



Armed Forces Day — Historic Camp Lockett, Campo CA
15,000+ Attendees • National Headliners • VIP RV Village • Patriot Event of the Year
Presented by **Ready & Forward Camp Lockett**

CAMP LOCKETT LEGACY FEST 2026

Welcome / Event Identity

A major Armed Forces Day celebration hosted on one of the most historic military sites in California.

A festival for **veterans, first responders, service families, and patriotic Americans.**

Featuring:

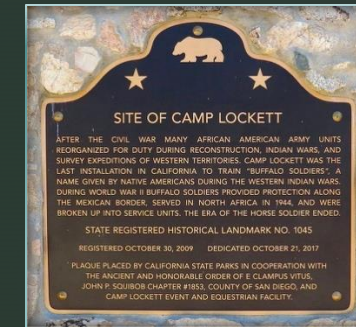
National headliner (\$500k tier)

Headliner(TBD)

Co-Headliner: Mike. (confirmed)

Coachella-level production team

15,000+ attendees expected



Mission & Purpose

Mission: Honor America's military heritage by creating a world-class annual Armed Forces Day festival rooted in resilience, unity, and service.

Purpose:

Celebrate those who serve

Revive and activate historic Camp Lockett

Unite community, music, and patriotism

Create long-term economic impact in Campo and East County



Our Impact on Veterans, Military & First Responders

Honoring ceremony

Service-member tribute corridor

Partnerships with veteran orgs

Long-term projects at Camp Lockett



The Historic Grounds

Camp Lockett — 188 Acres of U.S. Military Legacy

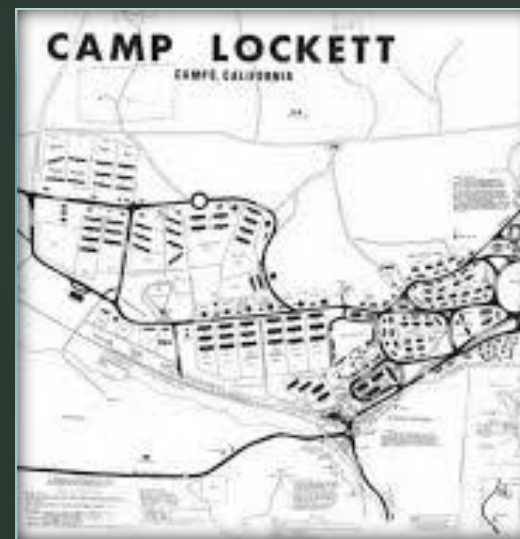
Home of the 10th Cavalry Buffalo Soldiers

America's last active cavalry post

Historic equestrian grounds, training fields, and barracks

Positioned to become San Diego County's flagship
Armed Forces Day event site

This is not just a festival — it is a return to history.



The Story Behind the Festival

Paralyzed from the waist down in March 2024

Told I may never walk again.

Rebuilt my body and mission through faith, relentless work, community service, and the support of veteran and community resource programs.

Committed to creating a national event that honors those who serve — a flagship annual fundraiser that will put Historic Camp Lockett back on the map and mark a historic step forward in community and San Diego County development.



March 15, 2024
Paralyzed Waist Down
Incomplete Spinal Cord Injury

YMCA Clerical Conditioning Program- Davis Family
YMCA

Veteran • Chaplain Candidate • Survivor • Nonprofit Founder

A catastrophic accident left Tanner paralyzed from the waist down. He refused to accept that fate. Months later, he took his first steps again.

Tanner rebuilt his life through **service, faith, and resilience**, turning adversity into purpose. Today, he leads a mission to serve veterans, first responders, and their families.

