



Dear Patriotic American,

When a member of the United States Armed Forces dies in the line of duty, several things happen in a short period of time. The body is transported to a military facility and prepared for return to the U.S.A., accompanied by a military escort. A member of a special military unit personally notifies the parents and spouse of the deceased. Typically, within two weeks of the service member's death, a military funeral is conducted, at which the family receives the thanks of a grateful nation and the folded American flag that covered the casket, a flag that is intended to remain folded forever in its shadowbox. The family members return to their homes and begin the ordeal of coping with the loss of their loved one for the rest of their lives. This scenario has played out thousands of times among American families since our nation began.

On December 30, 2005, I heard that knock on the door that every military parent dreads. My son Tony had been killed the previous day by a sniper's bullet while on patrol in Iraq. My family and friends were devastated. The military funeral was preceded by a powerful and moving church service where our family, his wife and two children bravely thanked all who attended and spoke so glowingly of our fallen hero. Eventually, the shock of Tony's death gave way to profound grief, then dazed numbness and finally forced acceptance. Fond memories of Tony's life were all that remained for his family and friends.

As the weeks and months following Tony's death passed, I began to explore the symbols Americans utilize to acknowledge the ultimate sacrifice members of America's armed forces have made for their country. I thought about the many war memorials that pay tribute to the fallen of armed conflicts dating back to the American Revolution. I wanted to embrace something that showed me there was outward public recognition of sacrifice and aside from the yellow ribbons that support our active duty, but there was nothing. I realized that there was no tangible emblem that could be publicly displayed by individuals and organizations calling specific attention to honoring and remembering the men and women whose lives were lost in the line of duty. Soon after, the Honor and Remember Flag was conceived to perpetually recognize the sacrifice of our fallen military heroes and their families.

The Honor and Remember Flag was publicly unveiled on Memorial Day 2008. It has since been endorsed by national veteran's organizations, including the American Gold Star Mothers, Inc., the Gold Star Wives of America, the Fleet Reserve Association, the Military Officers Association of America, Associations of the U.S. Army, Navy and Air force and many more.

An important goal of Honor and Remember, Inc is to have this emblem adopted by the U.S. Congress. Currently, House Bill HR 546 exists to adopt the Honor and Remember Flag as a nationally recognized symbol of all our fallen military men and women throughout history. Additionally, legislation in more than twenty states now recognizes the Honor and Remember Flag and others are in process.



Another strategic goal is to educate the nation about the flag's existence and meaning by raising public awareness via local and national venues. More importantly, one unique design feature of the HR flag allows it to be personalized and flown in specific honor of a lost loved one. We are committed to present these special flags to Gold Star families from every generation, which will personally touch these lives in a unique way.

Honor and Remember has a truly unprecedented objective; to change the mindset of this nation by reminding us all that our everyday freedoms do come at a price that deserves our gratitude. We are providing tribute not only to every fallen service member from any time in our nation's history, but also to every immediate family still living.

None of this can be accomplished without committed partners. There is a tremendous expense to fulfilling our mission of manufacturing and providing personalized hand sewn flags to over twenty thousand families.

Your financial contribution, whether it is an annual commitment or a onetime donation, will critically help in furthering our goals. I have enclosed a sponsorship listing that shows the different levels of participation and the benefits you will receive for that donation. Honor and Remember is a non-profit 501(c)(3) organization. Contributions are tax deductible.

By partnering with Honor and Remember, you will join the ranks of those who strongly believe that generations of our fallen heroes deserve this symbol of continuous gratitude and respect. You may know someone who has lost a loved one or you may even have fought beside someone who died in service to our country.

Remember, your support will not only help move the vision forward and educate the nation about this important new symbol of remembrance, but also it will make it possible to place an Honor and Remember Flag in the hands of families across the country who have endured the ultimate sacrifice. I look forward to hearing from you.

With Sincerest thanks,

George A. Lutz, Founder  
[www.HonnorandRemember.org](http://www.HonnorandRemember.org)

PS: Whether or not you knew an individual fallen hero, you no doubt recognize the importance of honoring and remembering the sacrifices that have made it possible for us to enjoy the freedoms we live under every day. If you are able, please fly the Honor and Remember Flag proudly and join with us as we declare our thanks nationally ... not only to the troops currently defending our liberties, but also to the families, friends and comrades of all of those who never made it home.

# Honor and Remember

*Sponsorship Levels and Benefits*

## Supporter

*\$500 or above*

Website sponsorship page listing

## Patron

\$2,500 or above

One personalized flags given to Gold Star family  
Certificate that recognizes you have sponsored personalized flag  
One 3x5 Screen-printed flag to company  
Website sponsorship page listing

## Patriot Commitment

\$5,000 or above

Two personalized flags given to Gold Star families  
Certificates that recognize you have sponsored personalized flags  
One Hand-Sewn 3x5 flag for company  
Recognition plaque to your organization  
Website sponsorship page listing  
Logo visibility on regular email updates

## Blue Star Commitment

\$10,000 or above

Four personalized flags given to Gold Star families  
Certificates that recognize you have provided personalized flags  
Two Hand-Sewn flags (flags can be donated to Gold Star families)  
Recognition plaque to your organization  
Logo visibility on regular email updates  
Company logo in future brochures  
Website sponsorship page listing

# Honor and Remember

*Sponsorship Levels and Benefits*

## Gold Star Commitment

**\$15,000 or above**

Six personalized flags given to Gold Star families  
Certificates that recognize you have provided personalized flags  
Three Hand-Sewn flags (flags can be donated to Gold Star families)  
Recognition plaque to your organization  
Logo visibility on regular email updates  
Company logo in future printed literature  
Website sponsorship page logo

## Honor Commitment

**\$25,000 or above**

Ten personalized flags given to Gold Star families  
Certificates that recognize you have provided personalized flags  
Five hand-stitched flags for corporate use (flags can be donated to Gold Star families)  
Recognition plaque to your organization  
Logo visibility on regular email updates  
Website sponsorship page listing  
Company logo in future printed literature

## Platinum Commitment

**\$100,000 or above**

Forty personalized flags given to Gold Star families  
Certificates that recognize you have provided each personalized flag  
Twenty hand-stitched flags for corporate use (flags can be donated to Gold Star families)  
Recognition plaque to your organization  
Company logo in future printed literature  
Logo visibility on regular email updates  
Website sponsorship listing

## Benefactor

**\$250,000**

Sponsorship to be discussed