



PATRIOT WEEK



SPONSORSHIP OPPORTUNITIES

16 YEARS OF COMMITMENT TO THE MILITARY COMMUNITY

Recognizing an unmet need in the Boston community, Massachusetts Fallen Heroes was co-founded by Boston firefighters, police officers, Gold Star Families, and local Veterans with the sole purpose of honoring returning Veterans and those who have selflessly served since September 11, 2001. MFH rapidly established itself as a prominent nonprofit organization dedicated to Honoring, Supporting, and Empowering Veterans and Gold Star families throughout the Commonwealth.

By providing extensive programming, MFH has consistently upheld its commitment to these ideals. Most notably, in May 2016, MFH unveiled the Massachusetts Iraq and Afghanistan Fallen Heroes Memorial, officially recognized as the Commonwealth's tribute to post-9/11 fallen heroes and the first memorial of its kind in the nation. This 50-foot public monument, situated in South Boston's Seaport Common, stands as a poignant and graceful symbol of the Service's branches. It serves as a resounding acknowledgment of the sacrifices made by our brave service members. This unveiling was pivotal, coinciding with Massachusetts Fallen Heroes' inaugural Patriot Week, a series of events dedicated to honoring Veterans and Gold Star Families, while educating the community about Honor, Service, Sacrifice, Character, and Duty.

As MFH grew, so did the mission. Once the goal of building a memorial had been met, the organization began looking to the future, identifying vital areas of unmet need. Enter InnoVets - the expanded organization with the goal of helping Veterans and Gold Star Families to Charge Forward.

While the name may have changed, the intentions and dedication remain steadfast.

InnoVets' mission is to create a united community, provide unrelenting advocacy, and make a transformative impact by offering a range of programs for all military-connected individuals. The organization focuses on supporting motivated innovators, including transitioning military service members, Veterans, Gold Star Families, and military family members, by facilitating game-changing career and business development opportunities.

These include STRAC, Boston's premier Veteran and Gold Star Family-focused business accelerator, CodeX, a comprehensive Information Technology training course for Veterans looking to gain new skills and improve their success in school and the workforce, and Veteran's Edge, a holistic line of career support for Veterans, including access to the tools they need to secure employment and extensive legal support and representation.

InnoVets operates at the Emond Center for Engagement (ECE), in the heart of Boston's Seaport. Named after fallen co-founder Eric Emond, this transformative space serves as a hub for Veteran and Gold Star Family members, providing events, support, workspace, and countless opportunities for the community.



2025 PROGRAM UPDATES



VETERAN'S EDGE

VETERAN'S EDGE

Veteran's Edge provides employment services to support, train, and empower Veterans, military personnel, spouses and Gold Star Families to ensure they're full potential can be reached as they go throughout their life as civilians. In 2025, Veterans Edge provided free Legal Assistance to Veterans with our partners at Pyle Rome Ehrenberg. We expect the program to grow throughout 2026, driven by increased allegations of employment discrimination.

- Secured a precedent-setting victory in the Massachusetts Appeals Court enshrining paid military leave benefits, after 3 years of litigation
- Represented two Federal Fire Department Labor Unions fighting for paid military leave, successfully securing 7 years of firefighter backpay and benefits
- 1 Superior Court Lawsuit representing multiple Veteran alleging employment discrimination based on Veteran status

INNOVETS

VA HACK-A-THON/MAKE-A-THON

August 2025 - InnoVets sponsored, and Executive Director Dan Magoon served as a judge and panelist for the VA's Veteran Health Hack-a-thon in Tampa, FL, culminating in a multi-day, in-person event. InnoVets, the VA, and others came together to present solutions to several challenges facing healthcare delivery for Veterans using the VA healthcare system. During the event InnoVets members served as advisors to competitors, leveraging our personal experience as Veterans who utilize the VA for healthcare.

The team also pitched an idea, dubbed MyHealthVet 2, that would provide Veterans with a visual representation of their health data and statistics, to help them make easier and more informed decisions about personal health and wellness. InnoVets saw this as an opportunity to empower Veterans and relieve the burden on the VA healthcare system, allowing providers to shift focus and service delivery to those most in need.

