

A GALA OF HEROIC ACHIEVEMENTS!

12th Annual
VETSPY AWARDS

SATURDAY
JUNE 22

2024
5PM



“

UNITING FORCES,
INSPIRING VICTORIES



”



JW Marriott - Washington, DC - 1331 Pennsylvania Avenue NW

VETSPORTS

Gala Sponsorship Package



2024

DEAR PROSPECTIVE SPONSOR,

I hope this letter finds you in good health and high spirits. As the President of VETSports, I am honored to extend a warm welcome to you and your esteemed company. It is with great pleasure that I invite you to consider becoming a vital part of our upcoming 2024 VETSports Gala through our sponsorship opportunities.

At VETSports, our mission is deeply rooted in supporting and empowering our veterans through sports and recreation. The annual gala serves as a cornerstone event, allowing us to raise crucial funds and awareness to further our impactful programs. With your potential sponsorship, we envision creating an unforgettable experience that not only celebrates our veterans but also acknowledges the valuable contributions of our esteemed partners.

The 2024 VETSports Gala is more than just an event; it is a testament to the collaborative efforts that can positively impact the lives of those who have dedicated themselves to serving our nation. Your involvement as a sponsor will not only elevate the gala but also contribute to the ongoing success of our programs, reaching veterans across the nation.

We have carefully crafted a range of sponsorship packages to cater to various preferences and objectives, ensuring that your company receives the recognition and visibility it deserves. Your support will be instrumental in making this gala a resounding success, leaving a lasting impression on our veterans and the community at large.

I am available to discuss the details of our sponsorship packages at your earliest convenience. Together, we can make a meaningful difference and create an event that will be remembered for years to come.

Thank you for considering this opportunity, and we look forward to the possibility of partnering with you for the 2024 VETSports Gala.

Warm regards,
Randy Tharp
President, VETSports





12th Annual
VETSPY AWARDS

“ ——— | **EMPOWER DREAMS,** | ——— ”
UNITING FORCES THROUGH SPONSORSHIP



EVENING'S AGENDA:

5:00 PM

REGISTRATION AND NETWORKING RECEPTION:

Begin your evening on the **Red Carpet** and have your photo taken to commemorate this special evening. Kick off the evening by mingling with fellow attendees during our Welcome Registration and Networking Reception. Connect with like-minded individuals who share a passion for supporting veterans. Browse the Auction and Raffle Items, and place your bids on the “must- have” items you discover.

7:00 PM

DOORS OPEN / PROGRAM INTRODUCTIONS COMMENCE:

As the doors open, our program introductions begin, setting the stage for an impactful and memorable night hosted by . Prepare to embark on a journey of inspiration and celebration.

7:30 PM

DINNER BEGINS / INTRODUCTIONS END:

Enjoy a seated, delicious Gourmet dinner while the program introductions come to a close. Enjoy the culinary delights as we transition into the heart of the evening's festivities.

8:00 PM

KEYNOTE AND AWARD PROGRAM BEGINS:

Be captivated by a compelling keynote address and the commencement of our Award Program. Immerse yourself in stories of resilience, honor, and achievement that highlight the spirit of our veterans. Lastly, get caught up in the bidding excitement of the Live Auction.

9:00 PM

AWARDS CEREMONY CONCLUDES:

Celebrate the exceptional accomplishments of our honorees as the Awards Ceremony comes to a close. Witness moments of triumph and recognition that define the essence of our gala.

9:15 PM

AFTER AWARDS RECEPTION BEGINS:

Continue the celebration at the After Awards Reception. Engage in conversations, share experiences, and relish the camaraderie in a relaxed and festive atmosphere.

12:00 AM

AFTER AWARDS RECEPTION CONCLUDES:

As the night unfolds, conclude the celebration with the After Awards Reception. Reflect on the impact of the evening and leave with lasting memories of a truly special gala.





*SPONSORSHIPS AFTER 1 JUNE, MAY NOT RECEIVE ALL IDENTIFIED BENEFITS

Thank you for considering a sponsorship opportunity for the 2024 VETSports Gala. Your support will help us continue our mission in improving the mental, physical, and emotional well-being our Veterans through the power of sports. Your compassionate commitment will be honored and celebrated at an exciting and inspiring evening dedicated to paying tribute to those who have valiantly served our nation.

The VETSports Gala stands as one of Washington D.C.'s premier veteran fundraising events, drawing almost 300 attendees each year to raise vital funds in support of VETSports' mission. Year after year, sponsorship has played a crucial role in directly aiding veterans and their families.