Leadership & Service Credentials

Founder & Executive Director

Ready & Forward Camp Lockett – California Nonprofit Corporation
EIN: 39-4743173

Chaplain Candidate (Navy)

Supporting military families, service members, and wounded warriors

Veteran Community Roles

Active contributor to veteran support networks in San Diego County
Partner and collaborator with Camp Lockett Event & Equestrian Facility (CLEEF)
Advocate for mental health, resilience, and community healing

Organizational Involvement

Member, Toastmasters District 5 (Vapor Trails Club)
Member, Navy League of the United States, San Diego Council
Member, Paralyzed Veterans of America, Cal-Diego Chapter
Member, 9th and 10th Calvary Buffalo Soldiers, San Diego Chapter
Volunteer & speaker with equine-assisted therapy programs
Community engagement partners with local law enforcement & first responder agencies
Supporter of national veteran wellness initiatives

Why This Event Matters

This festival is more than an event. It is a **living symbol of Tanner's comeback**, resilience in motion, and a mission to honor those who serve.

About the Founder Tanner Steven Courtney



Talent Lineup

Target Major Headliner — \$500,000

To be announced on public release date (**Goal: January 1**)

Confirmed Support Artist (Opening Act)

Sammy Listoe – San Diego regional country-rock artist & active-duty fireman

Headliner 1 (Confirmed)

Mike. – National touring artist

Headliner 2

TBA

Additional Support Acts

A curated lineup of veteran artists, patriot-aligned performers, and top local bands featured throughout the day on the secondary stage.



Elite Production Team

Produced by a **Coachella/ Stagecoach production manager** and crew:

World-class stage + scenic design

Concert-grade lighting & lasers

LED wall + IMAG

Arena-level sound system

Generators, power, and site infrastructure

Sponsors are attaching their brand to a **professionally executed, national-quality festival.**



Audience & Demographics

Attendance: 15,000+ forecast

Primary Demographics:

Active-duty military

Veterans (all branches)

First responders

Military families

Country/Rock/Alternative music fans

Outdoor & tactical lifestyle consumers

Ages 18–65

These customers are **loyal, engaged, and value-driven.**



Geographic Reach

Regional Impact Zones:

San Diego County

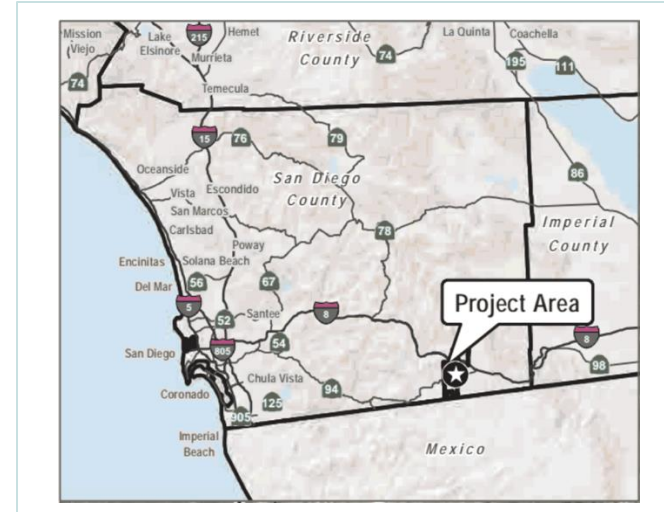
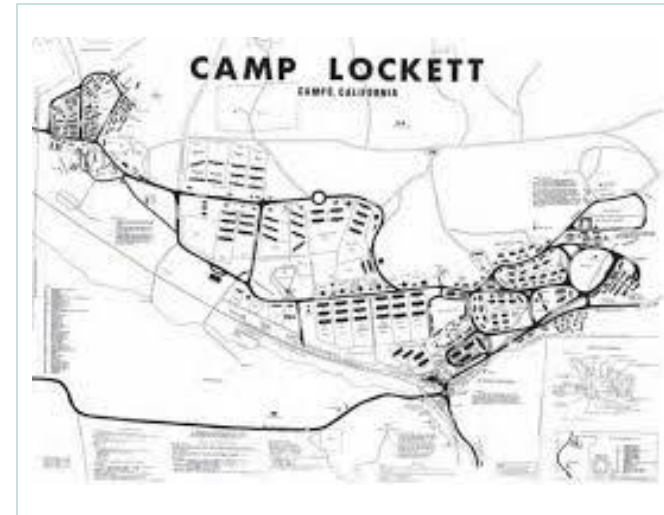
Imperial County

East County rural communities

Border region engagement

Southern California patriotic markets

Projected **1–2 million brand impressions** across all channels.



Media & PR Engine

Press, TV & Radio:

101KGB / iHeart radio integration

Local TV news features (current story arcs already tracking)

Patriot Week tie-ins

Feature story from Congressman Issa's interest

Digital:

Multi-platform paid ads

30,000+ organic reach in opening campaign

High-impact storytelling content



Government & Military Supporters



DARRELL  **ISSA**
PROUDLY SERVING THE 48TH DISTRICT OF CALIFORNIA

Community & Industry Partners



Congressional Tribute & Ceremony Presence

Congressional Participation

The Camp Lockett Legacy Fest includes a special Armed Forces Day tribute honoring our active-duty service members, veterans, and first responders.

We are coordinating with:

Congressman Darrell Issa (CA-48)

Local & county leadership

Veteran and service organizations

Tribute Moment

The ceremony will feature:

Official remarks from Congressman Issa

Presentation honoring the legacy of the 10th Cavalry Buffalo Soldiers

Recognition of service members, first responders, and families

National anthem + color guard

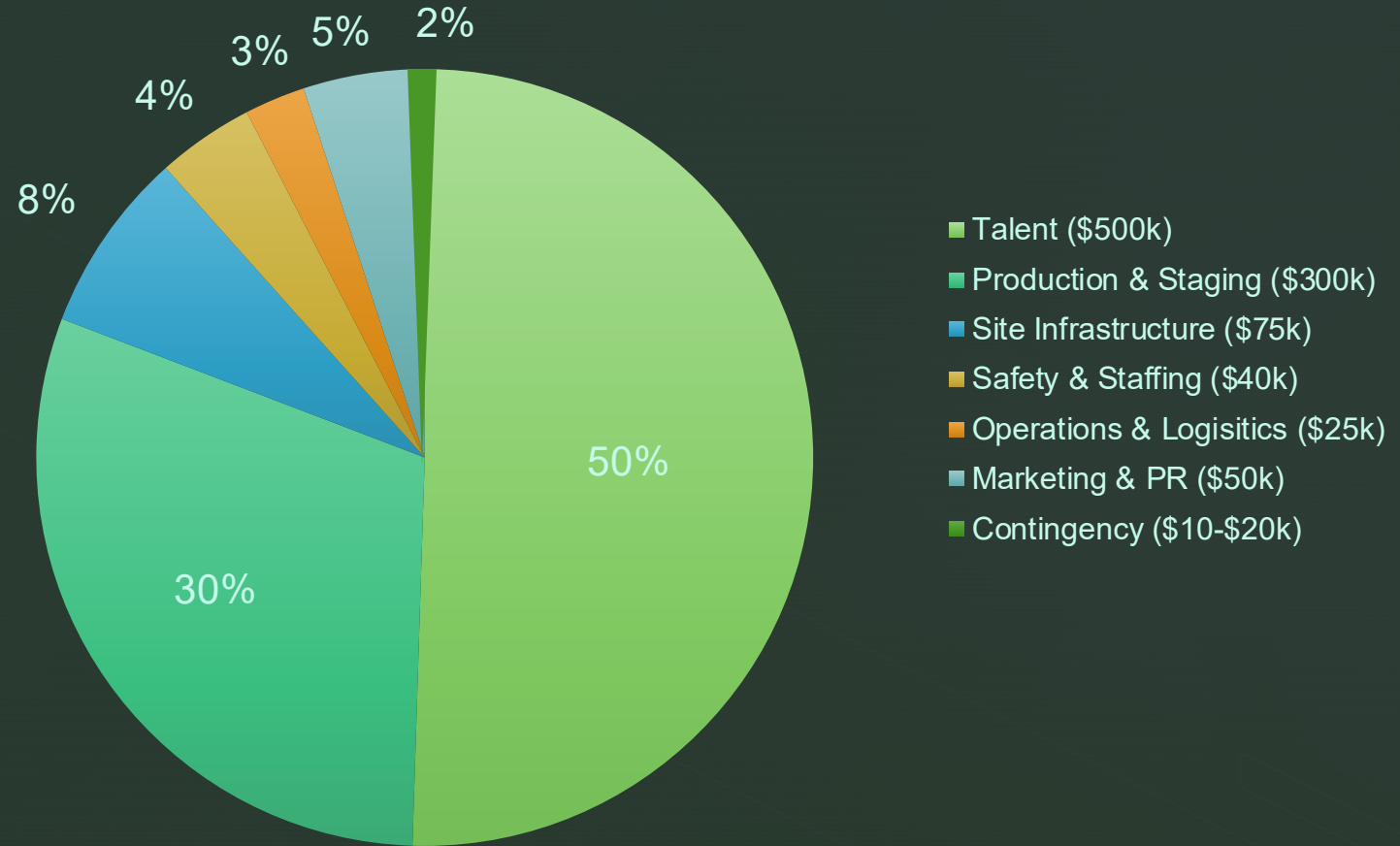
Memorial acknowledgment



Why This Matters for Sponsors

Elevates event prestige
Guarantees media presence
Shows alignment with military and community leadership
Provides a high-visibility moment for presenting sponsors

2026 Budget Overview: ~\$1,000,000



Why Brands Love This Event

Direct access to **military and first responder communities**

