



THE MAG

INSPIRED LIFESTYLE

SECOND ANNUAL
salute TO
AMERICAN
HEROES
CELEBRITY BENEFIT CONCERT

DECEMBER 1ST, 2024
OCC ROAD HOUSE MUSEUM
CLEARWATER, FL

WWW.THEMAGLIFESTYLE.COM

Sponsorship Opportunities



ABOUT *salute* TO AMERICAN HEROES CELEBRITY BENEFIT CONCERT

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

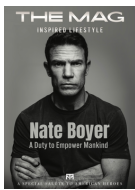
THE MAG's 2nd annual "Salute to American Heroes" will be an extravagant musical event, auction, VIP red carpet, and groundbreaking awards ceremony, all of which will honor American heroes. Hollywood celebrities and professional athletes will walk the red carpet. In addition, famous musical headliners 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

ABOUT OCC ROAD HOUSE & MUSEUM



The makers of the finest hand-crafted, American made motorcycles in the world have now built a restaurant along with a concert venue and museum to bring the Orange County Choppers experience to life in the Clearwater and St. Petersburg region of Florida.

OCC is a world-famous custom motorcycle manufacturer founded in 1999 by Paul Teutul Sr. at his former Newburgh, NY facility. Paul Sr. and his team of custom fabricators, designers, engineers, and manufacturers build the most unique motorcycles in the world. OCC has been the center of the hit TV reality series American Chopper, which debuted in September 2002 on the Discovery Channel. They continue to entertain millions of people worldwide on a weekly basis. OCC bikes are customized and built around a theme as well as for a broad spectrum of motorcycle enthusiasts around the world.



PAUL TEUTUL SR.



Joining us again
for 2024!

SECOND ANNUAL *salute* TO AMERICAN HEROES CELEBRITY BENEFIT CONCERT

In 2023, The Mag honored Paul Teutul Sr. with the first annual Lifetime Achievement Award. The iconic dynasty of this inspirational man has made him a celebrity to legions of fans for being a television personality, but what will make him shine forever in the spotlight is the profound work he accomplishes as a philanthropist.

The traits he possesses make him an effective leader who is fully capable of creating harmony. Every single day he finds a way to give back to society. Not everyone can do what he does. It takes a certain type of person to do it so willingly, especially one who remains humble and kind despite fame and fortune. We celebrated the seminal moments of his career as well his mission to always help those in need.



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.

SPECIAL MUSICAL GUEST

JESSIE G



Jessie G hails from a small coastal town and comes from 4 Generations of West Coast commercial fishing, is currently an Active-duty military wife within the Special Forces Green Beret community, and has been the only signed artist to Redneck Records under Grammy award winning artist, Gretchen Wilson. Jessie G is a seasoned performer who has played many of the biggest venues, stadiums, arenas, casinos and festivals across the country. Most recently and pre-pandemic, Jessie has shared the stage and toured with other country stars such as Kid Rock, Hank Williams Jr., Gretchen Wilson, Cody Johnson, Sara Evans, Brother Osborne, Brantley Gilbert, Ashley Mcbryde, Lynard Skynard, Bad Company, Big & Rich, Charlie Daniels, Dwight Yoakam, Dustin Lynch and many more!



SPECIAL MUSICAL GUEST

DAVE BRAY



★ USA ★
ROCK N' ROLL PATRIOT



UNITED STATES NAVY VETERAN AND NATIONAL RECORDING ARTIST

DAVE BRAY USA - Rock n' Roll Patriot From Festivals to Black tie events, Dave Bray USA delivers a full spectrum of energy & emotion. As a United States Navy Veteran & National Recording Artist, Dave considers his music to be a "Continuation of Service" & has dedicated much of his career to honoring our Veterans, Active Duty Military, Fire, Police & First Responders. He served as an FMF Corpsman for the USMC Sniper Teams and following his service went on to lead the band "Madison Rising" to success with his rock rendition of the "Star Spangled Banner." Dave's solo career took off with his album "Music On A Mission" which debuted at #6 on the iTunes charts. He's charted numerous singles including "Last Call" a tribute to fallen Police, & his music videos have been viewed millions of times. In 2021 "Too Far Gone" released at #1 on iTunes & garnered this God Fearing, Freedom Loving, Flag Waving Patriot national attention.



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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.



SPONSORSHIP TIERS

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CELEBRITY BENEFIT CONCERT



Title
Sponsorship
Package

\$30,000



Platinum
Sponsorship
Package

\$20,000



Gold
Sponsorship
Package

\$10,000



Silver
Sponsorship
Package

\$3,000





TITLE SPONSOR PACKAGE

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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
CELEBRITY BENEFIT CONCERT

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

salute TO AMERICAN HEROES
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

salute TO AMERICAN HEROES
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



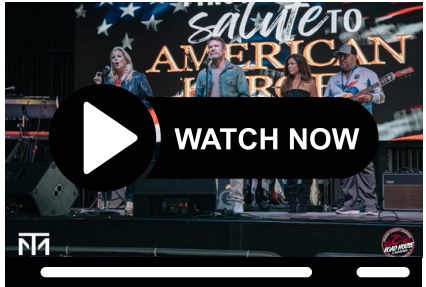
EVENT AUCTION

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



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2023 HIGHLIGHTS



salute TO AMERICAN HEROES
CELEBRITY BENEFIT CONCERT
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 a yellow electric guitar, a wooden bass guitar, and a drum set are visible. Three yellow starburst graphics are scattered around the central text box.

FOR SPONSORSHIP OPPORTUNITIES AND WAYS TO GET INVOLVED

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