



American Veterans Traveling Tribute Inc.  
197 County Road 3506 Bullard Texas 75757

Friends,

To Our Community,

Over the past two decades American Veteran's Travelling Tribute has journeyed through the continental United States with a mission. That mission has been and will always be to honor, respect, and remember those who have served their country through the Armed Forces and/or as a First Responder. We visit over 40 communities (all over the country) a year and have had the privilege and honor of meeting individuals from all walks of life and backgrounds who have gathered with us around the Travelling Wall Exhibit and the Cost of Freedom Tribute. Over the years, we have transitioned from outsourcing the development and construction of our tributes/exhibits to being able to design, evolve, and build the tributes in house. Our house in question is located in East Texas, we have a facility and staff that are equipped and capable of incredible shows of craftsmanship.

That being said, we have made the decision to expand our mission as a company and as a community. American Veteran's Travelling Tribute is now offering a replica of the exact travelling tribute that introduced you to us in the first place. This replica can be purchased by individuals and organizations within each state. What has made our journey with the Travelling Tribute so special, is that we have been able to create an accessible and inclusive environment on the doorsteps of veterans and community members nationwide who formally did not have the opportunity to visit a space that allowed for healing and closure. However, we are only capable of so much and are limited by travel times and availability. With the opportunity for permanent installations to be established in communities across the United States, our mission of education and holding space will be able to reach farther than we ever thought possible. We hope that by opening the door to the tribute being a permanent installation in communities that we may not have reached before, this inclusive space of healing and closure can reach more lives and cultivate communities to educate and hold open conversations about the sacrifices made by fellow Americans. There is also opportunity for others to share in the business opportunity and model that we have developed over the years.

If this message has reached you, as well as interested you please contact us. The process of purchasing a tribute will also include training and support from the AVTT staff who will help you build and operate your own business and develop the skills to book and attend events in your extended community. You can reach **Rebecca True, our CEO at** (903) 330-0372 (mobile) or [rebecca@avtt.org](mailto:rebecca@avtt.org).

Finally, this new venture is only possible due to the continued support from the community we have developed over the years. We are forever grateful.

Thank you,  
American Veterans Traveling Tribute

POTENTIAL QUESTIONS:

**What are options available?** Several options are listed at annex 1.

**What do you receive?** Attached at annex 2 is a listing of all exhibits included in purchase.

**What does a tribute cost?** It depends on the option selected. There is a purchase price, (cash or finance) and a continuing licensing fee on a monthly basis depending on the contract. AVTT can also provide a continuing support agreement for a specified period.

The details will be covered when you speak to a company representative.

Rebecca True, CEO@ (903) 330-0372.

**What is process to purchase?** Annex 3

**What continuing support services can AVTT provide?** Annex 4

## **ANNEX 1 PURCHASE OPTIONS**

### **OPTION 1 -OUTDOOR**

*80% Vietnam Wall replica.* All names laser engraved. 360 feet when set up, comes with all panels (140 x 2.5') track, bracing and supports ready to off load and set up. Includes 4 additional information panels (24 x 36 A frames). SHAPE SAME AS VIETNAM MEMORIAL

*Cost of Freedom Tribute.* All exhibits listed (68) panels 24 x 48 laser engraved mounted on double sided Aluminum A frames (34) ready to off load and set up.

### **OPTION 2 -OUTDOOR**

*50% Vietnam Wall replica.* All names laser engraved. 280 feet when set up, comes with all panels (140 x 2') track, bracing and support ready to off load and set up. Includes 4 additional information panels (24 x 36 A frames). SHAPE SAME AS VIETNAM MEMORIAL

*Cost of Freedom Tribute.* All exhibits listed (68) panels 24 x 36 laser engraved mounted on double sided Aluminum A frames (34) ready to off load and set up.

### **OPTION 3 -INDOOR**

*60% Vietnam Wall replica.* All names laser engraved on 82 laser engraved 24 x 60 panels. 82 feet when set up, comes with all panels (82 x 2') mounted on double sided A frames. Includes 4 additional information panels.

*Cost of Freedom Tribute.* All exhibits listed (68) panels 24 x 36 laser engraved mounted on double sided Aluminum A frames (34) ready to off load and set up.

**ANNEX 2 TRIBUTE LIST OF EXHIBITS**

Traveling Vietnam Wall	
Casualties Names	- 140 panels
Wall Info & Layout	- 1 panel
Vn Casualty Stats	- 1 panel
POW/MIA	- 1 panel
Agent Orange	- 1 panel
Afghanistan & Iraq Warrior Tribute	
Logo & Explanation	- 1 panel
Casualties Names	- 29 panels
Timelines	- 3 panels
Medals of Honor	- 1 panel
911 Tribute	
Logo & Summary	- 1 panel
Tower Casualties	- 6 panels
Flight 11	- 1 panel
Flight 77	- 1 panel
Flight 93	- 1 panel
Flight	- 1 panel
New Memorial	- 1 panel
1945-1975	
World War I	- 1 panel
World War II	- 1 panel
Korean War	- 1 panel
Vietnam War	- 1 panel
Cold War	- 3 panels
USS Pueblo	- 1 panel
1979-1989	
Iran Hostage	- 1 panel
El Salvador War	- 1 panel
USMC Beirut	- 1 panel
Grenada Invasion	- 1 panel
Libya Air Attack	- 2 panels
USS Stark Attack	- 1 panel
Panama Invasion	- 1 panel
1990-2012	
Desert Storm/Shield	- 2 panels
Somalia	- 1 panel
Khobar Towers Bomb	- 1 panel
USS Cole Attack	- 1 panel
Fort Hood Attack	- 1 panel

**TOTAL 68 PANELS**

### **ANNEX 3 PROCESS TO PURCHASE**

Call Rebecca to discuss (903) 330-0372 details and interest level. Discuss contract details.

