

NH VETERAN STAND DOWN

A RESOURCE & SERVICE EXPO FOR FORMER SERVICE MEMBERS & THEIR FAMILIES

SEPTEMBER 18, 2026

10AM - 2PM

Eversource Energy Park, 780 N Commercial St, Manchester

22ND ANNUAL

Sponsorship Opportunities

Partner with New Hampshire's largest resource fair for veterans and stand with the former service members who stood for us.

Friday, September 18, 2026 | 10 AM – 2 PM | Eversource Energy Park, Manchester, NH



WHY IT MATTERS

A day that changes the year for those who served

About the NH Veteran Stand Down

New Hampshire's largest resource fair for veterans, the annual Stand Down connects at-risk and homeless former service members with the housing, health care, employment, food, clothing, and benefits they need.

The tradition draws its name from a Vietnam-era military practice — a temporary stand-down from combat where troops could rest, resupply, and receive essential support before returning to duty. Today, Stand Downs are held across the country, and New Hampshire's is among the most impactful.

About Harbor Care Veteran Services

Harbor Care is New Hampshire's largest and most comprehensive nonprofit veteran services provider. Each year, we help more than 500 veterans and their families access stable housing, health care, employment, and vital wraparound services.

In 2017, we effectively ended veteran homelessness in greater Nashua. We've since partnered with Manchester Mayor Jay Ruais to replicate this success citywide — and today, more than 140 veterans have moved into permanent housing. Victory is within reach.

500+

veterans & families
helped every year

140+

veterans moved into
permanent homes in
Manchester

2017

the year we effectively
ended veteran
homelessness in greater
Nashua

"Serving those who served" — one conversation, one connection, one veteran at a time.



BECOME A SPONSOR

Sponsorship Opportunities

Every level below puts your name behind New Hampshire's veterans and in front of the community that supports them. Benefits build as you give — choose the level that fits your mission.

PRESENTING SPONSOR

\$10,000

RESERVED

Our most visible partnership — top billing across every channel. **Committed for 2026.**

- ✓ Named recognition across all event promotion — flyers, press releases & radio spots
- ✓ Speaking opportunity from the podium
- ✓ Full-page color ad in the Veteran Resource Booklet
- ✓ Exhibitor table at the Stand Down
- ✓ Premium featured signage throughout the venue
- ✓ Two (2) TV/radio interviews promoting the event
- ✓ Featured quote from your spokesperson in the press release
- ✓ Prominent recognition on event social media

Freedom

\$7,500

- ✓ Featured signage throughout the venue
- ✓ Recognition from the podium
- ✓ Two (2) live radio interviews (deadline Aug 15)
- ✓ Full-page color ad in the Veteran Resource Booklet
- ✓ Exhibitor table at the Stand Down
- ✓ Logo on the official event t-shirt
- ✓ Recognition in the official press release
- ✓ Recognition on event social media
- ✓ Logo recognition at the *Mission: Home* event

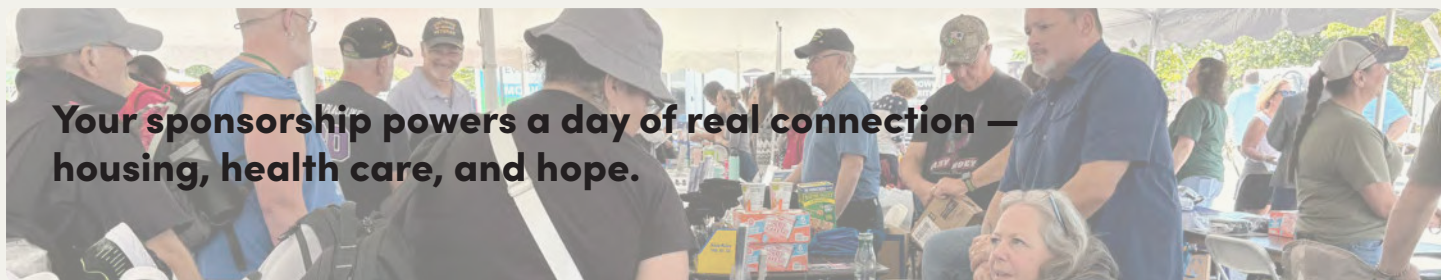
★ Four (4) tickets to the *Mission: Home* gala

