



14th Annual
★ SSG Christopher Birdwell Memorial ★
HONKER DOWN
★ EST. 2013 ★



Join us for the
15th 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 8TH
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:


Peaceful Trips in Wild Places

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Thank you for considering a sponsorship of our

15th 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





OUR GOAL

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

WHO WE SERVE

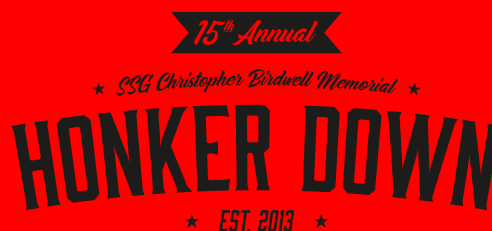
- ✓ Military
- ✓ First Responders
- ✓ Gold Star Families

OUR MISSION

Help foster meaningful relationships that improve morale and promote healing.

We serve 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.

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.

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.

2027 PRESENTING SPONSOR



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 - Premium table for 8 - Recognition as Tribute Sponsor in program & on our website - Logo included on sponsor signage & slideshow during event - Social media thank you post w/logo - Mention during Tribute Portion of event - Ad in event program - Distribute SWAG & provide volunteers to help run games	DINNER SPONSOR - Premium table for 8 - Recognition as Dinner Sponsor in program & on our website - Logo included at dining area signage & slideshow during event - Social media thank you post w/logo - Mention during Dinner Portion of event - Ad in event program - Distribute SWAG & provide volunteers to help run games	SOCIAL HOUR SPONSOR - Premium table for 8 - Recognition as Social Hour Sponsor in program & on website - Logo included on sponsor signage & slideshow during event - Social media thank you post w/logo - Mention during Social Hour at event - Ad in event program - Distribute SWAG & provide volunteers for Social Hour Events	AUCTION SPONSOR - Premium table for 8 - Recognition as Auction Sponsor in program & on our website - Logo included on sponsor signage and slideshow during event - Social media thank you post w/logo - Mention during Auction - Logo on all bidder cards - May provide volunteers to assist with auction	LOBBY SPONSOR - Premium table for 8 - Frontline greeting & impression opportunity as people arrive - Recognition as Lobby Sponsor in program - Logo displayed prominently in lobby & sponsor slideshow - Social media thank you post w/logo - May distribute SWAG & provide volunteers to assist with check-in
FREEDOM \$4,000	PLATINUM \$3,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$700
STAGE SPONSOR - Premium table for 8 - Recognition as Stage Sponsor in program & on our website - Logo displayed near stage & sponsor slideshow during event - Social media thank you post w/logo - Mention during the event - Ad in the event program - May distribute SWAG & provide volunteers to assist with event	MULTIPLE AVAILABLE - Table for 8 - Recognition as Platinum Sponsor in program & during event - Logo on our website sponsor page - Logo displayed in sponsor slideshow during event - Grouped social media thank you post w/logo	MULTIPLE AVAILABLE - Table for 8 - Recognition as Gold Sponsor in program & during event - Logo on our website sponsor page - Logo displayed in sponsor slideshow during event - Grouped social media thank you post w/logo	MULTIPLE AVAILABLE - Table for 8 - Recognition as Silver Sponsor in program & during event - Logo on our website sponsor page - Logo displayed in sponsor slideshow during event - Grouped social media thank you post w/logo	MULTIPLE AVAILABLE - Table for 8 - Recognition as Bronze Sponsor in program & during event - Logo on our website sponsor page - Logo displayed in sponsor slideshow during event - Grouped social media thank you post w/logo

HONKER DOWN 2013



HONKER DOWN 2026



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 so much more. Through internal growth and strategic partnerships with peer organizations, we are committed to expanding our programming opportunities for 2027 and beyond.

OUR IMPACT

Peaceful Trips in Wild Places

202

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

900+

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 | \$700 |
| ☐ DONATE 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

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For more information on Hero Expeditions, Inc. please visit heroexpeditions.org or call 970-381-9876

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TOGETHER WE CAN MAKE A

DIFFERENCE

THANK YOU FOR YOUR TIME AND CONSIDERATION



HERO
EXPEDITIONS

Peaceful Trips in Wild Places

MORE INFO:

