

2025 VFW National Convention Sponsorship & Marketing Opportunities



August 9 - August 13, 2025
Columbus, Ohio

Sponsorship Opportunity Contacts:

Tony Lowe
Consultant
VFW Foundation
TonyLowe.Consultant@vfw.org
c: 202.210.4599

Chris Johnson
Grants Manager
VFW Foundation
CJohnson@vfw.org
o: 816.968.2779



- 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 nation’s oldest 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 **1.4 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** campaign which is a way to showcase and honor their ongoing commitment. *Read more about the campaign at 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 Service, National Legislative Service, VFW Financial Assistance for Service Members grants, VFW’s “Sport Clips Help A Hero Scholarship” program, and the Voice of Democracy and Patriot’s Pen patriotic youth essay competitions.** *Read more about the VFW at vfw.org.*

OUR IMPACT MATTERS.

Your Support Helps Us Do Things Like:



Recoup

\$14.6 BILLION

annually in earned benefits from the VA for veterans. In fiscal year 2024, the VFW submitted claims on behalf of nearly 574,500 veterans resulting in more money going back into the economy, giving veterans more buying power.



Award

\$14.9 MILLION

in scholarships from the VFW’s “Sport Clips Help A Hero Scholarship” to assist veterans in achieving their higher educational goals since 2013.



Distribute

\$12.9 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 Financial Assistance for Service Members program.



Award

\$2.9 MILLION

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

Your Support Will Help Provide:

NATIONAL VETERANS SERVICE TRAINING



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



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

FINANCIAL ASSISTANCE



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

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 officials (sitting U.S. President and Vice-President, White House cabinet members, U.S. Senators, members of Congress, state, and local officials) along with corporate leaders from companies such as USAA, Bridgestone, Humana, Anheuser-Busch, and other noteworthy personalities that have come to speak before our attendees (former Apollo astronauts, film, sports and tv entertainers, and present and past military leaders). The VFW members, VFW Auxiliary members and their families represent a population that is patriotic, loyal, and enthusiastically supports the individuals and companies that support them.

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

By becoming a sponsor of the VFW National Convention your business will be recognized by VFW and VFW Auxiliary members as a supporter of the nation’s greatest heroes—our veterans. From exhibits and events as well as livestreaming to thousands on VFW social media platforms, the convention experience presents unique opportunities for your organization’s involvement. Join us and become part of the VFW community.

Convention Sponsorship Opportunities



We can help customize sponsorship packages that enhance and compliment your brand. Show your support to your country and appreciation to those veterans who answered the call by selecting one of the following packages.

Sponsorship Opportunities	Premier-Diamond \$125,000	Premier \$100,000	Patriotic \$75,000	Fidelity \$50,000	Freedom \$25,000	Hero \$10,000	Educational \$5,000
Face time meeting with VFW leadership for four representatives. Date and time during convention TBD.	X						
Sponsor of VFW National Convention and Joint Opening	X	X					
30-second recognition of sponsor by VFW Adjutant General to Joint Opening attendees	X	X					
60-second sponsor-produced video featured during Joint Opening	X	X					
Social media post about Premier-Diamond and Premier sponsorship during convention to include brand signage	X	X					
Recognition in all VFW National Convention-related press releases and premier logo placement on video projection during Joint Opening	X	X	X				
Banner ad in the VFW National Convention mobile app	X	X	X				
Facebook Live video from sponsor’s exhibit	X	X	X				
60-second sponsor-produced video featured before and after select convention sessions	X	X	X	X			
Opportunity for company representative to be interviewed on Exhibitor Stage	X	X	X	X			
Full Page, 4-color ad in Official Convention Program	X	X	X	X			
Half Page, 4-color ad in Official Convention Program					X	X	
Recognition in: VFW magazine (Nov./Dec.) issue, the VFW e-newsletter and on VFW social media	X*	X*	X*	X	X	X	X
Complimentary booth in Exhibit Hall	30' x 50'	30' x 50'	20' x 40'	20' x 30'	20' x 20'	10' x 10'	10' x 10'
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	X
Company logo placement on main sponsorship banners/signage	X*	X*	X	X	X	X	X
Attendance at the Joint Opening, Patriotic Celebration, VIP Supporters Reception, and the VFW Commander-in-Chief/VFW Auxiliary National President Reception	X	X	X	X	X	X	X

*Top Placement/Premium Recognition

Health Fair Sponsorship Opportunities

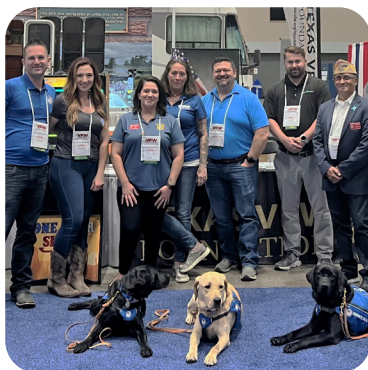
From increasing awareness about mental well-being to providing free medical screenings, the VFW's Health Fair is an interactive event providing VFW members, veterans and their families with free access to products, displays and educational information. We also offer free onsite claims assistance through a free, four-day walk-in claims clinic with V.A. accredited representatives.

