

# 2023 VFW National Convention Sponsorship & Advertising Opportunities



## Corporate Relations for Partnership Opportunities:

**Brooke Brown**

Corporate Relations/VFW Foundation  
bbrown@vfw.org • office 816.968.2766 • cell 816.868.3156

**Ben Vargas**

Special Projects Assistant/VFW Foundation  
bvargas@vfw.org • office 816.968.2720 • cell 816.490.0854

## For information about exhibit space only, please contact:

**Vanessa Kane, CMP, CMM**

Director, Meetings & Events/Exhibits  
vkane@vfw.org • office 816.968.1198

## VFW National Headquarters

406 W. 34th Street  
Kansas City, Missouri 64111



**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.

**Our Purpose:** Established in 1899, the Veterans of Foreign Wars is the longest-lasting and largest combat veterans organization that supports millions of service members and their families – entirely for free.

**Who We Are:** Today, membership stands at more than **1.5 million members of the VFW and the VFW Auxiliary**. However, the VFW's reach extends far beyond its membership, auxiliary members and family members. VFW leaders are often leaders in their communities and are frequently utilized as military matter resources by local politicians and news outlets. Every day, men and women who have bravely defended our freedom continue to serve in ways outside of the military. The VFW highlights those veterans who are actively involved in their communities helping others through the **#StillServing** social media campaign which is a way to showcase and honor their ongoing commitment. *Read more about the campaign at [todaysvfw.org](https://todaysvfw.org).*

The VFW has many programs and services that work to support veterans, service members and their families, as well as communities worldwide such as **National Veteran Services, National Legislative Service, Unmet Needs grants, VFW's "Sport Clips Help A Hero Scholarship" program, Voice of Democracy and Patriot's Pen scholarship competitions.** *Read more about the VFW at [vfw.org](https://vfw.org).*

## OUR IMPACT MATTERS.

### Your Support Helps Us Do Things Like:



Recoup

**\$10 BILLION**

from the VA for veterans in earned benefits annually with 1.6 billion in new claims in 2021, which is money that goes back into the economy, giving veterans more buying power.



Award

**\$10.65 MILLION**

in scholarships from the VFW's "Sport Clips Help A Hero Scholarship" to assist veterans in achieving their higher educational goals since 2014.



Distribute

**\$12.5 MILLION+**

in financial assistance to military families since 2004 to help cover basic needs in times of crisis, prevent homelessness and fight food insecurity through the VFW's Unmet Needs program.



Award

**\$2.1 MILLION**

in annual educational awards to middle and high school students from our Voice of Democracy and Patriot's Pen scholarship programs

### Your Support Will Help Provide:

#### NATIONAL VETERANS SERVICE TRAINING



Provide training to VFW Service Officers on signs of emotional suffering so they can better direct veterans to programs and services.



Education to a VFW Service Officer on assisting separating service members with their VA benefits in a private counseling session

#### UNMET NEEDS PROGRAM



Help cover rent, utilities, groceries or other basic life necessities for a military family struggling with the hardships of war.

#### YOUTH / EDUCATION



Our youth scholarships challenge students to reflect on our nation's history, their ideals and principles and their own experiences based on a patriotic theme.

# VFW NATIONAL CONVENTION

The annual VFW National Convention is a high-profile event attended by thousands of veterans and their families. The VFW is such a respected organization that many government and corporate leaders have come to speak before our attendees. The VFW members, VFW Auxiliary members and their families represent a population that is patriotic, loyal, and enthusiastically supports the companies that support them.

There are many opportunities to engage members attending the VFW's National Convention through sponsorship, advertising and exhibitions. The convention presents your organization with the opportunity to reach the thousands of attendees, including VFW leadership from all 50 states and U.S. territories, who represent the VFW's extended network of VFW members, VFW Auxiliary members and their family members.

The VFW looks forward to hosting your organization at the National Convention. From sponsoring special experiential exhibits and events to social media livestreaming reaching the online followers of the VFW, the convention experience presents unique ways for your organization to be involved. Join us and be a part of celebrating the veterans who have served in our nation's overseas conflicts and are dedicated to improving their country and communities.

## Convention Sponsorship Opportunities

The VFW is experienced in building sponsorship packages that enhance and compliment brands.

