



Thank you for your interest in the **Kettlebells for Warriors (KFW)** events. Everyone who is working on this project is dedicated to making it a huge success and I'm sure that once you get an understanding of our goals and aspirations that you will want to become part of our team.

## KFW Event Overview

The [York Barbell Company](#), the [CrossFit Journal](#) and [Dragon Door](#) have joined forces with Russian Kettlebell Certified (RKC) instructor, Michael Krivka, to raise awareness and funds for the [Wounded Warrior Project](#) (WWP) through the **1st Annual Kettlebells for Warriors (KFW)**.

Krivka and his national sponsors have organized four fund raising events for the summer of 2010, with several more planned for the fall. Each event consists of a six hour Russian Kettlebell workshop where participants will learn the fundamental skills and techniques to safely and effectively use this powerful fitness tool. Workshop participants will receive a full day of professional Kettlebell training for the discounted price of \$150.00/person with all profits going directly to the [Wounded Warrior Project](#) to fund unique, direct programs and services to meet the needs of America's wounded warriors.

These men and women have sacrificed so much and their service doesn't end when they come home. They continue their long painful journey by working hard to heal their minds and bodies. We want to raise awareness and funds for the Wounded Warrior Project by honoring their sacrifice and journey back to health with our own pain, sweat and tears. The **Kettlebells for Warriors** events give people a chance to directly impact the lives of our warriors (and their caregivers) while making a difference in their own health and well being - everyone wins.

## KFW Event Schedule

Date	City	State
July 10, 2010	York	PA
August 01, 2010	Los Angeles	CA
August 07, 2010	San Diego	CA
September 11, 2010	Washington	DC
October 2010	Chicago	IL
October 2010	Atlanta	GA
November 2010	Dallas	TX
November 2010	Jacksonville	FL
December 2010	Columbia	SC



## KFW Sponsor Information

Each of our sponsors brings something unique to this event. Our current Platinum Sponsors (York Barbell, the CrossFit Journal, Dragon Door, etc.) are all nationally and internationally recognized organizations that have a deep commitment to the fitness, law enforcement and military communities. Our other levels of sponsorship (see below) are as diverse as the warriors that we are hoping to help. We have everything from Rock and Roll legends ([Ted Nugent](#)) to Martial Arts legends ([Dan Inosanto](#), [Dan Severn](#) and [Erik Paulson](#)); local Ice Cream manufacturers (Greens) to international Coffee Makers ([Starbucks](#)); Sports Teams ([Baltimore Ravens](#)) to suppliers to Sportsmen ([Remington Arms](#)).

What do all of our sponsors have in common? They all share an undying gratitude to the men and women who have had their lives irrevocably altered while defending our way of life. They also understand that these brave warriors have not ended their battles but are daily confronted with obstacles and barriers that will be insurmountable without our help.

Following is a list of our sponsorship levels that will help you decide the amount of support that you want to provide for these events:

- **Platinum Sponsor** - international/national company that makes a significant contribution (\$10,000 or more) to the event and is committed to supporting the events at all venues in 2010. Platinum Sponsors will be guaranteed name placement at all events and in all promotional material and media releases. Platinum Sponsors can supply a cash donation or products/services that can be used to raise cash donations from event participants.
- **Gold Sponsor** - national/regional company that makes a contribution (\$5,000 or more) to the event and is committed to supporting the events at select national or regional venues in 2010. Gold Sponsors will be guaranteed name placement at all events that they sponsor as well as in regional and local promotional and media releases. Gold Sponsors can supply a cash donation or products/services that can be used in specified regions to raise cash donations from event participants.
- **Silver Sponsor** - regional/local company that makes a contribution (\$1,500 or more) to the event and is committed to supporting the events at select regional venues in 2010. Silver Sponsors will be included in all regional and local promotional and media releases. Silver Sponsors can supply a cash donation or products/services that can be used in specified regions to raise cash donations from event participants.
- **Bronze Sponsor** - Local company or individual that makes a contribution (\$500 or more) to the event and is committed to supporting the events at select local venues in 2010. Bronze Sponsors will be included in all local promotional and media releases. Bronze Sponsors can supply a cash donation or products/services that can be used at local venues to raise cash donations from event participants.



## **KFW Event Coordinator and Lead Instructor – Michael A. Krivka**

A Washington, DC native, Michael has been involved in training with Kettlebells since 2001, is an RKC (Russian Kettlebell Certified) instructor under Pavel Tsatsouline, and is the [number one reviewed Kettlebell instructor](#) in the world on the Dragon Door Web site. Michael travels extensively throughout the United States teaching Russian Kettlebells to a wide variety of people, such as SWAT/SERT teams, USMC officers and enlisted personnel, MMA and BJJ practitioners and even soccer Moms and Dads. He is universally lauded as an *"exemplary instructor, an outstanding motivator and a highly accomplished and technically precise practitioner of the Kettlebell."*

Michael is also a Level I CrossFit Trainer, CrossFit Kettlebell and Olympic Lifting Trainer, and operates a CrossFit affiliate (CrossFit Koncepts) in Gaithersburg, MD. For more detailed experience and credential information about Michael Krivka, lead instructor for the 1st Annual Kettlebells for Warriors events, please visit the following Web sites: [CrossFit Koncepts](#) and [Martial Arts Koncepts](#).

## **KFW Contact Information**

For more information about the project, and for organizations and individuals who want to know how to help sponsor the fund raising efforts of the 1st Annual Kettlebells for Warriors, contact Michael A. Krivka at [kettlebellsforwarriors@gmail.com](mailto:kettlebellsforwarriors@gmail.com) or at 301/404-2571.

A donation page is going to be established for each event and will be posted shortly. Please remember that your donation is tax deductible and goes to help heal our warriors and support their caregivers. **NOTE:** WWP Event ID: 239958