

2026 TOURNAMENT SPONSORSHIP AND PATRON OPPORTUNITIES

SEPTEMBER 25-29, 2026

WHOW:

CREATING A LIFE-SAVING COMMUNITY ON THE WATER

On the surface, War Heroes on Water (WHOW) is an annual sportfishing tournament and fundraiser in support of combat-wounded Veterans. But dive a little deeper, and you will learn that WHOW is so much more than just an annual sporting event.

As the largest nonprofit tournament of its kind in the United States, WHOW exists for one profound purpose: to create human connections that literally save lives. During WHOW, combat-tested heroes spend time on the ocean with skilled mariners who care deeply for our Veteran community. There is fishing, fun, and meaningful conversation that allows participants to forge deep and genuine bonds with fellow brothers and sisters in arms, as well as with our captains and crews. For many, these 3 days on the water are the beginning of a journey to heal the physical and emotional wounds of war.

BY THE NUMBERS

IN 2026

60 BOATS

125 VETERANS

3 DAYS ON THE WATER

TO DATE

9 YEARS

675 VETERANS SERVED

Thousands more provided with year-round services by our charitable partner, Freedom Alliance.

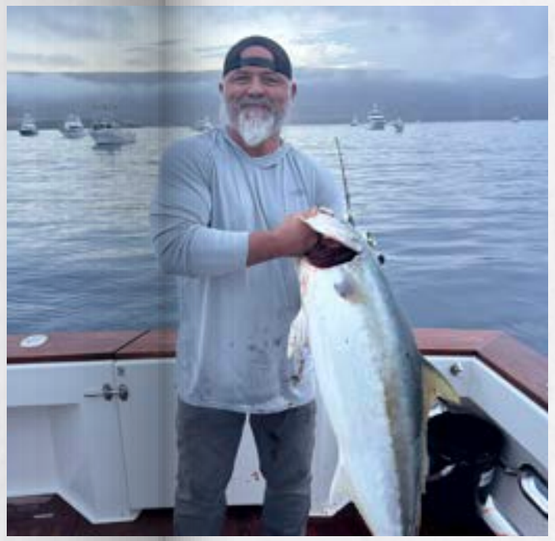
RAISED MORE THAN **$8M**

Your support for WHOW not only honors some of our nation's greatest heroes, it helps set them on a path to healing. Each year, generous sponsors make it possible for more than 125 Veterans to travel from all over the country to have the experience of a lifetime fishing the pristine waters off the Southern California coast. More importantly, sponsors ensure that year after year, the safety net WHOW has built for these heroes is strengthened and expanded. **Because WHOW is more than just a tournament: WHOW saves lives.**











THE PROGRAM:

5 DAYS OF MEANINGFUL ENCOUNTERS WITH A COMMUNITY THAT CARES

Friday: September 25, 2026
Veterans arrive from all around the country to greet familiar faces, make new connections, and feel the support of the community for who they are, what they've experienced, and the selfless sacrifices they've made. Sponsors can join in the excitement by volunteering to welcome Veterans at the airport or their hotel as they arrive.

In the evening, the Veterans enjoy a private welcome party hosted by tournament founder, Anthony Hsieh. Bonds begin to form as excitement builds for the adventure ahead.

Saturday: September 26, 2026
Sponsors, patrons, donors, and community supporters gather at the home of Anthony Hsieh in Newport Harbor to celebrate Veteran heroes as they board the vessels they'll call home for the next 3 days. The fleet is comprised of yachts from throughout the region, outfitted with state of the art fishing gear and staffed by talented crews and captains ready to offer the most exceptional hospitality and camaraderie to be found anywhere on the Pacific!

Once all the Veterans are onboard, sponsors step aboard one of WHOW's VIP hospitality yachts to join the fleet in the Newport Harbor turning basin, where they will enjoy the on-water opening ceremonies featuring the National Anthem and Honor Guard, followed by a boat parade through the harbor.

At the conclusion of the boat parade, sponsors on the VIP yachts cheer and wave goodbye as the fleet heads out to sea – a moving sendoff for our Veterans as they embark on the experience of a lifetime.

Sunday: September 27, 2026
During a full day at sea, WHOW captains and crews have a singular focus: to put their anglers on fish! Using a variety of techniques from anchor fishing to offshore adventures, the fleet teams ensure there is no shortage of friendly competition throughout the tournament. No experience is no problem – our yacht crews help teach our Veterans everything they need to know to get fish on deck.

However, while the focus is on fishing and fun, something special happens out at sea. Through storytelling, working together, and the healing power of the ocean, lifelong bonds are formed. For the Veterans, spending time with people who understand their struggles and care deeply for their wellbeing initiates a long-term support system, opening the door for a more complete rehabilitation.

Monday: September 28, 2026
After a morning of fishing, the fleet gathers at Catalina Island for the tournament's closing ceremony. Select sponsors travel to Avalon to join us on the iconic Green Pier for the live weigh-in and Closing Celebration.

Featuring a live-stream on YouTube, tons of community support, and the finest in island hospitality, the Green Pier weigh-in is the envy of many a west coast angler, and a high-energy celebration to cap off an unforgettable weekend for the Veterans.