Victory

\$5,000

- ✓ Featured signage at the event
- ✓ Recognition from the podium
- ✓ Live radio interview promoting the event
- ✓ Full-page color ad in the Veteran Resource Booklet
- ✓ Exhibitor table at the Stand Down
- ✓ Logo on the official event t-shirt
- ✓ Recognition in the official press release
- ✓ Recognition on event social media
- ✓ Logo recognition at the *Mission: Home* event

★ Two (2) tickets to the *Mission: Home* gala



Your sponsorship powers a day of real connection — housing, health care, and hope.

SPONSORSHIP OPPORTUNITIES

More ways to stand with our veterans

Food &

EXCLUSIVE · ONLY ONE

Entertainment **\$3,000**

- ✓ Featured signage at the breakfast station & food-truck area — complimentary food for all attending veterans
- ✓ Recognition from the podium
- ✓ Half-page ad in the Veteran Resource Booklet
- ✓ Logo on the official event t-shirt
- ✓ Recognition in press announcements & social media

★ Two (2) tickets to the *Mission: Home* gala

Valor

\$2,500

- ✓ Featured signage at the event
- ✓ Recognition from the podium
- ✓ Exhibitor table at the Stand Down
- ✓ Half-page ad in the Veteran Resource Booklet
- ✓ Logo on the official event t-shirt
- ✓ Recognition in press announcements & social media

★ Two (2) tickets to the *Mission: Home* gala

COMMUNITY SPONSOR LEVELS

Mission

\$1,000

- ✓ Exhibitor table & signage at the event
- ✓ Half-page ad in the Veteran Resource Booklet
- ✓ Recognition from the podium
- ✓ Recognition on social media & in the press release

Honor

\$500

- ✓ Named recognition in the Veteran Resource Booklet
- ✓ Recognition on event social media

Patriot

\$250

- ✓ Named recognition in the Veteran Resource Booklet, distributed throughout the community

AN EXCLUSIVE SPONSOR BENEFIT | OCTOBER 2026

Mission: Home

A Celebration of Victory for Manchester's Veterans

In September 2024, Manchester Mayor Jay Ruais launched a bold initiative to end veteran homelessness in the city — and Harbor Care stepped forward to lead it. What followed was a community-wide effort that has now housed more than 140 veterans in permanent homes.

This October, we will gather an exclusive group of business and civic leaders to mark this historic victory. Mission: Home will celebrate what happens when a community refuses to leave its veterans behind.

Victory is within reach. Stand with us.

Reserve a Freedom, Victory, Food & Entertainment, or Valor sponsorship to join us at *Mission: Home*

YES I AM IN

Sponsorship Commitment Form:

Complete and return this form to confirm your 2026 Stand Down sponsorship. A member of our team will follow up to finalize your benefits.

ORGANIZATION / DONOR NAME :

PRIMARY CONTACT NAME :

PHONE NUMBER :

MAILING ADDRESS :

CITY / STATE / ZIP:

EMAIL ADDRESS :

SELECT YOUR SPONSORSHIP LEVEL:

- | | |
|---|---|
| ☐ Presenting \$10,000 · reserved | ☐ Freedom \$7,500 |
| ☐ Victory \$5,000 | ☐ Food & Entertainment \$3,000 |
| ☐ Valor \$2,500 | ☐ Mission \$1,000 |
| ☐ Honor \$500 | ☐ Patriot \$250 |

Logo or ad submissions received after August 30, 2026 will not appear in the Veteran Resource Guide or other printed materials.

Accepted formats: PDF, PNG, SVG, JPG, Adobe Illustrator, InDesign, or Photoshop files

Minimum resolution: 300 DPI

Full ad specifications: harborcarenh.org/stand-down-ad-spec-sheet

MAIL YOUR FORM & CHECK TO

Harbor Care Development Department
77 Northeastern Blvd.
Nashua, NH 03062

OR EMAIL YOUR COMMITMENT

b.tagliaferro@harborcarenh.org

Questions?
standdown@harborcarenh.org

PAY ONLINE HERE:



**Thank you for supporting
New Hampshire's veterans.**