CODEX

CODEX

Codex comprises Information Technology training courses for Veterans looking to gain new skills and improve their success in school and the workforce. Veterans learn in a hands-on environment, with courses designed and taught by other Veterans, who understand the specific needs and skillsets they have. In 2026, we plan to expand these courses as we help prepare Veterans and the military community for the future workforce.

- 35+ students served
- 4 cohorts comprising:
 - 'Introduction to Cyber Security'
 - 'Introduction to Python Programming' x2
 - 'Intermediate Programming'

2025 PROGRAM UPDATES



INNOVETS

GRADUATE SCHOOL SCHOLARSHIP

In the Fall of 2025 InnoVets launched the Graduate School Scholarship to assist Veterans, Guard and Reservists, and Gold Star Family members cover the cost of higher education. We firmly believe that academic achievement can lead people to be more competitive in the workforce and provide better outcomes for themselves and their community.

- 2 recipients of \$10,000 each for the 2026-27 academic year

STRAC

STRAC PITCH COMPETITION

The 2025 Pitch Competition saw 5 contenders vie for cash prizes to help push their businesses forward. Contestants demonstrated their technology solutions for various sectors such as transportation, wellness and healthcare, education, and manufacturing.

The program also showed continued support for our two in-house tech companies, NBT-Studios and Apparition. Recently these two companies formed a partnership to explore the use of AI in improving technology education and learning outcomes.

- Awarded \$25,000 in Pitch competition prize money
- Provided \$50,000 in legal and administrative support



MASSACHUSETTS FALLEN HEROES

2025 GOLD STAR FAMILY EVENTS

One of our annual gatherings was a weekend retreat at Miraval Berkshires, where family members were able to step away from daily responsibilities and focus on healing, wellness, and time together. The retreat offered a peaceful setting for relaxation, reflection, and strengthening bonds within a supportive community of those who share similar experiences. We hosted an intimate group of Gold Star Mothers, Siblings, and Spouses. This retreat allowed space for each family member to take exactly what they needed from their time away.

During the holiday season, we hosted our annual Gold Star Family Christmas Party at the Boston Harbor Hotel. This celebration provided each child in attendance with a gift from Santa and the opportunity to connect and spend time with other Gold Star Families. This event is always one of our highest attended events for Gold Star Families, and allows the perfect setting for connection and celebration. Families enjoyed a meal together, while sharing stories of loved ones finding comfort in the shared bond with others in the room.



2026 SCHEDULE OF EVENTS



EDUCATION & LEADERSHIP PROGRAM

May 1 - May 31, 2026

MFH and InnoVets provide an educational program for students of all levels to learn about Armed Forces Day and Memorial Day, focusing on honor, service, sacrifice, character, and duty. The program features options for an in-person presentation or a printable lesson plan.



FLAGS FOR THE FALLEN

Friday, May 15 | 1:00 PM | Massachusetts Fallen Heroes Memorial

We officially kick off Patriot Week with a powerful tribute at the Massachusetts Fallen Heroes Memorial—an event open to the public and young students. Help us plant a sea of American flags, each honoring a Massachusetts Fallen Hero and serving as a poignant reminder of their sacrifice. These flags will stand in solemn remembrance throughout Patriot Week and Memorial Day.

Join us as we reflect on and celebrate the service of our Armed Forces, setting the stage for Memorial Day the following week. This is the official Patriot Week kickoff; all are invited to attend.

2026 SCHEDULE OF EVENTS



STRAC PITCH COMPETITION

Tuesday, May 19, 2026 | 6:00 PM | Ten World Trade Center

Join us in celebrating nine years of empowering military community entrepreneurs at STRAC, Boston's premier Veteran and Gold Star business incubator. InnoVets has proudly awarded \$325,000 in funding to support Veteran and Gold Star Family startups across the region, fostering innovation, entrepreneurship, and lasting impact within the military community.

The STRAC Pitch Competition highlights new businesses as they showcase their products, services, and innovative practices, driving future growth in Boston's entrepreneurial landscape. In fifteen-minute pitches, entrepreneurs will share their vision and seek public support to take their businesses to the next level.



