



NATIONAL CONVENTION SPONSORSHIP OPPORTUNITIES

RENO-SPARKS CONVENTION CENTER
RENO, NEVADA | JULY 25-29, 2026

Presented by the Veterans of Foreign Wars Foundation



ABOUT

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 largest and most established major war veterans' organization that supports millions of service members and their families – entirely for free.

WHO WE ARE

Today, membership stands at more than **1.3 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 **Still Serving** campaign which is a way to showcase and honor their ongoing commitment.

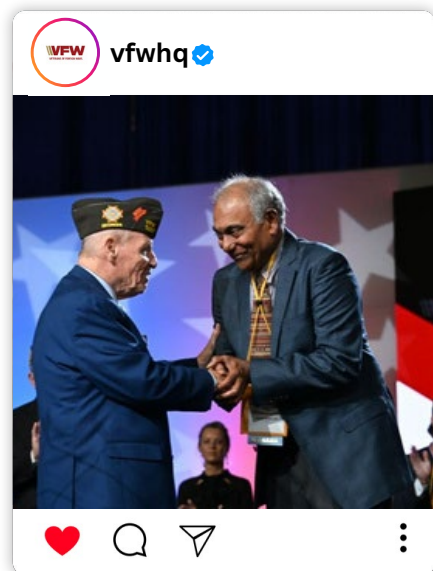


The Veterans of Foreign Wars (VFW) Foundation is the official 501(c)(3) charity of the Veterans of Foreign Wars of the United States, founded in 1996 on the legendary heritage of the VFW spanning three centuries. Our collaborative efforts with corporations, private foundations and individual supporters across the nation ensure that veterans and their families receive the support and assistance they deserve.

Read more about the VFW Foundation at vfwfoundation.org

DIGITAL ENGAGEMENT METRICS

Sponsoring the VFW National Convention offers a unique opportunity to be recognized through a variety of channels. By aligning with the convention, sponsors can tap into a vast network of veterans and supporters, amplifying their brand visibility and reach.



 **101.3K**
FOLLOWERS

 **592K**
FOLLOWERS

 **28.4K**
FOLLOWERS

 **81.9K**
FOLLOWERS

 **16.6K**
FOLLOWERS

 **5.7K**
FOLLOWERS

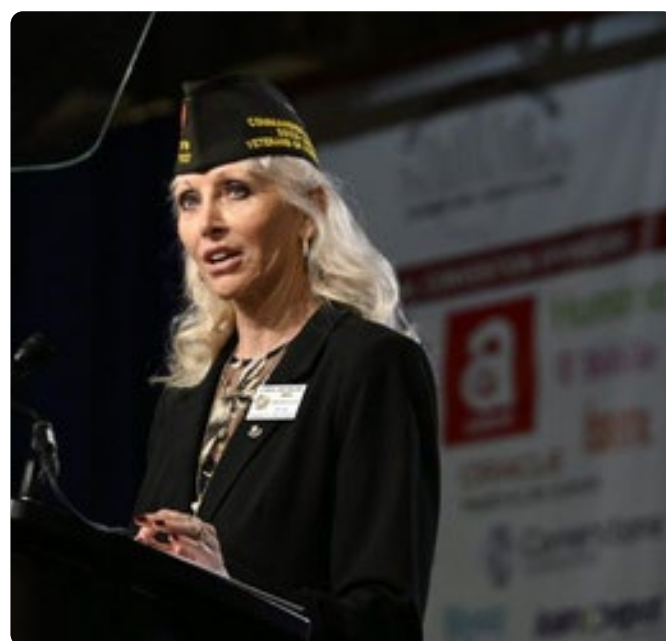
Engagement Metrics as of 01.20.26

SPONSORSHIP SIGNAGE

The main stage, a high-traffic area, provides an ideal platform for impactful branding, allowing sponsors to connect directly with attendees and those viewing the livestream.

Additionally, throughout the exhibit hall, there are numerous opportunities for sponsorship signage, ensuring that sponsors maintain a strong presence at every turn.

These opportunities not only enhance brand recognition but also demonstrate support for the veteran community, creating a meaningful connection with convention attendees.



HELP US SERVE THOSE WHO SERVED.

SPONSOR THE 2026 VFW NATIONAL CONVENTION.