We invite you to be part of this impactful journey at the JW Marriott on Saturday, June 22, 2024, for an evening themed "Uniting Forces: Inspiring Victories."

Sponsors are invited to include six guests at each table of 10; the remaining four will be allocated for government executive/Special guest with a guest and Veteran Athlete Nominee and their guest. We stand ready to discuss your corporate goals and interests along with these impactful sponsorship opportunities.

DIAMOND SPONSOR: \$50,000

PREMIUM BENEFITS:

- Secure 3 Tables/18 Seats with prime positioning.
- Reserve 2 Seats at VETSports' President's VIP Table.
- Receive 20 Tickets for the exclusive VIP Cocktail Party on Friday.
- Opportunity to deliver a distinguished gala speech.
- Select a Special Guest to join your Table.
- Assured presence of Special Guest and/or Veteran Athlete Nominee at each table.
- Optional Merchandise Swag Bag Placement.
- Invitation to partake in the prestigious VETSports Founder Invitational Golf Outing.
- Tailored Recognition Options to align with specific Marketing Goals.

PRE & POST EVENT RECOGNITION:

- Prominent Logo Placement atop VETSports Website Sponsor Page, featuring a link to your company website.
- Guaranteed 4 exclusive & inclusive Social Media posts for heightened promotion.
- Inclusion and Recognition in all Press Release(s).
- Logo inclusion on Event Flyer for wide visibility.
- Featured in Email Blasts for exclusive & inclusive audiences.
- Recognition on All Event Collateral as the distinguished "Presenting Sponsor."
- A Personal Thank-you Letter from VETSports President.

DURING EVENT RECOGNITION:

- Premier Logo Placement at the top for maximum visibility on Event Sponsor Signage at the Check-In Area.
- Inclusive On-site Signage strategically positioned throughout the gala venue.
- Incorporation of your Logo in the custom Event Merchandise, featured in the red-carpet backdrop.
- Prominent Logo inclusion in the Printed Gala Program, gracing the front cover and back page.
- Enjoy 2 Full Advertisement pages in the Printed Gala Program Booklet.
- Exclusive and Formal Recognition as a pivotal sponsor from the stage, contributing significantly to the event's success.
- Opportunity to Present An Award.



PLATINUM SPONSOR: \$25,000

PPREMIUM BENEFITS:

- Reserve 3 Tables/18 Seats with prime seating arrangements.
- Receive 12 Tickets for the exclusive VIP Cocktail Party on Friday.
- Opportunity to give Welcoming remarks for a recognized presence during the gala.
- Select a Special Guest to join your table.
- Assured presence of Special Guest and/or Veteran Athlete Nominee at each table.
- Optional Merchandise Swag Bag Placement.
- Invitation to partake in the prestigious VETSports Founder Invitational Golf Outing.

PRE & POST EVENT RECOGNITION:

- Logo placement at top on VETSports Website Sponsor Page with a link to your company website.
- Featured in 3 exclusive & inclusive Social Media posts for heightened promotion.
- Inclusion and Recognition in Press Release(s).
- Logo recognition on the Event Flyer.
- Inclusion in Email Blasts for exclusive & inclusive audiences.
- Recognition on All Event Collateral as a "Platinum Sponsor."
- A Personal Thank-you Letter from VETSports President.

DURING EVENT RECOGNITION:

- Logo Placement on Event Sponsor Signage at the Check-In Area.
- Logo inclusion in the Printed Gala Program.
- 2 Full Advertisement pages in the Printed Gala Program Booklet.
- Acknowledgment as a significant sponsor from the stage during the event.
- Company Logo Featured in the Sponsorship Slideshow.
- Opportunity to present an Award.

GOLD SPONSOR: \$15,000

PPREMIUM BENEFITS:

- Reserve 2 Tables/12 Seats with preferred seating arrangements.
- Receive 6 Tickets for the exclusive VIP Cocktail Party on Friday.
- Assured presence of Special Guest and/or Veteran Athlete Nominee at each table.
- Optional Merchandise Swag Bag Placement.
- Invitation to participate in the prestigious VETSports Founder Invitational Golf Outing.

PRE & POST EVENT RECOGNITION:

- Prominent Logo presence on VETSports Website Sponsor Page near the top.
- Featured in 3 exclusive & inclusive Social Media posts.
- Mentioned in Press Release(s).
- Logo inclusion on the Event Flyer.
- Acknowledgment in Email Blasts.
- Recognition on All Event Collateral as a "Gold Sponsor."

