The Pipes & Drums of the Atlantic Watch
A 501(c)(3) NONPROFIT ORGANIZATION · PERFORMING SINCE 1993
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SPONSORSHIP PROPOSAL · D-DAY 85TH ANNIVERSARY · JUNE 2029

Help Send the Atlantic Watch to Normandy

In June 2029, the Pipes & Drums of the Atlantic Watch will travel to France for the 85th anniversary of D-Day to perform for the Americans buried at Normandy and Brittany. It is your sponsorship that will help get the band there and take part in this march to honor the fallen.

The Mission

On June 6, 1944, Allied forces came ashore in Normandy. On June 6, 2029, the Pipes & Drums of the Atlantic Watch will stand on that same ground and perform in honor of the men who landed and of those who never came home.

This is not a concert tour. It is a remembrance mission. The band is going as Americans, with active-duty and retired service members marching in its own ranks. Planned appearances include:

> **Normandy American Cemetery — Colleville-sur-Mer**
> The resting place of 9,388 American war dead, on the bluff above Omaha Beach.

> **Brittany American Cemetery — Saint-James**
> Where 4,410 Americans killed in the Normandy and Brittany campaigns are buried.

> **The D-Day memorial parade at Sainte-Mère-Église**
> The first French town liberated by Allied airborne forces on D-Day, and the site of one of the largest annual D-Day commemorations in Normandy, drawing visitors from across the United States, Britain, Canada and France.



The band behind its banner before a parade step-off. In June 2029, that banner goes to France.

> **Why a sponsor should care:** this is a rare piece of goodwill marketing. Your logo is not on a flyer that gets thrown away. It is on a banner carried at American war cemeteries and through a French town that Americans liberated, at an international commemoration, in a year the band will be documenting and publishing all the way through.

What Sponsorship Pays For

Getting a pipe band across the Atlantic is a logistics problem before it is anything else. Bagpipes, snare drums, tenor drums and a bass drum cannot travel in soft covers. Funding for the band comes entirely from its members, its supporters and the events it performs at.

Line item	Cost
Hardshell flight cases for instruments ATA-rated cases for pipes, snares, tenors and the bass drum. Airlines will not carry them otherwise.	**$5,000**
Overseas instrument shipping and oversize baggage Freight or excess-baggage charges, both directions, for the drum corps kit.	**$3,500**
The Normandy banner A new banner built to travel, carrying the band's crest and its Normandy sponsors' logos.	**$400**
Uniform refurbishment and spares Reeds, drum heads, hose and repairs. There is no music shop in Sainte-Mère-Église.	**$7,000**
Equipment and logistics total	**$15,900**
Travel stipend, per performing member Already committed by the band for every member who marches in France.	**$1,000**
Total trip cost, per member Airfare, lodging, meals, ground transport and incidentals. The stipend covers roughly a quarter of it; the balance comes out of the member's own pocket.	**$3,500–$4,500**

Members who would otherwise have to stay home

Every performing member is expected to cover the balance of their own trip. For some of them, including active-duty and retired veterans in the band, several thousand dollars in international travel is simply out of reach. Your sponsorship helps offset those travel expenses so that the full musicianship of the band can perform together.

Sponsorship Levels

These four levels are specific to the Normandy 2029 campaign. The Pipes & Drums of the Atlantic Watch is a registered 501(c)(3) nonprofit, so sponsorship is tax-deductible to the extent allowed by law.

Benefit	Banner Sponsor	Road to Normandy	Silver	Bronze
Sponsorship	$4,500	$1,500	$750	$250
Logo on the banner that travels to Normandy Carried at the American cemeteries and through Sainte-Mère-Église	✓	—	—	—
Photographs of your logo on the banner in Normandy Sent to you for your own marketing use	✓	—	—	—
Logo on the banner at parades and events leading up to Normandy	✓	✓	—	—
A private Atlantic Watch performance at your business or event	✓	—	—	—
Logo and link on the campaign web page	✓ top billing	✓	✓	✓ name only
Named recognition in the band's coverage from France	✓	✓	—	—
Sponsor tagging in social posts throughout the campaign	✓	✓	✓	✓ one thank-you post
Logo in printed event programs and season flyers	✓	✓	—	—
Recognition at the band's fundraising events	✓	✓	—	—

> **$4,500** can cover the full cost of sending one member of this band to Normandy; in practice it is spread across members' travel and the band's gear and shipping. **$1,500** can fund a member's travel stipend plus gear for the crossing, and is likewise put toward the trip's costs as a whole.

Pledge for three years, move up a level

Give the same amount each year, 2027–2029, and be recognized one level up from your first payment. If a pledge ends early, recognition matches the total given. The banner carries up to four logos; Banner pledges are taken while one is open.

Each year, 2027–2029	Three-year total	Recognized as
$1,500	**$4,500**	**Normandy Banner Sponsor**
$750	**$2,250**	**Road to Normandy Sponsor**
$250	**$750**	**Normandy Silver**

The Banner

The banner leads the band. It is carried at the front of every parade, it stands behind the band in every group photograph, and in June 2029 it crosses the Atlantic. Banner Sponsors' logos sit on either side of the crest.



The banner as it stands today, with current sponsors shown. The Normandy banner carries up to four sponsor logos, and those positions are what a Normandy Banner Sponsorship buys.

> **To be clear about what travels.** A Banner Sponsorship sends your logo to France on the banner; Road to Normandy logos ride on it at the parades and events leading up to the trip. No level sends a person. No travel, lodging or tickets for the sponsor or their representatives are included. What it buys is your name in front of the crowds at Normandy, and the photographs to prove it.

Who You Are Sponsoring

Normandy is the mission, but it is not the whole year. The Atlantic Watch has been performing since 1993, and a sponsorship puts your name in front of audiences long before the band boards the plane — and long after it comes home.

1993	20+	26,000+	501(c)(3)
PERFORMING SINCE	APPEARANCES A YEAR	2026 PUBLISHED ATTENDANCE	TAX-DEDUCTIBLE

- **Local, national and international.** Parades and ceremonies across New Jersey, the New York City Tartan Day Parade on Sixth Avenue, and in 2029, Normandy.
- **Parades and public events.** St. Patrick's Day parades, Memorial Day and Independence Day commemorations, the New Jersey State Elks Parade, September 11th remembrances, festivals and civic events.
- **Veterans and service organizations.** Standing relationships with VFW and American Legion posts, Elks lodges and military commemorations, with active-duty and retired service members in the band's own ranks.
- **Social media.** Sponsors are tagged and credited in event posts, photo galleries and video throughout the season.
- **Website and blog.** Logo, link and write-up on atlanticwatch.org, plus coverage in the band's event recaps.
- **Print.** Season flyers and event programs distributed at every appearance.

Attendance figures are published estimates for events the band appeared in, not a count of people who saw a sponsor's logo. The 2026 figure combines the NYC Tartan Day Parade (published at 20,000+) and the Rumson St. Patrick's Parade (6,000–7,000).

How to Commit

Reply to this proposal and the band will send a one-page sponsorship agreement, logo specifications for the banner, and a W-9 and 501(c)(3) determination letter for your records. Banner artwork is finalized well ahead of the trip, so earlier commitments get the longest run of recognition.

With thanks for your consideration,

The Pipes & Drums of the Atlantic Watch

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