The VFW National Convention is the organization's premier annual event, bringing together thousands of veterans, VFW and VFW Auxiliary members, and their families from across the U.S. and abroad.

By supporting the VFW National Convention, your organization aligns with a trusted institution and demonstrates a meaningful commitment to America's veterans. We invite you to join our mission and become a valued member of the VFW community.

[vfw.org](https://www.vfw.org)



VALOR SPONSORSHIP **SOLD**

\$150,000 (1 AVAILABLE)

Valor represents the courage and willingness to confront danger, adversity, or challenges with a steadfast heart and determination. It embodies the spirit of those who have shown exceptional bravery and selflessness, often in the defense of freedom and justice.

CONVENTION RECOGNITION

- Five-minute speaking opportunity at the Joint Opening Session
- 60-second sponsor-produced video featured during Joint Opening Session
- On-stage check presentation with VFW Commander-in-Chief and Adjutant General
- Premier logo placement on main event signage and in the official VFW National Convention Program
- Full-page, 4-color ad in the Convention Program
- Premier logo placement on VFW National Convention webpage with link to company website and in the VFW events app
- Recognition in convention-related VFW magazine, e-newsletter, and press release material

EXPERIENCE

- Exclusive morning meeting with national leaders of the VFW
- VIP seating at Joint Opening Session
- Invitation to Supporters Reception
- 2 VIP reserved tickets for Awards Banquet

VISIBILITY & BRANDING

- Full venue branding including premier logo placement on main stage signage and throughout exhibit hall signage
- Complementary 30' x 50' premium booth in high traffic location in Exhibit Hall
- Dedicated social media live segment featuring the sponsor



HONOR SPONSORSHIP

\$100,000 (2 AVAILABLE)

Honor symbolizes commitment to maintaining moral integrity and ideals. It is a reminder of the founding principles that guide the nation, emphasizing the spirit of those who have shown exceptional bravery and selflessness, often in the defense of freedom and justice.

CONVENTION RECOGNITION

- Three-minute speaking opportunity at the Joint Opening Session
- 30-second sponsor-produced video featured during Joint Opening Session
- On-stage check presentation with VFW Commander-in-Chief and Adjutant General
- Prominent logo placement on main event signage and in the official VFW National Convention Program
- Full-page, 4-color ad in the Convention Program
- Prominent logo placement on VFW National Convention webpage with link to company website and in the VFW events app
- Recognition in convention-related VFW magazine, e-newsletter, and press release material

EXPERIENCE

- VIP seating at Joint Opening Session
- Invitation to Supporters Reception
- 2 reserved tickets for Awards Banquet

VISIBILITY & BRANDING

- Prominent logo placement on main stage signage and throughout exhibit hall signage
- Complementary 30' x 50' premium booth in high traffic location
- Dedicated social media live segment featuring the sponsor



JUSTICE SPONSORSHIP

\$50,000 (2 AVAILABLE)

Justice reflects the nation’s commitment to fairness and the rule of law. For those who have served our country, it stands as a tribute to their dedication in upholding these principles, ensuring that the values of equality and due process are protected and honored.

CONVENTION RECOGNITION

- 30-second sponsor video featured during Joint Opening Session Program
- On-stage check presentation with VFW Commander-in-Chief and Adjutant General
- Notable logo placement on main event signage and in the official VFW National Convention Program
- Full-page, 4-color ad in the Convention Program
- Notable logo placement on VFW National Convention webpage with link to company website and in the VFW events app
- Recognition in convention related *VFW* magazine and e-newsletter

EXPERIENCE

- VIP seating at Joint Opening Session
- Invitation to Supporters Reception
- 2 VIP reserved tickets for Awards Banquet

VISIBILITY & BRANDING

- Notable logo placement on main stage signage and throughout exhibit hall signage
- Complementary 20' x 30' premium booth
- Dedicated social media live segment featuring the sponsor

SUPPORTING SPONSORSHIPS

Each supporting sponsorship opportunity will include the following deliverables in addition to experience opportunities specific to each level.