Submit Application (provided after call).

AVTT reviews application details.

AVTT Approves and Contract Sent for TRIBUTE Purchase and licensing agreement.

Contract and deposit received. AVTT starts fabrication process.

AVTT starts working with customer on Organization, Marketing, Sales procedures to get up and running to have bookings prior to tribute available.

Tribute Complete. Customer picks up or ships to home office location.

AVTT conducts training on site with customer on set up take down and other items. (If desired can be included in agreement).

AVTT provides continuing support as designated.

CONCEPT INFORMATION FOR STATE TRAVELING TRIBUTES  
SALE TO INDIVIDUAL/ORGANIZATIONS FOR PARTICULAR STATES TO SET UP THEIR OWN  
BUSINESS.

**SUMMARY**

In order to broaden the reach of our Tribute which honors all who served we will sell a tribute in each state hopefully to a veteran who wants to have their own business. They will be affiliated with AVTT and allowed to market as such within their respective state. ***It will be entirely their own business to operate as they see fit.***

Cost will be the cost of the tribute from AVTT and a monthly licensing fee to use AVTT name and logo along with receiving ongoing support from AVTT. If AVTT agrees to allow installment payments it will retain title to and a lien against the tribute until payments are complete. AVTT **WILL NOT** book or attend events within the state agreed upon as exclusive territory.

**WHAT DO YOU NEED TO OPERATE?**

1. An admin business entity duly organized and licensed to operate in their state. Banking and accounting set up will also be needed, along with internet access and phone communications. Business liability insurance and loss damage insurance for tribute (AVTT will be listed as lien holder as long as there is outstanding purchase balance) are required.
2. A vehicle and trailer to attend events. A 24-foot trailer would be minimum with an appropriate trailer to tow it. AVTT uses two different trailers, a 24-foot bumper pull and a 32-foot goose neck. Both are towed by a Chevy 3500 dually. Ours are dictated by long distances traveled. Tribute dead weight is approximately 6000 lbs. Driving regulations within state must be adhered to.

**PROCESS REQUIRED FOR BUSINESS OPERATIONS**

Company Markets to potential customers>

Events are booked with customers via a contract>

Company attends events> Sales of merchandize if desired>

**AVTT SUPPORT**

Initial set up support/training is provided by AVTT.

Customer continuing support can be provided with a package pricing.

Some basic Set up information for State Level Traveling Tribute.

Admin Items: In order of action.

**TO DO NOW – If assistance is needed, we can help.**

1. Go online to IRS and form LLC or type company desired. Obtain EIN. LLC name can be anything you desire, such XXXXXX LLC, then you can name your traveling tribute something like (State) Moving/Traveling Cost of Freedom Tribute. That can be used for advertising naming etc.
2. Do rough design of LOGO. We can finalize it for you. Decide on phone for use with business.
3. File LLC information with state and obtain State Sales Tax number.
4. Open business bank account. Suggest also include credit card for expenses. Set up online banking.
5. Obtain Liability insurance for the operating your tribute. Will need for most events. Suggest 2 million.
6. Obtain Damage insurance to cover cost of replacing Tribute. AVTT named as lien holder until tribute is paid for. (if applicable).
7. Select Vehicle and trailer. Suggest Truck (dually if desired) and at least 24-foot trailer. Trailer will need to be outfitted in TX with a built-in rack to hold and carry the Vietnam Wall. AVTT can have that built at TX facility if so desired. Should allocate funds to construct.
8. Register as Veteran owned business with SBA and local state agencies.
9. Decide and set up internal accounting.
10. Decide on layout for Vehicle and Trailer Wrapping.

**Phase Two – We can work with you on all these.**

1. Determine Pricing for events.
2. Develop Contract for use in events.
3. Develop Collateral materials. Brochures, business cards handouts etc.
4. ID and gather contact info for potential customer base. All veteran and fraternal organizations, city governments, county fairs, festivals, motorcycle and car events, unique events, convention centers, etc.
5. Build your mailing list from #4.
6. Bring up website. Copy format, info and layout from AVTT.
7. Bring up social media. Plan on funding for initial advertising on Facebook. \$100-\$200 a month for a few months.
8. Launch all marketing materials. Ongoing.
9. Receive phone calls and info requests and contact potential customers.
10. Book and schedule events.
11. Pick up Tribute and be ready to attend events.
12. Ongoing Marketing and Customer interaction.