11TH ANNUAL MASSACHUSETTS FALLEN HEROES MEMORIAL REDEDICATION

Friday, May 22, 2026 | 10:00 AM
Massachusetts Fallen Heroes Memorial

The 11th Annual Rededication Ceremony is a solemn and powerful tribute. This annual gathering honors the sacrifice of our post 9/11 Massachusetts Fallen Heroes with the unveiling of updated glass panels, newly inscribed with the names of those who have recently given their lives in service.

This ceremony also recognizes the strength and resilience of Gold Star Families, ensuring their loved ones' legacies endure. Join us as we come together in remembrance, reflection, and gratitude for those who have made the ultimate sacrifice.

2026 SCHEDULE OF EVENTS



BOSTON'S RUN TO REMEMBER

Sunday, May 24, 2026 | 7:00 AM | Seaport Boulevard

Mass Fallen Heroes and Run to Remember are joining forces once again for the 2026 Boston edition. For the past ten years Run to Remember has supported our mission to Honor, Empower, and Support the fallen Massachusetts men and women of the War on Terror, and their families.

This year the collaboration strengthens as Mass Fallen Heroes becomes the official charity partner for Boston's Run to Remember. This enables Mass Fallen Heroes to provide more impact, and greater support for the families and loved ones that have sacrificed all for their nation. Mass Fallen Heroes is grateful for the continued friendship and solidarity of Run to Remember as we continue this journey together.



16TH ANNUAL PATRIOT WEEK GALA

Wednesday, May 27, 2026 | 5:00 PM | Encore Boston Harbor Hotel

The 16th Annual Patriot Week Gala at Encore Boston Harbor Hotel is the signature fundraising event of Patriot Week. This premier evening brings together Gold Star Families, Veterans, corporate and civic leaders, and distinguished guests to honor the legacy of our Fallen Heroes.

The cornerstone event of the week, the gala raises critical awareness and support for the life-changing programs and services provided by Massachusetts Fallen Heroes and InnoVets. It also serves as a powerful tribute to Gold Star Families and Massachusetts service members lost since September 11, 2001.

2026 GALA SPEAKERS



ARMY GREEN BERET SERGEANT FIRST CLASS
DANIEL H. PETITHORY AWARD

General Christopher J. Mahoney

Vice Chairman, Joint Chiefs of Staff

General Mahoney was born in South Weymouth, Massachusetts and graduated from Holy Cross in June 1987. He completed The Basic School (TBS) and Infantry Officer Course (IOC) at Quantico, Virginia in 1988.

After earning his qualification as an A-6E Intruder pilot, General Mahoney deployed to the Indo-Pacific with

VMA(AW)-224, The Bengals. He completed transition training to the F/A-18 at Marine Corps Air Station (MCAS) El Toro and made multiple deployments with VMFA(AW)- 224, VMFA-122, The Crusaders, and VMFA(AW)-242, The Bats, to the Indo-Pacific, Italy, and Iraq.

He has held command at the squadron, group, and wing levels. He completed a Joint Force tour as Chief of Staff of the Joint Improvised Explosive Device Defeat Organization at the National Training Center, Fort Irwin, California, and he served as the Executive Assistant to the Deputy Commandant for Programs and Resources at Headquarters, U.S. Marine Corps (HQMC).

His General Officer duties include 37th Assistant Commandant of the Marine Corps; Deputy Commander, U.S. Marine Forces Pacific; Director of Strategy and Plans at HQMC; Deputy Commander, U.S. Forces, Japan; Commanding General, 3d Marine Aircraft Wing; and Deputy Commandant for Programs and Resources, HQMC. General Mahoney was sworn in as the 13th Vice Chairman of the Joint Chiefs of Staff on October 1, 2025. In this capacity, he is a member of the Joint Chiefs of Staff and the nation's second highest-ranking military officer.

General Mahoney is a graduate of the IOC, Weapons and Tactics Instructor Course (WTI), the Marine Division Tactics Course (MDTC), and the Navy Fighter Weapons School (TOPGUN). He served as an instructor at the Marine Aviation Weapons and Tactics Squadron-1 (MAWTS-1) at MCAS Yuma, Arizona and has over 5,000 hours of flight time in the A-6E, F-5, F/A-18, and the F-35B/C. He is also a qualified Forward Air Controller and parachutist. General Mahoney holds Master's Degrees from University of Canberra, Australia and the Air University at Maxwell Air Force Base with the highest academic distinction.

2026 GALA SPEAKERS



SERGEANT FIRST CLASS ERIC EMOND
"WICKED AWESOME" AWARD

Thomas J. Lyons

USMC Combat Veteran - Vietnam,
Veteran Advocate and Civic Leader

Thomas (Tommy) J. Lyons has a longstanding commitment to service—to his country, his community and his fellow veterans.

Mr. Lyons was Vice President of External Affairs before his retirement in November 2018 after

16 years of service at MassHousing, the state's affordable housing bank. From 1995 to 2002, he was the Executive Director of the New England Shelter for Homeless Veterans. He served as Deputy Commissioner for Veterans' Services for the City of Boston from 1984 to 1995. He was a Cable installer for the Boston Edison Company 1969 to 1984.

Born in South Boston, Mr. Lyons graduated from South Boston High in 1967 and served in the United States Marine Corps from 1967-1969 and is a decorated combat Veteran with a tour of duty 1968-1969 in Vietnam.

In 1978, Mr. Lyons organized a committee of veterans to pay tribute to those in his community who died during the Vietnam War. On September 13, 1981, the committee erected the South Boston Vietnam Memorial, which was one of the first of its kind in the nation. In 1987, he founded the Semper Fidelis Society of Boston, a Marine Corps organization that has grown to more than 2,500 members. The Society sponsors an annual luncheon on the Marine Corps' Birthday and donates the proceeds to the Marine Corps Scholarship Foundation and local veterans' charities. He also started the annual Boston Marine Corps Honor Run, which raises money for the Marine Corps Scholarship Foundation.

Mr. Lyons graduated from Boston State College, 1978 and 1988, and completed the Senior Executive Fellows Program at Harvard University's Kennedy School of Government. His awards include: The University of Massachusetts Boston Robert H. Quinn

Award for Outstanding Community Leadership, the recipient of the 2011 "Marine for Life" Award, presented for his 30 years of advocacy on behalf of our nation's veterans, 2014 recipient of the Commandant's Award from the Marine Corps Scholarship Foundation, 2016 South Boston Citizens Association, John W. McCormick Public Service Award, 2024. Hanscom Federal Credit Union Minuteman Award and 2025 US Secretary of the Navy Distinguished Public Service Award.

Mr. Lyons serves on a number of boards and committees: he is Founder and Chairman of The South Boston Vietnam Memorial Committee, Founder and Chairman of The Semper Fidelis Society, Chairman Board of Trustees Chelsea Veterans Home, Chairman, Hanscom Federal Credit Union Advisory Council, member Governor's Veterans Advisory Council, Director Marine Corps Scholarship Foundation, member ATCNE, Addiction Treatment Center New England and Chairman of the 2001/2006/ 2015/2021 Medal of Honor Society Conventions.

Mr. Lyons lives in Wakefield, Massachusetts with his wife Jean, they have two daughters Sarah, Maura and a son, Todd, a U.S. Air Force Veteran of the Iraq War and currently is Acting Director for ICE, Immigration Customs Enforcement.

2026 GALA SPEAKERS



GOLD STAR ACCESS

Jennifer Ballou

Chief of Staff Global War on
Terrorism Memorial Foundation

Jennifer R. Ballou brings more than three decades of leadership experience to her work as a non-profit leader and advocate for resilience, growth, and purposeful living. Originally from Mentor, Ohio, Jennifer began her journey of service when she enlisted in the U.S. Army just weeks after her

high school graduation. Over the course of nearly 21 years in uniform, she rose through the ranks to serve in key leadership roles with broad influence across the Army, including Senior Enlisted Advisor to the U.S. Army Resilience Directorate at the Pentagon and First Sergeant of the 257th Dental Company—the first Army dental company to deploy to Afghanistan.

It was during that deployment that Jennifer's life changed forever—her husband, SSG Edwardo Lored, was killed in action. In the aftermath of this profound loss, she continued to serve with strength and purpose. She was soon handpicked to serve on the Chief of Staff of the Army's Survivor Advisory Working Group, where she helped shape policy across the Army. Her efforts led to greater stability options for uniformed surviving spouses, providing more choice and support during an incredibly difficult time. Jennifer ultimately retired from the Army in 2015, closing a distinguished chapter of service marked by resilience, leadership, and deep personal sacrifice.

After retiring from the Army, Jennifer pursued work that blends leadership with meaningful support for others through leadership, lifestyle and wellness coaching. She holds a Master of Science in Yoga Therapy and a Bachelor of Science in Business Administration. A Certified Professional Life Coach and 500-hour Registered Yoga Teacher, she focuses on trauma-sensitive, therapeutic, and adaptive yoga practices.

She has held key roles in nonprofit and veteran leadership, including serving as the first Gold

Star Fellow for the Global War on Terrorism Memorial Foundation and as Deputy Chief of Staff at the National Veterans Memorial and Museum. In 2022, she was selected as a Stand-To Veteran Leadership Program scholar at the George W. Bush Presidential Center. She also serves on USAA's Advisory Panel, helping shape initiatives that support the military community, and as a faculty member for Warrior's at Ease, empowering the military community with the tools and knowledge to harness the transformative power of yoga and meditation.

Jennifer is the proud wife of retired Army Command Sergeant Major Omari Ballou and the mother of three incredible children—Alexis, Eddie, and Sophia. Her life and work reflect an unwavering belief in the power of healing, purpose, and post-traumatic growth.

2026 GALA AWARD RECIPIENTS



SFC JARED C. MONTI MEDAL OF
HONOR ABOVE AND BEYOND THE
CALL OF DUTY AWARD

Bill Brett

Award Winning Photojournalist



CAPTAIN JENNIFER HARRIS AWARD

Jenny Holaday

*President,
Encore Boston Harbor*



CHRISTINE DEVLIN GOLD STAR
FAMILY SUPPORT AWARD

**Olavo "Olly"
DeMecado**

*Executive Director,
America's Hometown
Thanksgiving Celebration*



NAVY SEAL CHIEF PETTY OFFICER
KEVIN A. HOUSTON AWARD

**Major General
Gary W. Keefe**

*Adjutant General,
Massachusetts National Guard*



2026 PATRIOT WEEK SPONSORSHIP OPPORTUNITIES



FOR ALL SPONSORSHIP INQUIRIES, PLEASE CONTACT INNOVETS:

E info@innovets.org | **P** 617-380-1776 | **W** innovets.org/pw-sponsorship



SEAPORT SQUARE SPONSOR | \$100,000

★ EVENT ACCESS:

- 30 VIP seats at the Patriot Week Gala at Encore Boston Harbor
- 25 VIP seats at the Massachusetts Fallen Heroes Memorial Rededication in the Seaport
- 15 guaranteed race bibs for Boston's Run to Remember

★ BRANDING & VISIBILITY:

- Exclusive naming rights to the Patriot Week Gala cocktail reception and post-dinner celebration
- Premier logo placement on all Patriot Week Gala sponsor banners
- Dedicated full-page feature in the Patriot Week Gala Program, highlighting the company's support
- Prominent logo placement across all major Patriot Week events, including the Gala, Flags for the Fallen, STRAC Pitch Competition, and Memorial Rededication
- Large-scale logo placement on the Patriot Week Seaport scrim at the Mass Fallen Heroes Memorial, visible to thousands annually
- On-screen logo and verbal recognition throughout Patriot Week programming

★ DIGITAL & SOCIAL MEDIA RECOGNITION:

- Prominent logo placement on all Patriot Week email campaigns and official websites massfallenheroes.org and innovets.org
- Featured sponsor recognition across Mass Fallen Heroes and InnoVets social media platforms @mafallenheroes and @innovets
 - 8 dedicated posts on social media
 - 3 pre-event posts (announcement + mission alignment)
 - 3 Patriot Week posts (on-site visibility, leadership presence)
 - 2 post-event posts (impact recap + thank-you)
- Year-round recognition on a dedicated plaque at the Emond Center for Engagement (May 2026–May 2027)

★ ADDITIONAL BENEFITS:

- Recognition in all Patriot Week promotional and recap materials
- Access to a discounted room block at Encore Boston Harbor

BLACK FALCON SPONSOR | \$50,000

★ EVENT ACCESS:

- 20 seats at the Patriot Week Gala
- 20 seats at the Massachusetts Fallen Heroes Memorial Rededication
- 10 guaranteed race bibs for Boston's Run to Remember

★ BRANDING & VISIBILITY:

- Prominent logo placement on Patriot Week Gala sponsor banners
- Dedicated half-page feature in the Patriot Week Gala Program, highlighting the company's support
- Logo placement across all major Patriot Week events
- Logo placement on the Patriot Week Seaport scrim
- On-screen logo recognition during Patriot Week programming

★ DIGITAL & SOCIAL MEDIA RECOGNITION:

- Logo placement on Mass Fallen Heroes and InnoVets websites massfallenheroes.org and innovets.org
- Recognition across Mass Fallen Heroes and InnoVets social media platforms @mafallenheroes @innovets
 - 5 dedicated social media posts
 - 2 pre-event posts
 - 2 Patriot Week posts
 - 1 post-event thank-you

★ ADDITIONAL BENEFITS:

- Access to a discounted room block at Encore Boston Harbor





LIBERTY WHARF SPONSOR | \$25,000

★ EVENT ACCESS:

- 15 seats at the Patriot Week Gala
- 15 seats at the Massachusetts Fallen Heroes Memorial Rededication
- 6 guaranteed race bibs for Boston's Run to Remember

★ BRANDING & VISIBILITY:

- Logo placement on Patriot Week Gala sponsor banners
- Logo listing in the Patriot Week Gala Program
- Logo placement on Patriot Week event signage
- Inclusion on the Patriot Week Seaport scrim

★ DIGITAL & SOCIAL MEDIA RECOGNITION:

- Logo placement on event websites massfallenheroes.org and innovets.org
- Social media recognition across Mass Fallen Heroes and InnoVets platforms @
[@mafallenheroes](https://twitter.com/mafallenheroes) @[@innovets](https://twitter.com/innovets)
 - 3 dedicated social media posts
 - 1 pre-event recognition
 - 1 Patriot Week post
 - 1 post-event thank-you

★ ADDITIONAL BENEFITS:

- Access to a discounted room block

BARNES SPONSOR | \$10,000

★ EVENT ACCESS:

- 10 seats at the Patriot Week Gala
- 10 seats at the Massachusetts Fallen Heroes Memorial Rededication
- 4 guaranteed race bibs for Boston's Run to Remember

★ BRANDING & RECOGNITION:

- Company name listed on Patriot Week Gala sponsor banners
- Company name listed in the Patriot Week Gala Program

★ DIGITAL & SOCIAL MEDIA RECOGNITION:

- Name listing on event websites massfallenheroes.org and innovets.org
- Social media recognition @mafallenheroes @innovets
- 1 Patriot Week thank-you or recognition post

★ ADDITIONAL BENEFITS:

- Access to a discounted room block





DRYDOCK SPONSOR | \$5,000

★ EVENT ACCESS:

- 5 seats at the Patriot Week Gala
- 5 seats at the Massachusetts Fallen Heroes Memorial Rededication
- 2 guaranteed race bibs for Boston's Run to Remember

★ BRANDING & RECOGNITION:

- Company name listed on Patriot Week Gala sponsor banners
- Company name listed in the Patriot Week Gala Program

★ DIGITAL & SOCIAL MEDIA RECOGNITION:

- Name listing on event websites massfallenheroes.org and innovets.org
- Social media recognition
- Included in 1 collective sponsor thank-you post

★ ADDITIONAL BENEFITS:

- Access to a discounted room block

FAN PIER SPONSOR | \$2,500

★ EVENT ACCESS:

- 2 seats at the Patriot Week Gala
- 2 seats at the Massachusetts Fallen Heroes Memorial Rededication

★ BRANDING & RECOGNITION:

- Company or individual's name listed in the Patriot Week Gala Program





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E info@innovets.org | **P** 617-380-1776 | **W** innovets.org/pw-sponsorship