CONVENTION RECOGNITION

- Logo placement on VFW National Convention webpage, VFW events app and Convention Program
- Recognition in convention related VFW magazine and e-newsletter
- Half-page, 4-color ad in the Convention Program

VISIBILITY & BRANDING

- Logo placement on main stage signage
- Complementary 10' x 10' premium booth
- Inclusion in sponsorship recognition post on VFW social media

FIDELITY SPONSORSHIP \$15,000

- VIP seating at Joint Opening Session
- Invitation to Supporters Reception
- 30-second sponsor-produced video to be played before and after select convention sessions

FREEDOM SPONSORSHIP \$10,000

- VIP seating at Joint Opening Session
- Invitation to Supporters Reception

HERO SPONSORSHIP \$5,000

- Invitation to Supporters Reception

Each supporting sponsorship packages will have the opportunity to purchase tickets to the VFW National Convention Awards Banquet. For more details visit vfw.org/Convention.

AWARDS BANQUET SPONSORSHIPS

The Awards Banquet at the VFW National Convention is a premier evening event honoring exceptional veterans, VFW members, community partners and supporters who exemplify service, leadership, and dedication to the veteran community. This formal gathering celebrates their achievements while highlighting the impact of the VFW's mission worldwide.

PRESENTING SPONSORSHIP

\$100,000 *(1 AVAILABLE)*

- Verbal acknowledgment by the VFW Commander-in-Chief as "Presenting Sponsor" during opening remarks
- Sponsor may provide branded banquet favor to attendees (subject to approval)
- Premier logo placement on banquet signage
- 90-second sponsor-produced video during the banquet program
- 3-minute speaking opportunity for a sponsor representative during the program
- Premier recognition in Awards Banquet promotional materials, including Convention Program, VFW events app, website, press release, and banquet-specific communications
- Full-page, 4-color ad in the official convention program
- Inclusion in sponsorship recognition post on VFW social media
- VIP table for 10 guests with priority seating at the banquet

A/V SPONSORSHIP

\$60,000 *(1 AVAILABLE)*

- Recognition on banquet signage and in the VFW events app and VFW National Convention website
- Verbal acknowledgment as the A/V Sponsor during the event program
- Half-page, 4-color ad in the official convention program
- Inclusion in sponsorship recognition post on VFW social media
- VIP seating for 5 guests with priority seating at the banquet

HEALTH FAIR SPONSORSHIPS

The VFW Health Fair is a dynamic, interactive health experience at the VFW National Convention designed to inspire healthier living and empower attendees with practical, accessible tools, highlighting the VFW's commitment to supporting veteran well-being year-round. Attendees will have access to trusted providers offering on-site screenings, expert guidance and essential wellness resources.

PRESENTING SPONSORSHIP

\$50,000 *(1 AVAILABLE)*

- Premier logo placement on main Health Fair signage and entrance displays
- Complementary 20' x 30' premium booth space within the Health Fair for sponsor activation, product demos or screenings
- 30-second sponsor-produced video to be played before and after select convention sessions
- Notable logo placement on main event signage and in the official VFW National Convention Program
- Recognition in convention related VFW magazine and e-newsletter
- Full-page, 4-color ad in the Convention Program
- Notable logo placement on VFW National Convention webpage with link to company website and in the VFW events app
- Inclusion in sponsorship recognition post on VFW social media
- VIP seating to the Joint Opening Session
- Invitation to Supporters Reception

SUPPORTING SPONSORSHIP

\$25,000 *(2 AVAILABLE)*

- Logo placement on shared Health Fair signage
- Complementary 20' x 20' booth space within the Health Fair
- Logo placement on VFW National Convention webpage, VFW events app and Convention Program
- Half-page, 4-color ad in the Convention Program
- Recognition in convention related VFW magazine and e-newsletter
- Inclusion in sponsorship recognition post on VFW social media
- Invitation to the Supporters Reception



TRANSPORTATION SPONSORSHIPS

The Transportation sponsorship packages offers high-visibility opportunities for partners to enhance the attendee experience through branded ride-share support, convenient rental services for VFW leadership and VIPs. These offerings help guests navigate the host city with ease while showcasing the sponsor’s commitment to veteran engagement and accessibility.