DURING EVENT RECOGNITION:

- Logo prominently displayed near the top on Event Sponsor Signage at the Check-In Area.
- Logo inclusion in the Printed Gala Program.
- Enjoy 1 Full Advertisement page in the Printed Gala Program Booklet.
- Acknowledgment as a highly valued sponsor during the event.
- Company Logo prominently Featured in the Sponsorship Slideshow.



SILVER SPONSOR: \$10,000

PREMIUM BENEFITS:

- Reserve 1 Table/6 Seats with designated seating arrangements.
- Receive 4 Tickets for the exclusive VIP Cocktail Party on Friday.
- Assured presence of Special Guest and/or Veteran Athlete Nominee at each table.
- Optional Merchandise Swag Bag Placement.
- Invitation to participate in the prestigious VETSports Founder Invitational Golf Outing for an additional \$150 per person.

PRE & POST EVENT RECOGNITION:

- Company name listed on VETSports Website Sponsor Page.
- Featured in 2 exclusive & inclusive Social Media posts.
- Inclusion in Press Release(s).
- Name recognition on the Event Flyer.
- Mention in Email Blasts.
- Recognition on All Event Collateral as a "Silver Sponsor."

DURING EVENT RECOGNITION:

- Company name displayed on Event Sponsor Signage at the Check-In Area.
- Inclusion in the Printed Gala Program.
- Half Advertisement page in the Printed Gala Program Booklet.
- Acknowledgment as a valued sponsor during the event.
- Company name Featured in the Sponsorship Slideshow.

BRONZE SPONSOR: \$5,000

PREMIUM BENEFITS:

- 4 Seats with designated seating arrangements.
- Assured presence of Special Guest and/or Veteran Athlete at each table.
- Optional Merchandise Swag Bag Placement.
- Invitation to participate in the prestigious VETSports Founder Invitational Golf Outing for an additional \$150 per person.

PRE & POST EVENT RECOGNITION:

- Company name listed on VETSports Website Sponsor Page.
- Featured in 2 exclusive & inclusive Social Media post.
- Inclusion in Press Release(s).
- Mention on the Event Flyer.
- Acknowledgment in Email Blasts.
- Recognition on All Event Collateral as a "Bronze Sponsor."

DURING EVENT RECOGNITION:

- Company name displayed on Event Sponsor Signage at the Check-In Area.
- Inclusion in the Printed Gala Program.
- Quarter Advertisement page in the Printed Gala Program Booklet.
- Acknowledgment as a valued sponsor during the event.
- Company name Featured in the Sponsorship Slid



WELCOME SPONSOR: \$7,500

PREMIUM BENEFITS:

- Reserve 1 Table/6 Seats with designated seating arrangements.
- Receive 2 Tickets for the exclusive VIP Cocktail Party on Friday.
- Assurance of Special Guest and/or Veteran Athlete Nominee presence at table.
- Optional Merchandise Swag Bag Placement.
- Invitation to participate in the prestigious VETSports Founder Invitational Golf Outing for an additional \$150 per person.

PRE & POST EVENT RECOGNITION:

- Company name listed on VETSports Website Sponsor Page.
- Featured in 2 exclusive & inclusive Social Media posts.
- Inclusion in Press Release(s).
- Name recognition on the Event Flyer.
- Mention in Email Blasts.
- Recognition on All Event Collateral as a "Welcome Sponsor."

DURING EVENT RECOGNITION:

- Company name displayed on Event Sponsor Signage at the Check-In Area.
- Inclusive On-site Signage at Gala venue strategically positioned.
- Incorporation of your Logo in the custom Event Merchandise, napkins with logo.
- Inclusion in the Printed Gala Program.
- Half Advertisement page in the Printed Gala Program Booklet.
- Acknowledgment as a valued sponsor during the event.
- Company name Featured in the Sponsorship Slideshow.

POST GALA PARTY SPONSOR: \$7,500

PREMIUM BENEFITS:

- Reserve 1 Table/6 Seats with designated seating arrangements.
- Receive 2 Tickets for the exclusive VIP Cocktail Party on Friday.
- Assurance of Special Guest and/or Veteran Athlete Nominee presence at table.
- Optional Merchandise Swag Bag Placement.
- Invitation to participate in the prestigious VETSports Founder Invitational Golf Outing for an additional \$150 per person.

PRE & POST EVENT RECOGNITION:

- Company name listed on VETSports Website Sponsor Page.
- Featured in 2 exclusive & inclusive Social Media posts.
- Inclusion in Press Release(s).
- Name recognition on the Event Flyer.
- Mention in Email Blasts.
- Recognition on All Event Collateral as a "Post Reception Sponsor."