Health Fair Sponsorship Packages	Premier \$50,000	Level One \$25,000	Level Two \$10,000
Booth size	20' x 30'	20' x 20'	10' x 10'
30-second sponsor-produced video to be played before and after select convention sessions	X		
Full page, 4-color ad in Official Convention Program	X		
Half page, 4-color ad in Official Convention Program		X	X
Attendance at the Joint Opening, invitation-only receptions, and any unique 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

Event & Reception Sponsorship Opportunities

Event and Reception Sponsorships*	Number Attending	Reception Attendees	Sponsorship Amount
Commander-in-Chief/National Auxiliary Presidents Reception (Wed.)	300-500	Open to all VFW and Auxiliary members (ticketed event). Hosted by incoming Commander-in-Chief & National Auxiliary President & VFW Membership.	\$50,000
All-American Commanders Luncheon (Wed.)	800-1,000	Past & Present VFW Department, District & Post Commanders who achieved All-American status. Hosted by VFW Membership.	\$30,000
VFW Department Commanders Luncheon (Wed.)	150-180	Current VFW Department Commanders. Hosted by incoming Commander-in-Chief & VFW Membership.	\$20,000
VFW Department Adjutant/Quartermasters Reception (Sun.)	30-40	Current Department Adjutant/Quartermaster. Hosted by VFW Adjutant General.	\$10,000
Sr. Vice Commanders & Auxiliary Sr. Vice Presidents Luncheon (Tue.)	100-120	Current Sr. Vice Commanders & VFW Auxiliary Sr. Vice Presidents. Hosted by incoming VFW Sr. Vice Commander-in-Chief	\$10,000
Jr. Vice Commanders & Auxiliary Jr. Vice Presidents Luncheon (Tue.)	100-120	Current Jr. Vice Commanders & VFW Auxiliary Jr. Vice Presidents. Hosted by incoming VFW Jr. Vice Commander-in-Chief	\$10,000
Gold Star Families Reception (Sun.)	20-25	Immediate family members of a fallen service member who died while serving in a time of conflict.	\$5,000
First-time Attendees Welcome Orientation (Sat.)	300-500	First time attendees of the VFW National Convention.	\$2,000

* Recognition includes two seats, special signage with sponsor's logo and up to five minutes of speaking opportunity.



À La Carte Opportunities

À La Carte Opportunities	Sponsorship Amount
<i>Philanthropic Gift.</i> Ceremonial check presentation during VFW National Convention with date/time TBD. On-stage photo opportunity with VFW leadership and 30-second recognition of gift by VFW Adjutant General.	\$25,000 + <i>Donation</i>
Mobile Device Charging Station	\$3,000
Hand Sanitizing Station with logo placement*	\$1,500
Advertising opportunities in June/July issue of VFW magazine distributed at VFW National Convention and Nov./Dec. issue with post-Convention coverage.	TBD

*Limited Availability

Other Unique Opportunities

Other Unique Opportunities*		
Exhibitor Floor Stage Sponsor	\$50,000	Includes naming rights to the stage "Powered by <i>company logo</i> ." Opportunity to be part of a nationally syndicated podcast. Dedicated host.
VFW Cornhole Tournament Presenting Sponsor	\$5,000	3rd Annual VFW Cornhole One-Day Livestreamed Tournament, presenting sponsor of tournaments. Permanent logo placement on Cornhole Boards. Individual board sets sponsorship - \$1,500.
Internet Sponsor	\$25,000 per day, \$75,000 for 3½ days	Includes advertisement/logo on splash page for login, one push notification per day via the VFW Convention mobile app. Avg. 5,000+ users per day.
Scooter Rental Sponsor	\$15,000	Includes sponsor logo on signage.

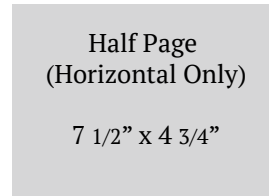
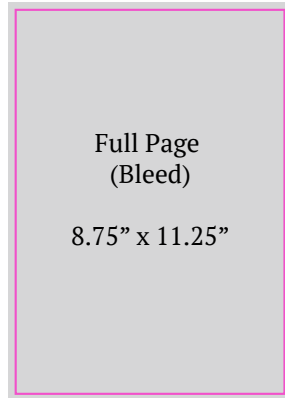
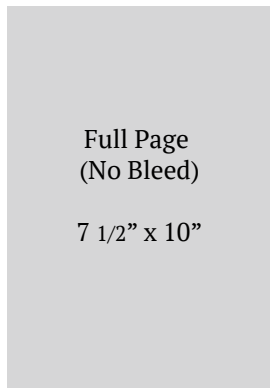
*Assets align with convention sponsorship opportunities.



Convention Program Ads

Deadline: May 16, 2025

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 16, 2025

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 14, 2025

- 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: Time as specified in your sponsorship tier deliverables.

We Look Forward to Your Participation

Reserve Your Spot Soon!

As a VFW National Convention sponsor, you are 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. **Online exhibitor registration and payment must be made no later than April 15, 2025.**

We look forward to your participation! For details on VFW programs and services, please visit our website at vfw.org.