Sponsorship Opportunities	Premier \$100,000	Patriotic \$75,000	Fidelity \$50,000	Freedom \$25,000	Hero \$10,000	Educational \$5,000
Sponsorship Availability	2	1	Unlimited	Unlimited	Unlimited	Unlimited - Accredited Schools
Sponsor of VFW National Convention and Joint Opening	X					
10 minute address by sponsor representative to Joint Opening attendees	X					
60 second sponsor-produced video featured during Joint Opening	X					
1-2 minute sponsor-produced video to be played before and after select convention sessions	X	X	X			
Recognition in all VFW National Convention-related press releases and premier logo placement on video projection during Joint Opening.	X	X				
Prime booth placement	30' x 50'	20' x 40'	20' x 30'	20' x 20'	10' x 10'	10' x 10'
8 1/2" x 11" registration bag insert	X	X	X	X	X	X
Full page, 4-color ad in Official Convention Program	X	X	X			
Half page, 4-color ad in Official Convention Program				X	X	
Top logo placement on all sponsorship banners/signage	X					
Social media post about Premier sponsorship during convention to include brand signage	X					
Facebook Live video from sponsor's exhibit	X	X				
Recognition in: VFW magazine (October) issue, the VFW e-newsletter and on VFW social media	X*	X*	X	X	X	X
Banner ad in the VFW National Convention mobile app	X	X				
Company logo on the VFW National Convention webpage with link to company website	X*	X*	X	X	X	X
Company logo placement on main sponsorship banners/signage	X	X	X	X	X	X
Company logo in the Official Convention Program and on VFW National Convention webpage and mobile app with link to company website	X*	X*	X	X	X	X
Attendance at the Joint Opening and at all events and receptions, including the Sponsor Reception and the VFW Commander-in-Chief/VFW National President Reception	X	X	X	X	X	X

\*Premium Recognition

# Health Fair Sponsorship Opportunities

From increasing awareness about mental well-being to providing free medical screenings, the VFW's Health Fair is an interactive event providing VFW members, veterans and their families with free access to products, displays and educational information in one location. When available, we also offer veterans free onsite claims assistance through a free, two-day walk-in claims clinic.

Health Fair Sponsorship Packages	Premier \$50,000	Level One \$25,000	Level Two \$10,000
Sponsorship Availability	1	Unlimited	Unlimited
Booth size	20' x 30'	20' x 20'	10' x 10'
8 1/2" x 11" registration bag insert	X	X	X
Full page, 4-color ad in Official Convention Program	X		
Half page, 4-color ad in Official Convention Program		X	X
30 second sponsor-produced video to be played before and after select convention sessions	X		
Attendance at the Joint Opening, invitation-only receptions, and any special events	X	X	X
Sponsorship recognition on VFW social media, VFW e-newsletter and the VFW National Convention mobile app	X	X	X
Company logo placement on all sponsorship banners/signage	X	X	X
Company logo in the Official Convention Program and on VFW National Convention webpage with link to company website	X	X	X

# Other Sponsorship Opportunities

Event and Reception Sponsorships* (One sponsor per event with exception of Breakout Sessions)	Sponsorship Amount
All-American Commanders Luncheon	\$17,000
VFW Department Commanders Luncheon	\$14,000
VFW National Outstanding Community Service Post Reception	\$8,000
Gold Star Families Reception	\$5,000
Jr. Vice Commanders and Auxiliary Jr. Vice Presidents Luncheon	\$5,000
Sr. Vice Commanders and Auxiliary Sr. Vice Presidents Luncheon	\$5,000
Two-hour Breakout Session (Saturday/Sunday Only)	\$2,500 per session

\*Recognition can be customized and includes special signage with sponsor's logo.



