



14th Annual

★ SSG Christopher Birdwell Memorial ★

HONKER DOWN

★ EST. 2013 ★



Join us for the

14th Annual

★ SSG Christopher Birdwell Memorial ★

HONKER DOWN RECEPTION

a heartfelt evening of camaraderie and gratitude honoring all who selflessly serve the country and communities we love.

Join the mission, support those who serve!

FRIDAY, JANUARY 9TH

SOCIAL HOUR AT 5:15

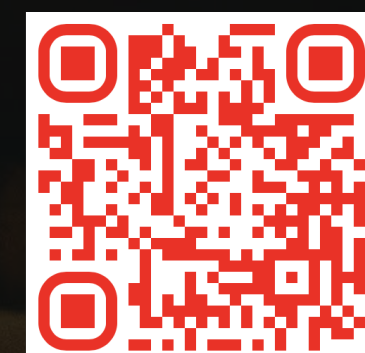
RECEPTION AT 6:30

Great Food! Fun Contests! Live Auction! Outstanding Prizes!

ISLAND GROVE
EVENTS CENTER

421 N. 15th Ave
Greeley, Colo.

MORE INFO:



WELCOME MESSAGE



Thank you for considering a sponsorship of our

14th Annual SSG Christopher Birdwell Memorial Honker Down Reception.

Your support directly fuels life-changing outdoor experiences for active-duty service members, veterans, first responders, and families of the fallen—helping them reconnect, heal, and find community.

Jeremy Heid
EXECUTIVE DIRECTOR & FOUNDER



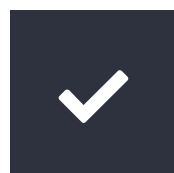


WHO WE SERVE

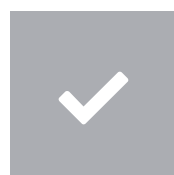
Hero Expeditions serves active-duty military members, veterans, first responders, and families of the fallen — providing outdoor experiences that foster healing, connection, and a renewed sense of purpose.



Military



First Responders



Gold Star Families



OUR GOAL

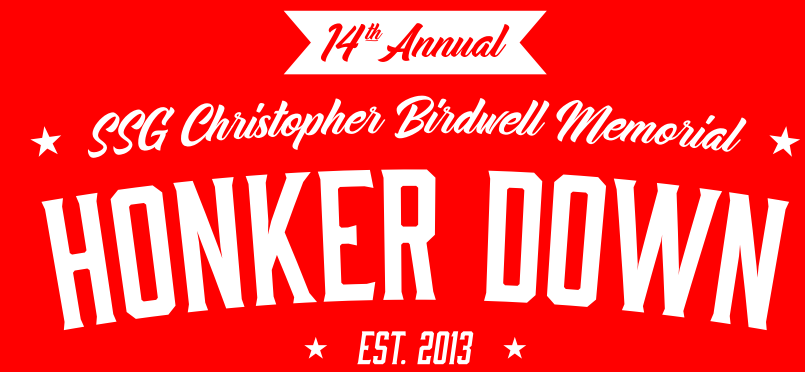
To develop and organize events that provide an atmosphere of camaraderie and fellowship among our participants.

OUR MISSION

Help foster meaningful relationships that improve morale and promote healing.



WHAT IS HONKER DOWN?



THE HONKER DOWN MEMORIAL WEEKEND WAS BORN IN 2012

from a simple but powerful idea — to encourage service members to reconnect, stay active, and find healing through shared, peer-to-peer experiences in the outdoors. In this case that would be an epic two-day goose (aka: honker, hence the name) hunt! In those early years, we weren't yet an organization—just a passionate group of people with a shared purpose and the support of a community that believed in doing good for those who served.

After conceptualizing this event, we reached out to the Birdwell family and asked if we could honor their son, SSG Christopher Birdwell, a young man from our community who was killed in action in Afghanistan earlier that year. Their blessing gave the event a name, a face, and a heart, and the mission quickly grew beyond a single weekend.

By 2015, that spirit of service and connection had evolved and grown into what is now Hero Expeditions, a formal nonprofit organization dedicated to serving military service members, first responders, and families of the fallen from around the country on outdoor adventures across our region and beyond.

