



Veterans of Foreign Wars
119th National Convention



MISSOURI 2018
KANSAS CITY

★ 119TH VFW NATIONAL CONVENTION ★

Exhibits, Sponsorship and Advertising Opportunities

Kansas City, MO | July 21-24, 2018

Corporate Relations:
Kevin Jamison
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Office: (816) 968-1175
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Convention Office:
Vanessa Kane CMP, CMM
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Office: (816) 968-1198



Convention Details

Dates: Saturday, July 21, 2018, through Tuesday, July 24, 2018.

Exhibit Hours: 8 a.m. – 4 p.m.

Important Dates: **February 21, 2018**

Hotel reservations can be booked via the VFW website.

April 20, 2018

Payment and all applicable paperwork must be received.

30 days prior to convention

An exhibitor services kit containing information on how to coordinate all logistical support for your exhibit will be mailed to you.

July 20, 2018

8 a.m. – 5 p.m., exhibitor set-up commences.

July 24, 2018

4 p.m., exhibitor tear-down commences.

For More
Information:

Vanessa Kane, CMP, CMM, Events Exhibit Manager

vkane@vfw.org | office 816-968-1198

Veterans of Foreign Wars of the United States

406 West 34th Street, Kansas City, Missouri 64111





The 119th VFW National Convention

The annual Veterans of Foreign Wars (VFW) national convention is a high-profile event attended by thousands of veterans, service members and their families. The VFW is America's largest and oldest combat veterans service organization, and respected as such. Many government and corporate leaders come to speak before our attendees. Members of the VFW, VFW Auxiliary, and their families are patriotic, loyal and enthusiastically support the companies that supports them.

There are many opportunities to support the 119th VFW National Convention by way of sponsorship, advertising and exhibitions. The

convention presents your organization with the opportunity to reach the thousands of attendees and VFW leadership from all 50 states, U.S. territories and overseas locations who represent the VFW's extended network of over 1.7 million members

The VFW National Headquarters is proud to call Kansas City "home." Hosting the convention in our hometown offers unique ways for your organization to be involved, from sponsoring special exhibits to advertising. Join us and be a part of doing more for the veterans who have served in our nation's overseas conflicts and remain dedicated to improving their country and communities. If you have questions, please call Kevin Jamison directly at (816) 968-1175 or by cell at (816) 490-0422.

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Primary Sponsorship Information

The VFW is open to creativity in sponsorship development. If you don't see an opportunity that fits your organization's needs, please contact either Kevin Jamison, assistant director of Corporate Relations (816) 968-1175, or Vanessa Kane, Meetings and Events/Exhibits manager, at (816) 968-1198.

Premier Sponsor | \$100,000

2 available

1. Sponsor of the VFW National Convention and Joint Opening Session, premier speakers.
2. 5 minute address by company representative to the Joint Opening Session attendees along with ceremonial check presentation.
3. 60 second sponsor-produced video played immediately before and after Joint Opening Session.
4. Logo placement on video projection during the Joint Opening Session.
5. 30' x 50' booth in exhibit hall during the convention.
6. Company logo on 6,000 attendee tote bags.
7. Top logo placement on all banners and signs.
8. Full page, 4-color ad in the official convention program and full page, 2-color ad in the schedule of events guide (on the back cover or inside the front cover).
9. Social media posts about premier sponsorship during the convention.
10. Facebook live video from Premier Sponsor's booth/exhibit from the VFW.
11. Premier sponsorship recognition in the VFW magazine (October issue), national convention webpage (with link to company site), the VFW e-newsletter and banner on the VFW National Convention mobile app.
12. Attendance at the VIP Reception, Patriotic Celebration, VFW Commander-in-Chief and VFW Auxiliary National President Reception.

Patriotic Celebration Sponsor | \$75,000

Concert Event – Multiple Sponsorships Available

1. Sponsor of the VFW Patriotic Celebration on the final night of the convention.
2. 20' x 40' booth in exhibit hall during the convention.
3. Up to 8.5" x 11" tote bag insert.
4. 4-color, full page ad in the official convention program and full page, 2-color ad in the schedule of events guide.
5. Company logo on the VFW National Convention webpage with link to company website.
6. Recognition on VFW social media sites, the VFW e-newsletter, and banner on the VFW National Convention mobile app.
7. Facebook live video from sponsor booth.
8. Company logo on drop down or digital on site banners as the exclusive sponsor of the VFW Patriotic Celebration during event.
9. Attendance at the VIP Reception, Patriotic Celebration, VFW Commander-in-Chief and VFW Auxiliary National President Reception.