## À la carte Opportunities

À la carte Opportunities	Sponsorship Amount
Facebook Live video from sponsor's exhibit*	\$5,000
Mobile Device Charging Station	\$3,000
Full page or 1/2 page ad in Official Convention Program	\$3,000 / \$1,500
Hand Sanitizing Station with logo placement*	\$1,500
Push notification within VFW Convention mobile app*	\$1,000
8 1/2" x 11" tote bag insert (3,000), printed front only	\$1,000
Advertising opportunities in June/July issue of VFW magazine distributed at VFW National Convention and October issue with post Convention coverage.	TBD

\*Limited Availability

## Other Unique Opportunities

Other Unique Opportunities*		
Exhibitor Floor Stage Sponsor	\$50,000	<b>NEW</b> Includes naming rights to the stage "Powered by company logo." Opportunity to be part of nationally syndicated podcast, showcase subject matter experts and musical acts. Dedicated host.
Relaxation/Networking Lounge	\$35,000	<b>NEW</b> opportunity to connect with attendees. Relaxation area with massage chairs and yard games. Includes company logo signage and opportunity to pass out branded swag.
Internet Sponsor	\$25,000 per day, \$100,000 for 4 ½ days	Includes advertisement/logo on splash page to log in, one push notification per day via the VFW Convention mobile app. Avg. 5,000+ users per day.
Scooter Rental Sponsor	\$25,000	Includes sponsor logo on signage.
Shuttle Sponsor	\$25,000	Logo signage on the shuttle windows and opportunity to have flyers or a branded item on the shuttles.
Hand Sanitizing Stations	\$15,000	Includes 10 stations, limited availability.
Food Court Sponsor	\$10,000	Company Logo/Name listed on any signage or announcements related to Food Truck Sponsorship.

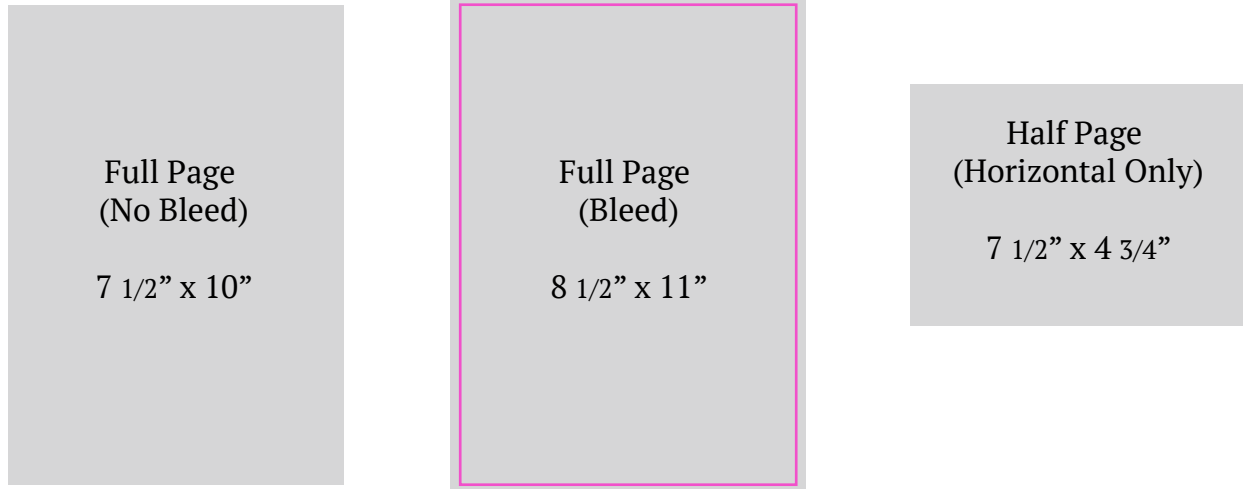
\*Assets align with convention sponsorship opportunities.



## Convention Programs Ads

**Deadline: May 15, 2023**

Ad Mechanical Specs



- For full page ads with bleed, add 1/8" on all sides.
- Resolution: Min. of 300 dpi.
- Colors: 4-color process only. **No spot colors.**
- Accepted Format: PDF optimized for print. **No Word documents will be accepted.**

## Company Logo Requirements

**Deadline: May 15, 2023**

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

## Video Requirements

**Deadline: June 15, 2023**

- Videos should be mp4 format in the highest quality available, 30-60 seconds in length.
- Dimensions: 1920x1080.
- Codecs: H.264, ACC.
- File Type: .mp4.
- Length: 30 seconds or 1-2 minutes as specified in your sponsorship tier deliverables.

When you sponsor via the VFW Foundation, you're providing support to vital VFW programs and services for our nation's military heroes and their families. Please contact us for further information and reserve your spot for this unique, customized promotional campaign.

**Registration must be made no later than May 15, 2023.** We look forward to your participation. For details on VFW programs and services, please visit: [vfw.org](http://vfw.org).