What began as a dinner for about 75 people at the home of our good friends Pete and Ronda Padilla, has grown into a powerful Northern Colorado tradition, now expecting to welcome more than 400 attendees at the beautiful Island Grove Event Center. Each January, the SSG Christopher Birdwell Memorial Honker Down Reception brings together supporters, families, and heroes from across the country to celebrate camaraderie, healing, and remembrance — carrying forward the legacy of those who gave all in service of the country and communities we all love.

HONKER DOWN 2013



HONKER DOWN 2025



SSG CHRISTOPHER BIRDWELL

ALL GAVE SOME, SOME GAVE ALL.



SSG Christopher James Birdwell (1987-2012), a proud native of Windsor, Colorado, served the U.S. Army with courage, conviction, and an unwavering sense of duty. Christopher was assigned to 4STB, 4BCT, 4ID, Fort Carson, CO and made the ultimate sacrifice in service to his country August 27, 2012 in Kalagush, Afghanistan. He was killed in action by injuries suffered from enemy small-arms fire and his loss is a constant reminder of the true cost of freedom and the power of selfless service.

Respected in life, honored in death, Christopher was awarded the Bronze Star Medal and the Purple Heart for his sacrifice. In his honor, and with the blessing of his family, Hero Expeditions aims to continue his legacy. We support and uplift the brave men and women who serve by creating vital peer-focused opportunities for healing, connection, and renewed purpose, all grounded in the deep sense of camaraderie SSG Birdwell so fully embodied.



2026 PRESENTING SPONSOR



14th Annual

★ *SSG Christopher Birdwell Memorial* ★

HONKER DOWN

★ *EST. 2013* ★

BANK OF COLORADO has been a cornerstone of our community — dedicated to building lasting relationships and investing in the people and organizations that make Colorado strong. As one of our founding sponsors, they have stood beside Hero Expeditions since 2013, helping us grow our mission to serve veterans, first responders, and families of the fallen through meaningful outdoor experiences. We are deeply humbled and grateful beyond measure to have them standing with us once again as the Presenting Sponsor for the 14th Annual SSG Christopher Birdwell Memorial Honker Down Gala.



SPONSOR LEVELS

VALOR

\$8,000

LIBERTY

\$7,000

PATRIOT

\$6,000

HONOR

\$5,000

FRONTLINE

\$4,000

TRIBUTE SPONSOR

- One premium table for 8 near stage
- Recognition as Tribute Sponsor in the program and on our website
- Logo included on sponsor signage and slideshow during event
- Social media thank-you post with logo
- Mention during Tribute Portion of event
- Ad in the event program
- Distribute SWAG & provide volunteers to help run games



DINNER SPONSOR

- One premium table for 8
- Recognition as Dinner Sponsor in the program and on our website
- Logo included on dining area signage and slideshow during event
- Social media thank-you post with logo
- Mention during Dinner at event
- Ad in the event program
- Distribute SWAG & provide volunteers to help run games



SOCIAL HOUR SPONSOR

- One premium table for 8
- Recognition as Social Hour Sponsor in the program and on our website
- Logo included on sponsor signage and slideshow during event
- Social media thank-you post with logo
- Mention during Social Hour at event
- Ad in the event program
- Distribute SWAG & provide volunteers to help run Social Hour Events



AUCTION SPONSOR

- One premium table for 8
- Recognition as Auction Sponsor in the program and on our website
- Logo included on sponsor signage and slideshow during event
- Social media thank-you post with logo
- Mention during Auction
- Logo on all bidder cards
- May provide volunteers to assist with the auction



LOBBY SPONSOR

- One premium table for 8
- Frontline greeting & impression opportunity as people arrive
- Recognition as Lobby/Check-In Sponsor in program
- Logo displayed prominently in lobby and sponsor slideshow
- Social media thank-you post with logo
- May distribute SWAG & provide volunteers to assist with check-in



SPONSOR LEVELS

FREEDOM
\$4,000

PLATINUM
\$3,000

GOLD
\$2,000

SILVER
\$1,000

BRONZE
\$600

STAGE SPONSOR

- One premium table for 8
- Recognition as Stage Sponsor in the program and on our website
- Logo displayed near stage and sponsor slideshow during event
- Social media thank-you post with logo
- Mention during the event
- Ad in the event program
- May distribute SWAG & provide volunteers to assist with event