VFW OFFICIAL TRANSPORTATION SPONSORSHIP

\$20,000 (1 AVAILABLE)

- Opportunity for the sponsor to provide small, tasteful favors or informational cards placed inside rental vehicles used by VFW leaders, dignitaries and VIPs
- Signage at designated transportation pickup/drop-off points acknowledging the sponsor’s support
- “Sponsored by” magnetic car decal placed on vehicles with designated use for VFW leadership, dignitary and VIPs

RIDE SHARE SPONSORSHIP

\$10,000 (1 AVAILABLE)

- VFW discount code naming rights for all members using rideshare transportation throughout convention
- Branding within the VFW app for all information related to transportation and ride share



VFW NATIONAL CONVENTION CORNHOLE TOURNAMENT

The cornhole tournament has become a well-loved tradition at the VFW National Convention, bringing veterans, families and supporters together for friendly competition and shared laughter. It’s a light-hearted way to connect, cheer each other on and celebrate the spirit of camaraderie that defines the VFW community.

PRESENTING SPONSOR

\$10,000

- Presenting sponsor of cornhole tournament
- Recognition on 2 board sponsorships
- 10’ x 10’ booth in cornhole tournament area
- Sponsors boards used for livestream each day
- Branding on tournament banner
- 4 optional team entries
- Included on all marketing of tournament
- 1 dedicated post on VFW social
- Included in event emails to participants
- 5-10 minute address at Programs Town Hall Session (~300 expected attendees)
- Permanent logo on livestream
- 5 mentions per day on livestream
- 2 sponsor-produced recognition per day on livestream

BOARD SPONSOR

\$1,500

Recognition on:

- 1 custom set of boards to be used for the tournament
- 2 custom sets of throwing bags
- 1 custom scoretower
- 1 custom set of throwing mats
- 1 optional team entry
- 1 mention on livestream

TEAM SPONSOR

\$500

- 2 team entries
- Mention on livestream

RECEPTION & LUNCHEON SPONSORSHIPS

The receptions and luncheons at the VFW National Convention bring together veterans, VFW leadership, partners and supporters for high-impact networking and recognition opportunities. These premier gatherings offer sponsors a meaningful platform to engage directly with key decision-makers while aligning their brand with veteran support and community leadership.

All Reception & Luncheon Sponsorships will include the following:

- Recognition as the official presenting sponsor of the event
- Premier logo placement on reception/luncheon signage and inclusion on main stage sponsorship signage
- Verbal acknowledgement from VFW Foundation leadership during opening remarks
- Five-minute speaking opportunity during at reception/luncheon
- Recognition in the VFW National Convention Program, VFW events app and webpage
- Invitation to the Supporters Reception
- Opportunity for sponsor-produced giveaway (subject to approval)
- Complementary 10' x 10' premium booth in exhibit hall
- Half-page, 4 color ad in Convention Program

COMMANDER-IN-CHIEF & NATIONAL PRESIDENT'S RECEPTION	\$55,000	Ticketed event hosted by incoming Commander-in-Chief & National Auxiliary President & VFW Membership
DEPARTMENT ADJUTANT/QUARTERMASTERS RECEPTION	\$35,000	Current VFW Department Adjutant/Quartermasters hosted by VFW Adjutant General
ALL-AMERICAN COMMANDERS LUNCHEON	\$25,000	Past & Present VFW Department, District & Post Commanders who achieved All-American status, hosted by VFW Membership
DEPARTMENT COMMANDERS & AUXILIARY PRESIDENTS LUNCHEON	SOLD	Current VFW Department Commanders and Auxiliary Presidents, hosted by Incoming Commander-in-Chief & VFW Membership
SUPPORTERS RECEPTION	\$20,000	Current Sponsors of the 2026 VFW National Convention, hosted by the VFW Foundation

SR. VICE COMMANDERS & AUXILIARY SR. VICE PRESIDENTS LUNCHEON	SOLD	Current Sr. Vice Commanders & VFW Auxiliary Sr. Vice Presidents, hosted by incoming Sr. Vice Commander-in-Chief
JR. VICE COMMANDERS & AUXILIARY JR. VICE PRESIDENTS LUNCHEON	\$15,000	Current Jr. Vice Commanders & VFW Auxiliary Jr. Vice Presidents, hosted by incoming Jr. Vice Commander-in-Chief
GOLD STAR FAMILY RECEPTION	SOLD	Immediate family of fallen service members who died while serving in a time of conflict
PAST COMMANDERS-IN-CHIEF DINNER RECEPTION & WIVES LUNCHEON	SOLD	Past Commanders-in-Chief dinner to honor legacy and service; Luncheon to honor the wives of deceased Past Commanders-in-Chief
AUXILIARY 45+ LUNCHEON	SOLD	VFW Auxiliary who have been members for 45 years or more, hosted by incoming VFW Auxiliary National President
FIRST-TIME ATTENDEES ORIENTATION	SOLD	First-time attendees of the VFW National Convention, hosted by VFW Adjutant General

RECEPTION & LUNCHEON DATES/ATTENDEES

Commander-in-Chief & National President's Reception	July 29, 2026 300-500 Attendees	Jr. Vice Commanders & Auxiliary Jr. Vice Presidents Luncheon	July 28, 2026 100-120 Attendees
All-American Commanders Luncheon	July 29, 2026 800-1,000 Attendees	Gold Star Family Reception	July 26, 2026 30-40 Attendees
VFW Department Commanders Luncheon	July 29, 2026 150-180 Attendees	Past Commanders-in-Chief Dinner Reception & Wives Luncheon	July 29, 2026 300-500 Attendees
VFW Department Adjutant Quartermaster Reception	July 26, 2026 30-40 Attendees	Auxiliary 45+ Luncheon	July 29, 2026 300-500 Attendees
Sr. Vice Commanders & Auxiliary Sr. Vice Presidents Luncheon	July 28, 2026 100-120 Attendees	First Time Attendees Orientation	July 25, 2026 300-500 Attendees

SPONSORSHIPS

VALOR SPONSORSHIP		SOLD (1 available)
HONOR SPONSORSHIP		\$100,000 (2 available)
JUSTICE SPONSORSHIP		\$50,000 (2 available)
SUPPORTING SPONSORSHIPS	Fidelity Sponsorship	\$15,000
	Freedom Sponsorship	\$10,000
	Hero Sponsorship	\$5,000
AWARDS BANQUET SPONSORSHIPS	Presenting Sponsorship	\$100,000 (1 available)
	A/V Sponsorship	\$60,000 (1 available)
HEALTH FAIR SPONSORSHIPS	Presenting Sponsorship	\$50,000 (1 available)
	Supporting Sponsorship	\$25,000 (2 available)
TRANSPORTATION SPONSORSHIPS	VFW Official Transportation Sponsorship	\$20,000 (1 available)
	Ride Share Sponsorship	\$10,000 (1 available)
VFW NATIONAL CONVENTION CORNHOLE TOURNAMENT	Presenting Sponsor	\$10,000
	Board Sponsor	\$1,500
	Team Sponsor	\$500
RECEPTION & LUNCHEON SPONSORSHIPS	Commander-in-Chief & National President's Reception	\$55,000
	Department Adjutant/Quartermasters Reception	\$35,000
	All-American Commanders Luncheon	\$25,000
	Department Commanders & Auxiliary Presidents Luncheon	SOLD
	Supporters Reception	\$20,000
	Sr. Vice Commanders & Auxiliary Sr. Vice Presidents Luncheon	SOLD
	Jr. Vice Commanders & Auxiliary Jr. Vice Presidents Luncheon	\$15,000
	Gold Star Family Reception	SOLD
	Past Commanders-in-Chief Dinner Reception & Wives Luncheon	SOLD
	Auxiliary 45+ Luncheon	SOLD
First-Time Attendees Orientation	SOLD	



To purchase a sponsorship or request more information about National Convention, please reach out to the VFW Foundation staff below.

Savanna Cavanaugh

Corporate Relations Manager
scavanaugh@vfw.org | 816.955.2505

Rafaela Schwan

Corporate Relations Manager
rschwan@vfw.org | 817.914.5670

Christopher Johnson

Corporate Accounts Manager
cjohnson@vfw.org | 816.968.1154

Tiffany Ward

Corporate Accounts Manager
tward@vfw.org | 816.968.2719

Tony Lowe

Director of Corporate Relations
tlowe@vfw.org | 202.210.4599

HELP US SERVE THOSE WHO SERVED. JOIN US.

2026 VFW National Convention

Reno-Sparks Convention Center
July 25-29, 2026 | Reno, Nevada

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