Health Fair Sponsor | \$50,000

1 available

1. Official sponsor of the Health Fair at the VFW National Convention.
2. Up to 8.5" x 11" tote bag insert.
3. 4-color, full page ad in the official convention program and full page, 2-color ad in the schedule of events guide.
4. Company logo on the VFW National Convention webpage with link to company website.
5. Recognition on VFW social media sites, VFW e-newsletter and banner on the VFW National Convention mobile app.
6. Facebook live tour of Health Fair with company representative.
7. Company logo identifying sponsorship level on site banners/signage.
8. 20' x 30' booth in health fair or exhibit hall at the convention.
9. Attendance at the Joint Opening Session and the Patriotic Celebration.
10. Attendance at the VIP Reception, VFW Commander-in-Chief and VFW Auxiliary National President Reception.

Freedom Sponsor | \$25,000

Unlimited

1. Up to 8.5" x 11" tote bag insert.
2. Company logo in the official convention program, the schedule of events guide and the VFW National Convention webpage (with link to company website).
3. Recognition on VFW social media sites.
4. Recognition in the VFW National Convention mobile app.
5. Company logo identifying sponsorship level on site banners/signage.
6. 4-color, ½ page ad in the official convention program and a ½ page, 2-color ad in the schedule of events guide.
7. 20' x 20' booth in exhibit hall at the national convention.
8. Attendance at the Joint Opening Session and the Patriotic Celebration.
9. Attendance at the VIP Reception.

Hero Sponsor | \$10,000

Unlimited

1. Up to 8.5" x 11" tote bag insert.
2. Company logo in the official convention program, the schedule of events guide and the VFW National Convention webpage (with link to company website).
3. Recognition in the VFW Convention mobile app.
4. Company logo identifying sponsorship level on site banners/signage.
5. 4-color, ⅓ page ad in the official convention program and a ¼ page, 2-color ad in the schedule of events guide.
6. 10' x 10' booth placement in exhibit hall at the national convention.

Sunday Night Charity Event

Sunday Night Charitable Concert Sponsorship (\$100,000 for title sponsorship): On Sunday, July 22, the VFW will kick off its 2018 National Convention with a concert featuring a well-known and highly respected musical talent. Admission will be free of charge and participants will be asked to donate a non-perishable food item to be collected by Harvesters, the greater Kansas City affiliate of Feeding America. The concert will spotlight the VFW's commitment to raise awareness of food insecurity among veterans and military families. The concert venue will accommodate approximately 8,000 people.

Concert Title Sponsor (\$100,000)

1. Title sponsorship will include recognition of sponsor during the concert event.
2. Top logo placement on all signage for the event.
3. Top logo placement in the concert program.
4. Meet and greet with VFW leadership.
5. Sponsorship-level recognition on VFW social media sites.
6. Dedicated social media posts from the event.
7. 20'x 40' Booth in exhibit hall during the convention.
8. Recognition on VFW social media sites, VFW e-newsletter and banner on the VFW National Convention mobile app.
9. Attendance at the VIP Reception, Patriotic Celebration, VFW Commander-in-Chief and VFW Auxiliary National President Reception.

Concert Event Sponsor Level I: \$50,000

1. Logo placement on all signage for the event.
2. Logo placement in the concert program.
3. Meet and greet with VFW leadership.
4. 20'x 20' booth in exhibit hall during the convention.
5. Recognition on VFW social media sites, VFW e-newsletter and banner on the VFW National Convention mobile application.
6. Attendance at the VIP Reception, Patriotic Celebration, VFW Commander-in-Chief and VFW Auxiliary National President Reception.

Concert Event Sponsor Level II: \$25,000

1. Logo placement on all signage for the event.
2. Logo placement in the concert program.
3. Recognition on VFW social media sites, VFW e-newsletter and banner on the VFW National Convention mobile application.
4. 10'x10' booth in exhibit hall during the convention.
5. Attendance at the Patriotic Celebration.