MULTIPLE AVAILABLE

- One table for 8
- Recognition as Platinum Sponsor in the program and during the event
- Logo on event website sponsor page
- Logo displayed in sponsor slideshow during event
- Grouped social media thank-you post with logo

MULTIPLE AVAILABLE

- One table for 8
- Recognition as Gold Sponsor in the program and during the event
- Logo on event website sponsor page
- Logo displayed in sponsor slideshow during event
- Grouped social media thank-you post

MULTIPLE AVAILABLE

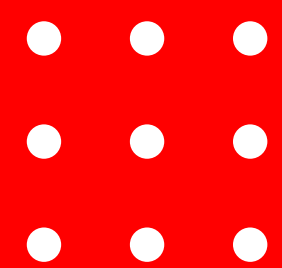
- One table for 8
- Recognition as Silver Sponsor in the program and during the event
- Logo on event website sponsor page
- Logo displayed in sponsor slideshow during event
- Grouped social media thank-you post

MULTIPLE AVAILABLE

- One table for 8
- Recognition as Bronze Sponsor in the program and during the event
- Logo on event website sponsor page
- Logo displayed in sponsor slideshow during event
- Grouped social media thank-you post



ORGANIZATION OVERVIEW



Hero Expeditions is a premier adventure organization operating across Colorado, Wyoming, Nebraska, and South Dakota, serving participants nationwide. We offer a diverse and growing range of experiences, including waterfowl and big-game hunts, fishing trips, whitewater rafting, off-roading, camping retreats and more. This year we even organized our first ever adaptive snow sports retreat. Through internal growth and strategic partnerships with peer organizations, we are committed to expanding our programming opportunities for 2026 and beyond.



OUR IMPACT

200+

Anticipated Participants Served in 2025

98%

of Past Participants Surveyed Said Their Outing Had a Positive Impact on Their Overall Mental/Emotional Health

42

We Have Received Applications from 42 States & Puerto Rico

138

Participants Served in 2024

96%

of Past Participants Surveyed Said They Are Likely to Refer Others to HEX as Participants, Donors, or Landowners

30+

Generous Landowners Provide Access for Expeditions

700+

Individuals Served Since 2013

68%

of Past Participants Surveyed Said They Feel Inspired to Volunteer with HEX So They Can Serve Others

9

Number of States We Have Held Expeditions in Since 2013

TO RESERVE **YOUR SPONSORSHIP**

MORE INFO:



PLEASE SELECT YOUR SPONSORSHIP

- | | | |
|--------------------------|---------------------------------------|--------------|
| ☐ | VALOR SPONSOR (TRIBUTE) | \$8,000 |
| ☐ | LIBERTY SPONSOR (DINNER) | \$7,000 |
| ☐ | PATRIOT SPONSOR (SOCIAL HOUR) | \$6,000 |
| ☐ | HONOR SPONSOR (AUCTION) | \$5,000 |
| ☐ | FRONTLINE SPONSOR (LOBBY AREA) | \$4,000 |
| ☐ | FREEDOM SPONSOR (STAGE) | \$4,000 |
| ☐ | PLATINUM SPONSOR | \$3,000 |
| ☐ | GOLD SPONSOR | \$2,000 |
| ☐ | SILVER SPONSOR | \$1,000 |
| ☐ | BRONZE SPONSOR | \$600 |
| ☐ | DONATE AN ITEM FOR OUR RAFFLE/AUCTION | \$150+ VALUE |

VISIT OUR WEBSITE

heroexpeditions.org

CALL US AT

970-381-9876

EMAIL US AT

info@heroexpeditions.org

Name:

Company:

Address:

City/State/Zip:

Phone:

Email Address:

For credit card payments:

Name on Card:

Card Number:

Expiration:

Security Code:



PLEASE MAKE CHECKS PAYABLE TO:

Hero Expeditions, Inc.
PO Box 734
Eaton, Co, 80615

Hero Expeditions, Inc. is a 501(c)(3) non profit entity. Tax ID #47-4591679
For more information on Hero Expeditions, Inc. please visit heroexpeditions.org or call 970-381-9876

HEROEXPEDITIONS.ORG



TOGETHER WE CAN MAKE A

DIFFERENCE



MORE INFO:



THANK YOU FOR YOUR TIME AND CONSIDERATION