DURING EVENT RECOGNITION:

- Company name displayed on Event Sponsor Signage at the Check-In Area.
- Inclusive On-site Signage at Gala venue strategically positioned.
- Incorporation of your Logo in the custom Event Merchandise, napkins with logo.
- Inclusion in the Printed Gala Program.
- Half Advertisement page in the Printed Gala Program Booklet.
- Acknowledgment as a valued sponsor during the event.
- Company name Featured in the Sponsorship Slideshow.



FRIDAY'S VIP COCKTAIL PARTY SPONSOR: \$20,000

PREMIUM BENEFITS:

- Reserve 2 Tables/12 Seats with preferred seating arrangements.
- Receive 12 Tickets for the exclusive VIP Cocktail Party on Friday.
- Opportunity to deliver welcoming remarks at Friday's VIP Cocktail Party.
- Assurance of Special Guest and/or Veteran Athlete Nominee presence at each table.
- Optional Merchandise Swag Bag Placement.
- Invitation to participate in the prestigious VETSports Founder Invitational Golf Outing.

PRE & POST EVENT RECOGNITION:

- Prominent Logo presence on VETSports Website Sponsor Page near the top.
- Featured in 3 exclusive & inclusive Social Media posts.
- Mentioned in Press Release(s).
- Logo inclusion on the Event Flyer.
- Acknowledgment in Email Blasts.
- Recognition on All Event Collateral as a "VIP Friday's Cocktail Sponsor."

DURING EVENT RECOGNITION:

- Logo prominently displayed near the top on Event Sponsor Signage at the Check-In Area.
- Inclusive On-site Signage at Friday's VIP venue strategically positioned.
- Incorporation of your Logo in the custom Event Merchandise, napkins with logo.
- Logo inclusion in the Printed Gala Program.
- Enjoy 2 Full Advertisement page in the Printed Gala Program Booklet.
- Acknowledgment as a highly valued sponsor during the event.
- Company Logo prominently Featured in the Sponsorship Slideshow.

Thank you for considering sponsoring the 2024 VETSports Gala in Washington, DC. VETSports is a 501 (c) 3 organization. Your contribution to the VETSpy Awards Gala is deductible for Federal Income Tax purposes for the amount in excess of the value of goods and services provided to you. Your partnership will make a significant impact on our mission and bring hope for the future our veterans. We look forward to working closely with you.

Commitment Deadline: June 1st, 2024

Final Commitment Deadline: February 22, 2024

Payment Deadline: June 15, 2024

To confirm your commitment, please fill out [commitment form online](#) or email us the form.

To purchase [sponsorship package](#)

For more information on custom sponsorship opportunities,
please contact Randy_Tharp@vetsports.org



PRE - POST EVENT RECOGNITION

FROM PRE-EVENT ANTICIPATION TO POST-EVENT APPRECIATION, YOUR SPONSORSHIP SHINES AT EVERY STAGE, MAKING A LASTING IMPACT ON OUR CAUSE AND SHOWCASING YOUR COMMITMENT TO SUPPORTING VETERANS.

Social Media Promotion

(Facebook, Twitter, Instagram, LinkedIn)

Followers will see your brand prominently featured on our social media channels, celebrating your sponsorship commitment. Engage with our audience through dedicated posts expressing our appreciation for your support. Followers will see highlights of the night, your brand prominently featured on our social media channels, celebrating your sponsorship commitment and the event's success.

Website Presence

Your logo (with link to your website) and a brief description of your brand will be prominently displayed on our event website's sponsor page, ensuring visibility to all visitors and attendees. This exposure will extend throughout the promotion and post-event phases.

Email Blasts

Our email blasts to our 15,000+ members and 5,000+ supporters will feature your brand in pre-event emails, acknowledging your sponsorship and emphasizing the integral role you play in making our event possible. Reach our subscribers with direct and impactful messaging. In addition, will feature your brand in post-event emails, acknowledging your sponsorship and emphasizing the integral role you play in making our event a success. Including highlights of the night.

Event Flyer

Your logo will be prominently featured on our event flyer, distributed both digitally and in print. This recognition ensures that your brand is highlighted as a key contributor to the event's success.

Press Release

We will include your brand in our official press release, shared with media outlets and partners. This coverage will emphasize your commitment to supporting our event and contribute to a positive public image. We will include your brand in our official post event press release, shared with media outlets and partners. This coverage will emphasize your commitment to supporting our event and contribute to a positive public image.