Tuesday: September 29, 2026
The next morning after the celebration, the fleet and Veterans return to the mainland for Tuesday evening's awards ceremony. Awards are given out in a number of categories recognizing both individual success and the teamwork that makes it possible.

We like to say that WHOW is Family, and as a family, Veterans, fleet, and WHOW volunteers and staff come together to the awards banquet table to reflect on experiences, celebrate successes, and share stories.





WHY WE WHOW:

LASTING HEALING FOR OUR HEROES



> WHOW CONTINUES TO CHANGE AND SAVE THE LIVES OF VETERANS WHO HAVE SELFLESSLY SACRIFICED SO MUCH FOR OUR COUNTRY.
>
> ANTHONY HSIEH
> WHOW TOURNAMENT FOUNDER



> THIS TOURNAMENT HELPS VETERANS MOVE FORWARD.
>
> JACK G.
> NAVY VETERAN



> MY GOAL IS TO ENSURE OUR VETERANS FEEL THE LOVE OF THE WHOW COMMUNITY.
>
> ROD HALPERIN
> TOURNAMENT DIRECTOR

FREEDOM ALLIANCE

Our charitable partner, Freedom Alliance, enables the tournament to expand its therapeutic healing abilities across multiple events and opportunities.

Freedom Alliance was formed in 1990 by two Vietnam Veterans with a goal of providing year-round support for wounded troops and military families. Since then, Freedom Alliance has awarded more than $20 million in college scholarships to the children of military heroes killed or disabled in military service and spent millions more helping injured Veterans and military families with outdoor recreational therapy trips, Heroes vacations, care packages for deployed troops, mortgage-free homes, all-terrain wheelchairs, and much more.

WHOW serves as a cornerstone of Freedom Alliance's recreational therapy offerings, as the largest on-water combat-wounded Veteran therapeutic program of its kind. As Freedom Alliance President, Tom Kilgannon explains, "WHOW's heart for our combat-wounded Veteran community can be seen and felt throughout the year—but especially during the WHOW tournament." Donations made to the WHOW tournament enable WHOW, together with Freedom Alliance, to touch the lives of thousands of Veterans and their families, maximizing the impact of every sponsorship dollar pledged.

HERO

$100,000

- Sponsors twenty (20) Veterans as they continue their healing journey.
- Hero sponsor & primary logo placement in Tournament materials and recognition on WHOW website.
- Profile post on WHOW social media channels.
- Invitation for six (6) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh. Includes on-water attendance at the Opening Ceremonies and Boat Parade aboard the fleet lead vessel, Saturday, September 26, 2026.
- Invitation for two (2) to enjoy a two-night stay on Catalina Island at the Hotel Atwater in the heart of Avalon, September 27-29, 2026. Accommodations include a personally curated Catalina Island experience, full continental breakfast, and nightly wine reception. Helicopter to/from Catalina provided.
- Invitation for four (4) to enjoy the Tournament Closing Celebration on Catalina Island, Monday, September 28, 2026. Transportation to/from Catalina provided.
- Opportunity to present special branded swag gift to Veterans, Captains and Crew.
- Hero WHOW Swag Bag.

Commitment deadline is July 15, 2026 to receive recognition in printed materials.
Capacity for events is limited with priority given to earliest sponsors.



> **WHOW SHOWS VETERANS THAT OTHERS CARE ABOUT THEIR SERVICE AND SACRIFICE.**
>
> KALEB W.
> MARINE VETERAN



5-STAR

$75,000

- Sponsors fifteen (15) Veterans as they continue their healing journey.
- Premier logo placement in Tournament materials and recognition on WHOW website.
- Profile post on WHOW social media channels.
- Invitation for six (6) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh. Includes on-water attendance at the Opening Ceremonies and Boat Parade aboard the fleet lead vessel, Saturday, September 26, 2026.
- Invitation for four (4) to enjoy the Tournament Closing Celebration on Catalina Island, Monday, September 28, 2026. Transportation to/from Catalina provided.
- Opportunity to present special branded swag gift to Veterans, Captains and Crew.
- 5-Star WHOW Swag Bag.

> **THIS HAS BEEN ONE OF THE BEST EXPERIENCES OF MY LIFE.**
>
> ALHAJIE F.
> MARINE VETERAN

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PLATINUM

$50,000

- Sponsors ten (10) Veterans as they continue their healing journey.
- Prominent logo placement in Tournament materials and recognition on WHOW website.
- Dedicated post on WHOW social media channels.
- Invitation for four (4) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh. Includes on-water attendance at the Opening Ceremonies and Boat Parade aboard a luxury yacht, Saturday, September 26, 2026.
- Invitation for four (4) to enjoy the Tournament Closing Celebration on Catalina Island, Monday, September 28, 2026. Transportation to/from Catalina provided.
- Opportunity to present special branded swag gift to Veterans, Captains and Crew.
- Platinum WHOW Swag Bag.



