



# Operation Eagle Visit

40<sup>th</sup> Anniversary Community Celebration  
San Mateo's adoption and welcome home in 1972 of  
A/1-327, 1st BDE, 101 ABN Division (Air Assault)



2012 Memorial Weekend

In partnership with Burlingame (Bravo Company) and Hillsborough (H&H Company)  
Friday, May 25, 2012 through Monday, May 28, 2012

The City of **San Mateo** adopted Company A of the 1<sup>st</sup> Battalion, 327<sup>th</sup> Infantry Regiment, 1<sup>st</sup> Brigade, **101<sup>st</sup> Airborne Division (Screaming Eagles)** in 1968. San Mateo was the only city in the nation to hold a welcome home parade for the soldiers upon their return from Vietnam in 1972. Since that time San Mateo has had a continuous relationship supporting Company A in peace time and throughout their wartime engagements.

This year is the **40th anniversary** of that first parade. The Army is excited about this unique relationship and has committed to flying a contingent of the 101<sup>st</sup> soldiers to San Mateo on Memorial Weekend for a celebration honoring this anniversary before their next deployment to Afghanistan. We plan to celebrate them as we did the troops in 1972.

Memorial Weekend events also include honoring all the veterans of the 101<sup>st</sup> we have supported in the past forty years, including the soldiers who marched in that first parade. We are partnering with the adjacent cities of **Burlingame**, who adopted Company B, and **Hillsborough** who adopted Company H&H of the 101<sup>st</sup> Airborne. This recognition and celebration is inclusive of the broader regional community and all three cities will be celebrating together.

Please join us in honoring these brave soldiers, past and present. There are many sponsorship opportunities; from in-kind donations to underwriting the planned celebration events noted below.

- Friday, May 25            Welcome the troops  
Relaxed evening for the soldiers and alumni to mingle, Hiller Aviation Museum
  
- Saturday, May 26        “ ‘Sore ‘ with the Eagles Boot Camp” work out with the troops in Central Park - 7am  
Activities and tours with the Eagles during the day  
6 pm Formal Recognition Banquet with notable guest speakers
  
- Sunday, May 27            11 am Parade in Downtown San Mateo with Dignitary Reviewing Stand  
Noon – BBQ / Family Festivities in Central Park with the troops and community  
Evening – San Francisco Hornblower dinner cruise for the troops & adopted alumni
  
- Monday, May 28            Goodbye brunch for the troops followed by opportunity to parade in Hillsborough and  
attend Golden Gate National Cemetery Memorial Day observance.

We look forward to participation from all aspects of the community. We hope you will join us in our commitment to support the morale of these troops who work in harm's way.





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### Financial Sponsorship Opportunities

*Checks payable to: Adopt 101<sup>st</sup> Airborne*

#### **BRIGADE LEVEL \$5,000 and above**

Prominent sponsor logo identification on parade dignitary reviewing stand banner, banquet program and identification as a Brigade level contributor in a thank you piece in the newspaper.

- Underwrite the yacht supper reunion for active duty troops and returning adopted son alumni:
  - Boat rental: 3 hour cruise – \$6,300
  - Dinner – \$5,000
- Underwrite troop ground transportation for the weekend – \$5,000

#### **BATTALION LEVEL \$2,500 up to \$5,000**

Sponsor identification logo on parade dignitary reviewing stand banner, banquet program, and identification as a Battalion level contributor in a thank you piece in the newspaper.

- Breakfast for the troops \$3,000 – three opportunities
- Buy the banquet meal for the visiting troops – \$2,000
- Underwrite medallion costs as honorarium gifts for the troops – \$1,500

#### **COMPANY LEVEL \$1,000 up to \$2,500**

Sponsor identification listed on parade dignitary reviewing stand banner, banquet program, and identification as a Company level contributor in a thank you piece in the newspaper.

- Sponsor a table at the banquet – \$1,000
- Drink tickets for the alumni / activity duty supper cruise – \$1,000
- Sponsor boxed lunch for the returning Bastogne troops – \$500

#### **BUY A SOLDIER A MEAL – Community Fundraising Campaign**

Contribute at any Meal level – Dinner: \$75; Lunch: \$50; Breakfast: \$25; Snacks: \$10 or in any amount.

#### **IN-KIND DONATIONS: for example**

- Wine– cases of red and white
- 500 hamburgers, hot dogs, buns, watermelons and chips for the BBQ
- Beverages – sodas, water, juices
- Flowers for the Banquet
- Patriotic decorations: bunting, streamers

Please contact the San Mateo City Clerk Patrice Olds (650) 522-7042 or [polds@cityofsanmateo.org](mailto:polds@cityofsanmateo.org) for more information. Sign up to receive updates as details develop at [www.cityofsanmateo.org](http://www.cityofsanmateo.org)

Join “The City That Didn’t Forget”  
in honoring this anniversary milestone, welcoming back our adopted troops,  
and pledging our ongoing support for the future.