Other sponsorships for the concert event range from \$5,000 to \$20,000 and can be specifically tailored to fit the needs of your corporation.

Other Sponsorship Opportunities

Event and Reception Sponsorships

- \$10,000** All American Commanders Luncheon Sponsorship: The All-American Luncheon is for current and past All-American VFW Post commanders. The VFW recognizes these Posts Commanders based on their philanthropy and community service.
- \$7,500** VFW Department Commander Luncheon: Luncheon held for the state commanders.
- \$6,000** VFW National Outstanding Community Service Post Reception Sponsorship: This reception honors and recognizes the top VFW Posts' community service projects.
- \$5,000** Gold Star Families Reception: The term "Gold Star" refers to a family who has lost a loved one while in military service. Every year at the national convention, the VFW honors families whose loved one made the ultimate sacrifice in defense of our nation with a reception prior to our annual Memorial Service.
- \$1,500** Exhibitors' Breakfast (coffee & donuts) sponsorship: Every morning at 7 a.m., the VFW offers coffee and donuts to exhibitors in the main hall and the Health Fair areas.

A-la-carte Sponsorship Opportunities

- \$7,000** Relaxation Lounge sponsorship.
- \$5,000** Facebook live video from sponsored booth.
Additional VFW convention mobile application opportunities.
- \$2,500** Cellular phone charging stations sponsorship.
- \$2,500** Business Center sponsorship.
- \$2,000** 1/4 page ad opportunity in the official convention program and 1/3 page in schedule of events.
- \$1,000** Push notification over the VFW National Convention mobile app.
- \$375** No larger than 8.5" x 11" tote bag insert (3,000 total), printed front and back.
- \$250** No larger than 8.5" x 11" tote bag insert (3,000 total), front side printing only.



About the VFW

VFW and Auxiliary Members: **1.7 Million**

Facebook Followers: **600,000**

Twitter Followers: **58,000+**

Our Mission: To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military and our communities. To advocate on behalf of all veterans.

Who We Are: The Veterans of Foreign Wars of the United States is a nonprofit veterans service organization comprised of eligible veterans and military service members from the active, guard and reserve forces.

We trace our roots back to 1899 when veterans of the Spanish-American War (1898) and the Philippine Insurrection (1899-1902) founded local organizations to secure rights and benefits for their service. Some of these veterans banded together and formed organizations that would become known as the Veterans of Foreign Wars of the United States. After chapters were formed in Ohio, Colorado and Pennsylvania, the movement quickly gained momentum. Today, membership stands at nearly 1.7 million members of the VFW and the VFW Auxiliary.

The VFW's reach extends far beyond its membership, auxiliary members and family members. VFW members are often leaders in their communities and are often called upon as subject matter experts for veterans initiatives by local politicians and news outlets.

We have many programs and services that work to support veterans, service members and their families, as well as communities worldwide.

Which is why we proudly proclaim:

NO ONE DOES MORE FOR VETERANS.®



VFW Programs

The VFW has a wide array of programs and services that work to serve our nation's heroes. Our programs are available at no cost, and no VFW-affiliation is required of those we serve. Here is a snapshot:

The **Unmet Needs** program provides aid to qualified veterans and military families with grants of up to \$1,500 to be used for rent, mortgage, utilities, vehicle repair, medical expenses and other basic necessities.

The **National Veterans Service (NVS)** program provides assistance to veterans trying to access their earned benefits and compensation from the Department of Veteran Affairs. The NVS program has a special interest in providing counsel to active-duty personnel separating from service. Last year, our nationwide network of VA accredited service officers helped veterans recover seven billion in earned benefits.

The VFW **Mental Health Wellness Campaign** works to combat the veteran suicide epidemic by changing the stigma surrounding mental health. We

do this by raising awareness, fostering community engagement, improving research and providing intervention for those affected by invisible injuries and emotional stress.

The **Military Assistance Program** provides morale boosting events to include "welcome home" and "send-off" events for military units.

The **Voice of Democracy** and **Patriot's Pen** programs are patriotic student essay competitions which provide more than \$3 million dollars annually in college scholarships and incentives for students grade 6-12.