Values-aligned patriotic event

High emotional impact

Strong media narrative

Long-term festival scalability

Unique historic location

This is not just a festival — it's a **movement with heart and purpose.**



What Sponsors Receive

Massive brand exposure to 15,000+ patriotic attendees

Visibility across TV, radio, and digital media

On-site activation zones for direct customer engagement

Category exclusivity opportunities

VIP hospitality access

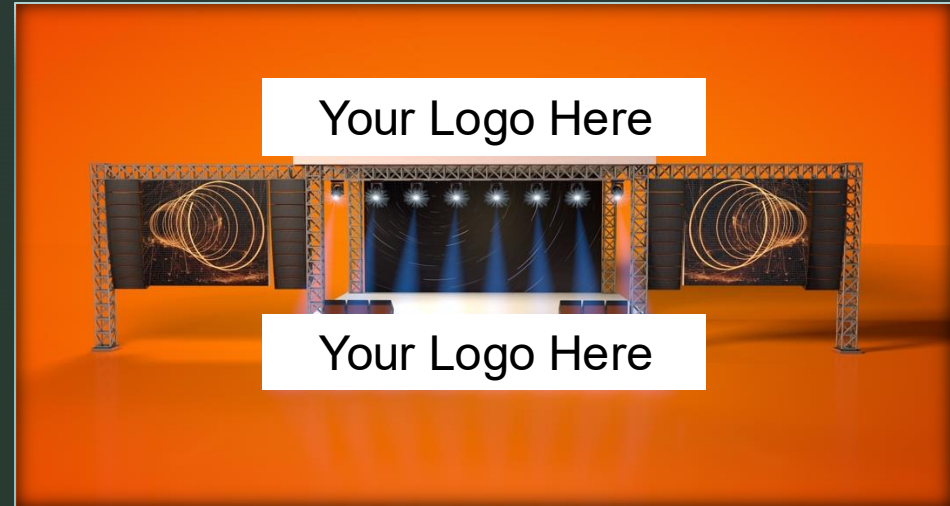
Long-term partnership potential (2026–2030 growth)

Connection to veterans, first responders & military families

Authentic, purpose-driven brand alignment



What Your Brand Looks Like at Camp Lockett Legacy Fest



Sponsorship Levels

Tier	Color	Contribution	Benefits	Icon/Badge
PRESENTING SPONSOR	Gold Elite	\$250,000–\$400,000	Naming rights · Stage branding · Headliner integration · VIP access · Category exclusivity · Media mentions	★★★★★ Gold Star Badge
PATRIOT SPONSOR	Gold	\$150,000	Large logo placement · VIP area branding · Promo booth · On-stage mentions	★★★★☆ Gold Shield
FREEDOM SPONSOR	Silver	\$100,000	Sponsor village booth · LED wall exposure · Digital promo	★★★☆☆ Silver Eagle
VETERAN SUPPORT SPONSOR	Bronze	\$50,000	On-site booth · Sponsor flags · Social media posts	★★★☆☆ Bronze Chevron
COMMUNITY SPONSOR	Bronze Lite	\$25,000	Logo on event signage · Vendor row placement · Community recognition	★★★☆☆ Bronze Badge

