine
Airmen Magazine
ESPN Magazine
Marathon Magazine
Marathon & Beyond Magazine
Armed Forces Network Radio Stations
Various Military Newspapers World Wide
... And Many More!

Schedule of Events

Thursday

Marchers Begin Arriving at White Sands

Friday

9 am to 9 pm - Marchers In-processing

All Day - Misc. Bataan Activities

7 pm - Movie "Great Raid"

Saturday

6:30 to 10 am - Welcome Breakfast

9 am to 9 pm - Marchers In-processing

All Day - Misc. Bataan Activities

2:30 pm - Historical Seminar
Sponsored by NMSU

3:30 pm - Meet the Bataan POWs

4:30 to 8 pm - Pasta Buffet
(naming sponsorship available)

Sunday

4:30 am - Marchers Fruit Breakfast
(naming sponsorship available)

6 am - Marchers Report to Start Area

6:30 am - Opening Ceremony

7 am - Bataan Memorial Death Start

10:30 till final Marcher - Bataan Meal
(naming sponsorship available)

3 pm - Recognition Ceremony

5 - 8 pm - Post March Dinner
(naming sponsorship available)

Most Memorable...

What was the most memorable aspect of the Bataan Memorial Death March?

- The fellowship that was present in the marchers, volunteers, staff, medical team, and vendors. No one was a stranger along the route. The route was challenging and worthwhile.

Sponsorship/Advertising Opportunities

Presenting Sponsor (one available):

- Event Title Naming Rights "March Presented By Your Brand"
- Brand Recognition on all press releases
- Program Book Full Page Glossy Inside Front Cover Advertisement
- 1 Water Point Title Sponsorship
- Booth space at the event for 3 days including: product information, rights for sampling, giveaways, display and more!
- Logo inclusion on all publicity, ads, posters programs and flyers
- Logo inclusion on approximately 6,500 Marcher T-shirts
- 5 Banner placements for entire Bataan weekend (4 days, provide by 1 February 2012)
- 4 VIP seats for Opening Ceremony
- Product/Flyer Inclusion in the Registration Packets
- Internet ad for 12 months
- 6 Tickets for Bataan March Meal
- 6 Tickets to Pasta Buffet
- Rights of First Refusal

cost: \$25,000

Platinum Sponsor:

- Night Before Pasta Buffet Naming Rights "Pasta Buffet Presented By Your Brand"
- Program Book Full Page Glossy Inside Back Cover Advertisement
- Booth space at the event for 3 days including: product information, rights for sampling, giveaways, display and more!
- Logo inclusion on all publicity, ads, posters programs and flyers
- Logo inclusion on approximately 800 volunteer T-shirts
- 3 Banner Placements for entire Bataan weekend (4 days, provide by 12 February 2012)
- 2 VIP seats for Opening Ceremony
- Product/Flyer Inclusion in the Registration Packets
- Internet ad for 12 months
- 4 Tickets for Bataan March Meal
- 4 Tickets to Pasta Buffet

cost: \$15,000

Gold Sponsor:

- Program Book Full Page Advertisement
- Indoor Booth space at In-processing including: product information, rights for sampling, giveaways, display and more!
- Logo inclusion on all publicity, ads, posters programs and flyers
- 2 Banner placements on Bataan March day (provide by 1 Feb 2012)
- 1 Banner placement at Bataan Survivor Meet & Greet (provide by 1 Feb 2012)
- Product/Flyer Inclusion in the Registration Packets
- Internet ad for 12 months
- 2 Tickets for Bataan March Meal
- 2 Tickets to Pasta Buffet

cost: \$6,000

Silver Sponsor:

- Booth space at the 2 day in-processing including: product info, rights for sampling, giveaways, display and more!
- Program book half page ad
- 1 Banner placement on Bataan March day (Provide by 1 February 2012)
- Logo inclusion on all publicity, ads, posters programs and flyers
- Internet ad for 6 months

cost: \$2,500

Bronze Sponsor:

- Program book quarter page ad
- 2 Banner placements on Bataan March day (Provide by 1 February 2012)
- Internet ad for 6 months

cost: \$1,500

Additional Advertising Opportunities Property/Activity Naming Rights:

- Water Point Title (Along the Route -Limited Availability)
- Title Rights, Brand Acknowledgement & Banner Displays

cost: \$2,000

- Face to Face In-processing Display (Limited Availability, Friday - Saturday)

- Booth space at the 2 day in-processing including: product info, rights for sampling, giveaways, display and more!

cost: \$1,900

- Face to Face March Display (During Bataan March Sunday)

- Booth space including: product info, rights for sampling, giveaways, display and more! (Bring & Set-up Your Own Display)

cost: \$1,100

Print Advertising

Program Book Advertising:

(7,500 Printed)

- Full Page – placed within brochure **cost: \$1,500**
- Half Page – placed within brochure **cost: \$800**
- Quarter Page – placed within brochure **cost: \$450**

Website Advertising (www.bataanmarch.com)

- Three Months **cost: \$250**
- Six Months **cost: \$450**
- Twelve Months **cost: \$750**

PRODUCT DISTRIBUTION

The Bataan Memorial March committee will include your product in the registration packets given to all Marchers during in-processing. Must have a minimal of 7,000 items. delivered before February 17, 2012.

cost: \$750

IN-KIND PRODUCT CONTRIBUTIONS

The Bataan Memorial March committee will decide on acceptance of In-Kind items that can be used for cash value sponsorship. Items that we would like to consider are Fruit, Bottled Water, Paper Products, Soft Drinks, Sports Drinks, Energy Bars, Marcher's Meal Items, Printing Services.

Yes, I Would Like To Sponsor/Advertiser for the Bataan Memorial Death March *(check the appropriate packages)*

CHOOSE YOUR PACKAGE

- Presenting Sponsor
\$25,000
- Platinum Sponsor
\$15,000
- Gold Sponsor
\$6,000
- Silver Sponsor
\$2,500
- Bronze Sponsor
\$1,500

ADDITIONAL OPPORTUNITIES

- Water Point
\$2,000
- Face to Face In-Processing (2 day)
\$1,900
- Face to Face March Day
\$1,100

PRINT ADVERTISING

- Program Book
 - Full Pg \$1,500
 - 1/2 Pg \$800
 - 1/4 Pg \$450
- Website Advertising
 - Three Months \$250
 - Six Months \$450
 - Twelve Months \$750
- Marcher Packets \$750

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575.678.1727

Total Sponsorship Amount: \$ _____

Company Name: _____

Company Signing Official: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Website: _____

Email: _____

I understand that I will receive a commercial sponsorship/advertising agreement which has been legally reviewed by the Staff Judge Advocate (SJA) Civil Admin Law Office, White Sands Missile Range. Upon receiving this agreement, I will sign and return back to the Commercial Sponsorship office. I understand that I will abide with all stipulations within the sponsorship agreement that I will sign at a later date. I understand that payment will be made to IMWRF.

Signature: _____ Date: _____



F&MWR Marketing and Commercial Sponsorship

A: PO Box 400, White Sands Missile Range, New Mexico 88002
P: 575.678.1727 / F: 575.678.1976 / E: kristen.j.smith24.naf@mail.mil

www.bataanmarch.com



Make checks payable to: IMWRF-RU-53-9G-553

BATAAN IS NEVER FORGOTTEN!



In 1942, during WWII 11,796 American Soldiers were forced to march for days in the scorching heat through the Philippine jungles. Thousands died. The survivors faced the hardships as prisoners of war.

Annually in March, thousands of people come from all over the world to honor these heroic service members who sacrificed their freedom, health and in many cases, their very lives.

REMEMBER THE SACRIFICE!

BATAAN MEMORIAL DEATH MARCH

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www.bataanmarch.com ~ 575.678.1727