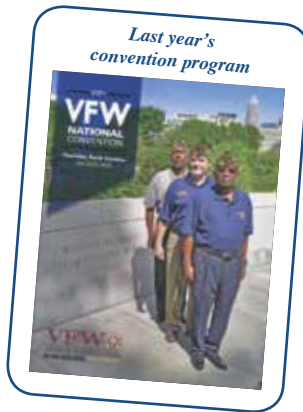
The VFW **"Sport Clips Help A Hero Scholarship"** program provides eligible service members and veterans with up to \$5,000 of financial assistance to help complete their education goals. To date the VFW has awarded more than 943 veterans and service members over \$5 million dollars in scholarships.



2018 Program & Schedule of Events Ad Mechanical Specs

Convention Program Ads

- ✓ An 8 ½” x 11” 4-color publication approximately 48 pages.
- ✓ Printed on glossy paper.
- ✓ Contains accomplishments and initiatives from every department within the VFW from the past year.
- ✓ Also includes reports from the VFW Auxiliary, VFW Foundation, VFW National Home for Children and the Military Order of the Cootie.
- ✓ This program is kept by delegates after the convention is over.



AD Mechanical Specs

Page Size **WxH**

Full page, trim size.....8 ½” x 11”
 ½ page, horizontal only.....7 ¾” x 4¾”

Bleeds (Full page ads only): For full page ads with bleeds, add ⅛” on all sides.

Line Screen: 133 lpi

Colors: 4-color process only; *no spot colors.*

Accepted Format: PDF optimized for print. A color proof must accompany the ad.

Note: No Word documents will be accepted.

Schedule of Events Ads

- ✓ A 3 ¾” x 8 ½” 2-color publication approximately 28 pages.
- ✓ Printed on high-quality uncoated paper.
- ✓ Contains a detailed listing of all events during the convention.
- ✓ Lists all booth vendors plus maps of the convention center.
- ✓ Convention hotels’ contact info and shuttle bus schedule.
- ✓ Special section on convention sponsors.
- ✓ VFW delegates carry and refer to this guide daily during convention.



AD Mechanical Specs

Page Size **WxH**

Full page, trim size.....3” 1¼ x 8 ½”
 ½ page.....3” x 3 ⅞”

Bleeds (Full page ads only): For full page ads with bleeds, add ⅛” on all sides.

Line Screen: 133 lpi

Colors: Black only.

Accepted Format: PDF optimized for print. A color proof must accompany the ad.

Note: No Word documents will be accepted.

Company Logo

Please furnish a color company logo in Illustrator vector format.
 If not in vector, logo needs to be at least 8” x 8” in tiff format @ 300dpi.

**For more
information contact:**

Kevin Jamison

Email: kjamison@vfw.org

Office: (816) 968-1175

Cell: (816) 490-0422

VFW Fact Sheet

1,935

Number of VA-accredited VFW representatives across America and abroad, helping veterans fight for the VA benefits they have earned.

40

Number of VFW-SVA fellows (student veterans) who have traveled to Washington, D.C., to advocate for veterans' rights.

33

Number of times the VFW has testified before Congress in the last 12 months alone. The VFW has been instrumental in virtually every major legislative victory for veterans in the 20th and 21st centuries.

2 million+

Number of service members and their family members hosted at VFW Military Assistance Program (MAP) events since 2005.



Helping veterans get justice

116,791

Number of veterans VFW assisted in submitting new VA claims in 2016.

15,398

Number of VA claims filed by VFW Pre-Discharge offices in 2016.

24

Number of Pre-Discharge offices across the nation, including the military district of Washington, D.C., area.



Helping struggling military families

6,399

Number of grants provided to military families facing financial hardship through VFW Unmet Needs since 2004.

2,702

Number of military families who received assistance with housing needs since 2004.



1899

Year that the VFW started to fight for veterans, service members and their families.



Honoring the fallen

9.3 million+

Number of VFW "Buddy"® Poppies distributed by the VFW last year.



The VFW by the numbers

Nearly 1.7 million

Number of VFW and VFW Auxiliary members.

6,390

Number of VFW Posts worldwide.



Inspiring patriotism in young people

46,000+

Number of high school students who competed in the 2016-17 Voice of Democracy competition.

122,000+

Number of students who competed in the 2016-17 Patriot's Pen competition.



Improving life in America

8.8 million

Number of volunteer hours contributed by VFW members annually.



Vanessa Kane CMP, CMM

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