Naming Rights Opportunities

Main Stage Naming Rights

VIP Veteran Lounge Naming Rights

VIP RV Zone Naming Rights

Sponsor Village Naming Rights

Service Member Tribute Arena

Each includes:

Major signage

Brand presence

Category exclusivity

Custom activations



Category Exclusivity Options

One brand per category:

Official Credit Union

Official Truck Partner

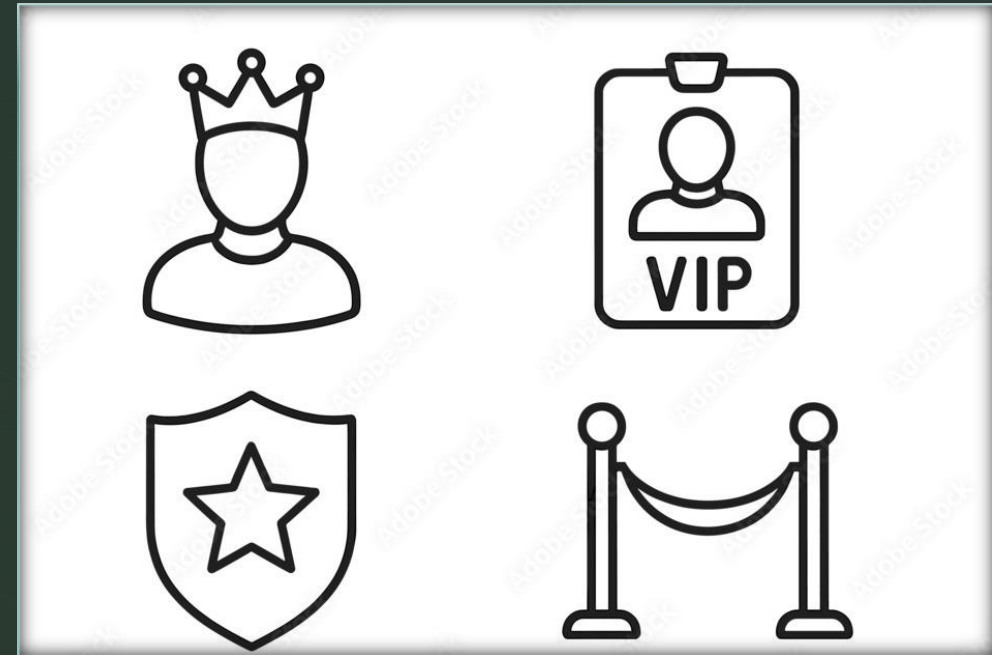
Official Energy Drink

Official Tactical/Outdoor Gear

Official Telecom Partner

Official Apparel Partner

Official Beverage Partner



On-Site Activation Opportunities

Branded archways & entrances

Sponsor expo booths

Merch co-branded opportunities

Interactive zones (fitness, VR, demos)

Vehicle displays

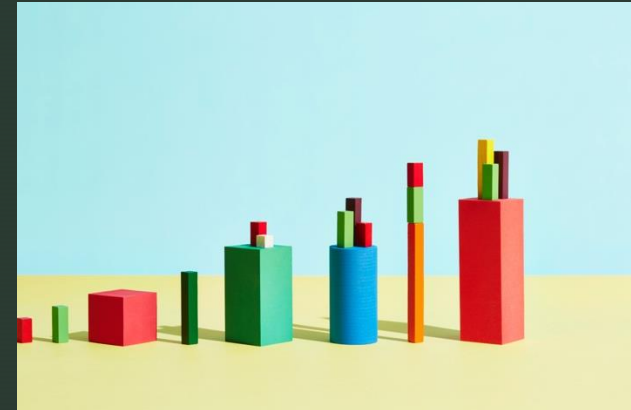
Product sampling

VIP activations



► Our Growth Vision (2026–2030)