> **IT WOULDN'T BE POSSIBLE FOR US TO HAVE AN EXPERIENCE LIKE THIS IF IT WASN'T FOR THE SPONSORS AND DONORS.**
>
> MEA P.
> NATIONAL GUARD VETERAN

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GOLD

$25,000

- Sponsors five (5) Veterans as they continue their healing journey.
- Prominent logo placement in Tournament materials and recognition on WHOW website.
- Dedicated post on WHOW social media channels.
- Invitation for two (2) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh. Includes on-water attendance at the Opening Ceremonies and Boat Parade aboard a luxury yacht, Saturday, September 26, 2026.
- Invitation for two (2) to enjoy the Tournament Closing Celebration on Catalina Island, Monday, September 28, 2026. Transportation to/from Catalina provided.
- Opportunity to present special branded swag gift to Veterans, Captains and Crew.
- Gold WHOW Swag Bag.

> **EVERY SPONSOR THAT HELPS—WE CAN'T EXPRESS IN WORDS OUR GRATITUDE.**
>
> **BRIAN M.**
> **MARINE VETERAN**

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SILVER

$15,000

- Sponsors three (3) Veterans as they continue their healing journey.
- Logo placement in Tournament materials and recognition on WHOW website.
- Silver post on WHOW social media channels.
- Invitation for two (2) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh. Includes on-water attendance at the Opening Ceremonies and Boat Parade aboard a luxury yacht, Saturday, September 26, 2026.
- Invitation for two (2) to enjoy the Tournament Closing Celebration on Catalina Island, Monday, September 28, 2026. Transportation to/from Catalina provided.
- Opportunity to present special branded swag gift to Veterans, Captains and Crew.
- Silver WHOW Swag Bag.



> **THIS TOURNAMENT IS CHANGING LIVES AND SAVING LIVES."**
>
> **LARRY D.**
> **MARINE VETERAN**

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BRONZE

$10,000

- Sponsors two (2) Veterans as they continue their healing journey.
- Logo placement in Tournament materials and recognition on WHOW website.
- Bronze post on WHOW social media channels.
- Invitation for two (2) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh. Includes on-water attendance at the Opening Ceremonies and Boat Parade aboard a luxury yacht, Saturday, September 26, 2026.
- Opportunity to present special branded swag gift to Veterans, Captains and Crew.
- Bronze WHOW Swag Bag.

“WHOW HELPS US ALL HEAL IN PROFOUND WAYS.”

CYNDI M.
NAVY VETERAN

Commitment deadline is July 15, 2026 to receive recognition in printed materials.
Capacity for events is limited with priority given to earliest sponsors.

STAR

$5,000

- Sponsors one (1) Veteran as they continue their healing journey.
- Logo placement in Tournament materials and recognition on WHOW website.
- Star post on WHOW social media channels.
- Invitation for two (2) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh. Includes on-water attendance at the Opening Ceremonies and Boat Parade aboard a luxury yacht, Saturday, September 26, 2026.
- Opportunity to present special branded swag gift to Veterans, Captains and Crew.
- Star WHOW Swag Bag.



“IT’S ABOUT SHOWING EVERYONE THAT NO MATTER WHAT YOU’VE BEEN THROUGH, WE ARE ONE.”

MIKE N.
PROGRAM OFFICER
FREEDOM ALLIANCE

Commitment deadline is July 15, 2026 to receive recognition in printed materials.
Capacity for events is limited with priority given to earliest sponsors.



ADMIRAL

$2,500

- Sponsors Tournament entry & fishing gear for one (1) Veteran.
- Recognition on WHOW website.
- Invitation for two (2) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh on Saturday, September 26, 2026.
- Admiral WHOW Swag Bag.

> ONCE YOU GET OUT ON THE WATER AND EXPERIENCE THAT CALM, YOUR LIFE WILL CHANGE.
>
> CARLOS T.
> MARINE VETERAN

CAPTAIN

$1,000

- Sponsors Tournament transportation and accommodations for one (1) Veteran.
- Recognition on WHOW website.
- Invitation for two (2) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh on Saturday, September 26, 2026.
- Captain WHOW Swag Bag.

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COMMANDER

$500

- Sponsors Tournament fishing gear for one (1) Veteran.
- Recognition on WHOW website.
- Invitation for one (1) to attend Tournament Kick-off Celebration at the Newport Beach home of Tournament Founder Anthony Hsieh on Saturday, September 26, 2026.
- Commemorative Tournament flag.

LIEUTENANT

$250

- Sponsors Tournament meals for one (1) Veteran.
- Recognition on WHOW website.
- Commemorative Tournament flag.

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> THIS ISN'T ABOUT FISHING. YOU ARE ACTUALLY SAVING LIVES TOO.
>
> PEDRO S.
> ARMY VETERAN



For more information, please contact Kellie Webb at kellie@warheroesonwater.com | 949.933.9856

WAR HEROES ON WATER.COM

WHOW, an annual healing and therapeutic sportfishing tournament serving combat wounded veterans, operates under the guidance of Freedom Alliance, a 501(c)3 nonprofit, EIN# 54-1411430. All funds raised by WHOW are for the benefit of Freedom Alliance's veteran serving programs with proceeds distributed at the discretion of Freedom Alliance.