- 2026: Year 1 launch (15,000+)
- 2027: Combined Campo 'Round Up' Days + Legacy Fest (20,000+)
- 2028: Multi-day festival expansion
- 2029: National sponsorship partnerships
- 2030: 30,000+ attendance & regional destination festival



Event Footprint

Includes:

Main stage grounds (8 acres, gated)

VIP RV & hospitality zones (12 acres)

Sponsor expo village

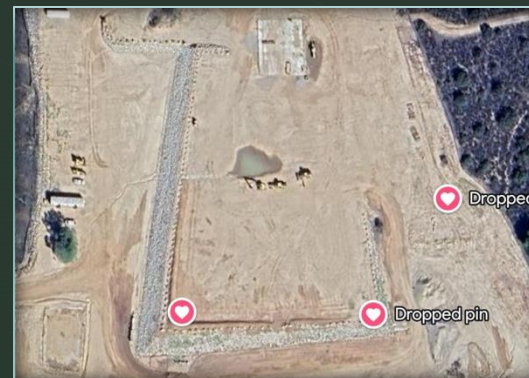
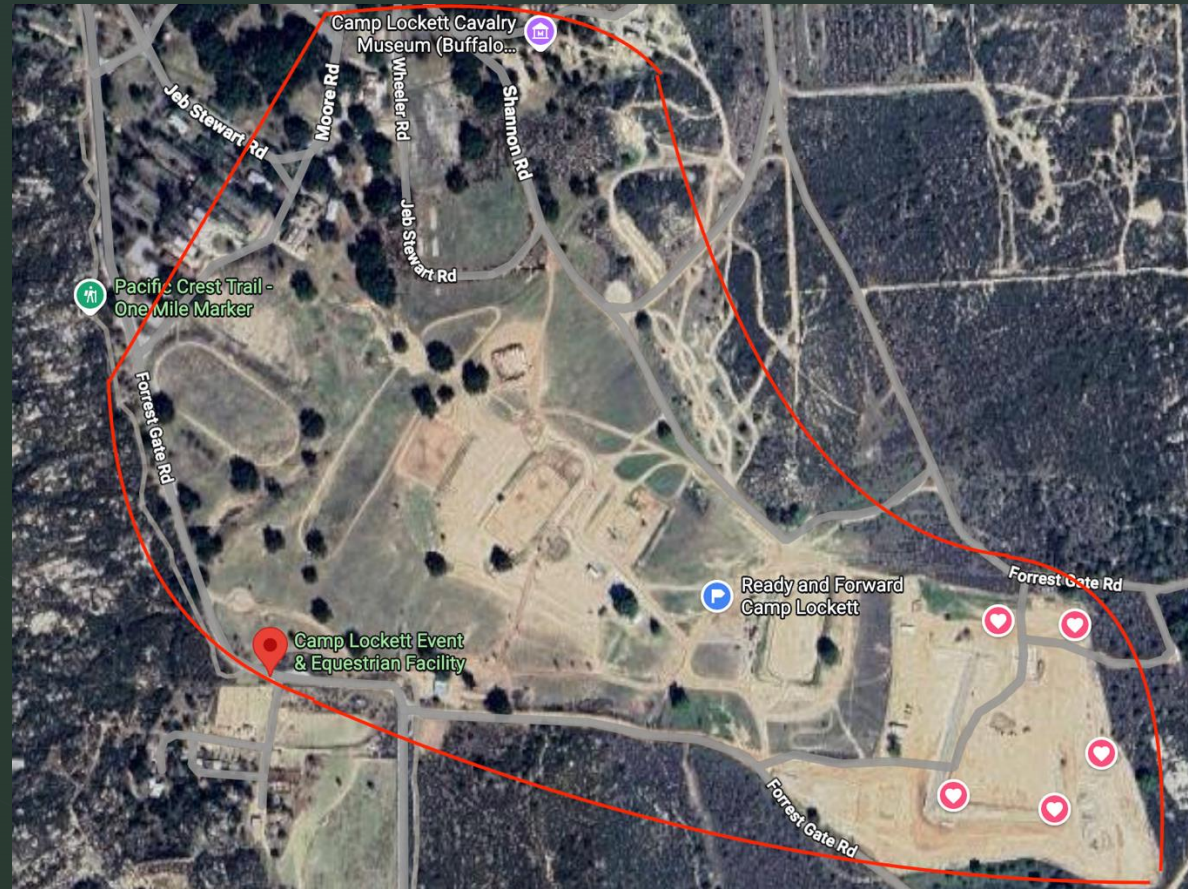
Vendor row

Beer gardens

Parking (GA off-site/ VIP onsite) +
shuttle zones)

Emergency lanes

*Our professional production team will deliver
the final production layout upon confirmation.



Economic & Community Impact

Boosting the Regional Economy

Your partnership drives tourism, hotel bookings, food/beverage sales, fuel revenue, and small-business growth across East County and San Diego County.

2. Accelerating Campo Revitalization

Sponsors directly support the transformation of an underserved rural community and the redevelopment of a historic federal site with national significance.

3. Honoring America's Heroes

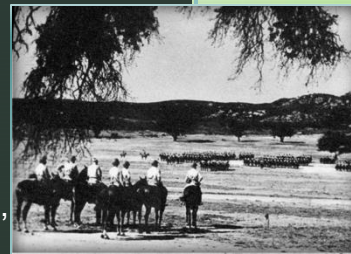
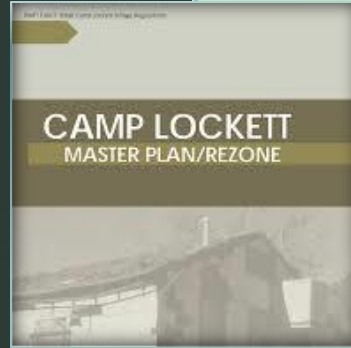
This event is dedicated to veterans, active-duty military, first responders, and their families — aligning your brand with patriotism, service, resilience, and community impact.

4. Launching a Historic National Project

Your funding powers the **first official milestone** in turning Historic Camp Lockett into **America's Forward Operating Base for Heroes** — a year-round training, wellness, and family support hub for those who serve.

5. Becoming a Founding Partner of a Major Annual Festival

Sponsors secure early access and branding rights in what will become San Diego County's premier Armed Forces Day celebration — with multi-year legacy potential and national media reach.



Why Partner NOW

Only 5–7 major sponsor slots available

Naming rights limited to 1 partner

Category exclusivity is offered once

Sponsor selection closes: **November 30**

Sponsors who join now lock in **founding partner pricing** before the 2027 expansion.



Sponsor Window
Closes: **November 30**

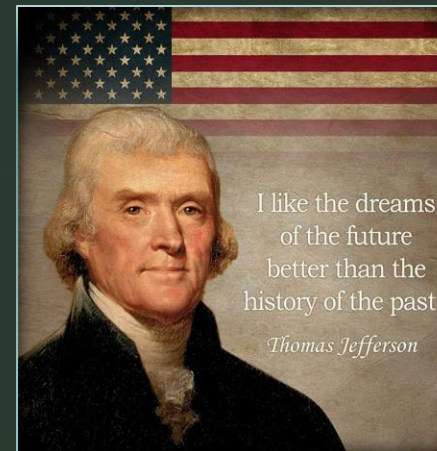
Call to Action

We invite your brand to stand with us as a founding partner of the Camp Lockett Legacy Fest.

Join us in honoring America's heroes.

Join us in building history at Camp Lockett.

Join us in creating a festival with heart.



Contact

Tanner Steven Courtney

Founder, Ready & Forward Camp Lockett

Email: coachcourtneymanagement@gmail.com

Phone: (563) 321-0258



“My story did not end with paralysis – it began a new mission to help others find their strength after hardship, as it was these community and Veteran support organizations that saved my life and gave me new vision, purpose, and community.”

*– Tanner Courtney,
U.S. Navy Veteran,
Hospital Corpsman
(2017-2022)*

<https://healthyhomefront.com/homefront-stories/regained-purpose-passion-and-commitment-after-national-veterans-summer-sports-clinic/>