

# DAV 5K Partnership Opportunities

**PRESENTING SPONSOR**  
\$50,000  
(Limit 2)

**VICTORY SPONSOR**  
\$25,000

**TRIUMPH SPONSOR**  
\$10,000

**PROMISE SPONSOR**  
\$5,000

**BOOTH SPONSOR**  
\$1,000

## Publicity

Listing in the DAV Annual Report	★	★	★	★	
DAV Magazine "Thank You"	★	★	★		
Press release announcing partnership	★	★			
Recognition in all event media	★				
Logo on DAV 5K promotional billboards	★				

## Event Day Presence

Complimentary parking passes	8	6	2	1	1
DAV 5K T-shirts	12	10	6	4	
Inclusion on "Thank you to our Sponsors" banner	Logo	Logo	Logo	Name	
Option to provide corporate banners for display at the event	10 banners	8 banners	4 banners	2 banners	
Option to speak or be recognized at the DAV 5K	Speaking opportunity with check presentation	Special verbal recognition	Verbal recognition		
Logo near start/finish line	★				
"Presented by" recognition on finishers' item	★				
Company logo on top fundraiser & team awards	★				

## Participant Interaction

Corporate activation on event day to distribute giveaways & promotional information in tent	10' x 20' tent	10' x 10' tent	10' x 10' tent	10' x 10' tent	10' x 10' tent
Complimentary DAV5K entries	10	8	4	2	
Opportunity to distribute DAV 5K brochures and display printed promotional materials at corporate locations to showcase your support	★	★	★		
Day-of-event volunteer engagement opportunities for company employees	★	★			

## Printed Materials

Sponsorship level recognition on the following promotional materials:	<ul style="list-style-type: none"> <li>X-Large logo on DAV 5K T-shirts</li> <li>Posters &amp; flyers</li> <li>Save-the-Date notice</li> <li>Participant bibs</li> </ul>	<ul style="list-style-type: none"> <li>Large logo on DAV 5K T-shirts</li> <li>Posters &amp; flyers</li> <li>Save-the-Date notice</li> </ul>	<ul style="list-style-type: none"> <li>Small logo on DAV 5K T-shirts</li> <li>Posters &amp; flyers</li> </ul>	<ul style="list-style-type: none"> <li>Name listed on DAV 5K T-shirts</li> </ul>	
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## Digital Assets | Sponsorship level recognition on the following digital assets:

Recognition on DAV 5K website	Logo on landing page and sponsor page	Logo on landing page and sponsor page	Logo on sponsor page	Name listed on sponsor page	
Promotional & participant emails	★	★			

## Social Media

Promotion on DAV 5K social media channels highlighting sponsorship in:	<ul style="list-style-type: none"> <li>1 Facebook LIVE</li> <li>3 Facebook posts</li> <li>5 Twitter mentions</li> <li>2 Instagram mentions</li> <li>1 LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>2 Facebook posts</li> <li>3 Twitter mentions</li> <li>1 Instagram mention</li> <li>1 LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>2 Twitter mentions</li> </ul>		
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## Sponsor Tent | A hub for sponsor check-in, hospitality and networking.

Tickets to Sponsor tent	10	8	4	2	2
Logo displayed in the Sponsor tent	★	★			
Opportunity to provide giveaways to Sponsor guests	★	★			
Logo on Sponsor ticket	★				

To learn more about partnership opportunities, contact Epic Johnson at 859-442-1026 or [ejohnson@dav.org](mailto:ejohnson@dav.org)

**EXCLUSIVE PARTNERSHIP OPPORTUNITIES**

HONOR BIB SPONSOR \$15,000	1-MILE HERO SPONSOR \$15,000
<b>Publicity</b>	<b>Publicity</b>
Listing in the DAV Annual Report	Listing in the DAV Annual Report
DAV Magazine "Thank You"	DAV Magazine "Thank You"
<b>Event Day Presence</b>	<b>Event Day Presence</b>
8 DAV 5K T-shirts	8 DAV 5K T-shirts
4 Sponsor parking passes	4 Sponsor parking passes
Logo on "Thank you to our Sponsors" banner	Logo on "Thank you to our Sponsors" banner
Provide up to 6 corporate banners for display at the DAV 5K	Provide up to 6 corporate banners for display at the DAV 5K
Verbal recognition during the DAV 5K	Verbal recognition during the DAV 5K

Participant Interaction	Participant Interaction
Option to have company employees host the Honor Bib tent and distribute Honor Bibs, giveaways and promotional information to participants	Corporate activation option available on event day to distribute giveaways and promotional information in a 10x10 tent
6 complimentary DAV 5K entries	6 complimentary DAV 5K entries
Opportunity to distribute DAV 5K brochures and display printed promotional materials at corporate locations to showcase your support	Opportunity to distribute DAV 5K brochures and display printed promotional materials at corporate locations to showcase your support

Printed Materials	Printed Materials
Sponsorship level recognition and company logo on: <ul style="list-style-type: none"> <li>• Medium logo on DAV 5K T-shirts</li> <li>• Posters &amp; flyers</li> <li>• Company logo on Honor Bib</li> </ul>	Sponsorship level recognition and company logo on: <ul style="list-style-type: none"> <li>• Medium logo on DAV 5K T-shirts</li> <li>• Posters &amp; flyers</li> </ul>

Digital Assets	Digital Assets
Sponsorship level recognition and company logo on: <ul style="list-style-type: none"> <li>• DAV 5K sponsor page</li> <li>• Promotional &amp; participant emails</li> </ul>	Sponsorship level recognition and company logo on: <ul style="list-style-type: none"> <li>• DAV 5K sponsor page</li> <li>• Promotional &amp; participant emails</li> </ul>

Social Media	Social Media
Promotion on DAV 5K social media channels highlighting sponsorship in: <ul style="list-style-type: none"> <li>• 3 Twitter mentions</li> <li>• 1 Instagram mention</li> </ul>	Promotion on DAV 5K social media channels highlighting sponsorship in: <ul style="list-style-type: none"> <li>• 3 Twitter mentions</li> <li>• 1 Instagram mention</li> </ul>

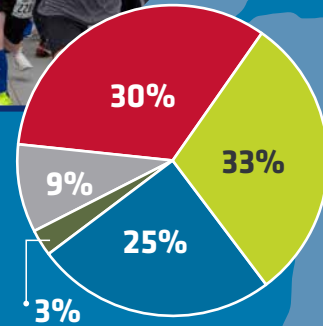
Sponsor Tent	Sponsor Tent
6 tickets to Sponsor tent	6 tickets to Sponsor tent

**In 2019**



**32%**  
of participants were **veterans**

**Age demographics of DAV 5K participants**



All branches of service were represented.

**In 2019, DAV...**

- Volunteers provided more than 615,000 no cost rides for ill and injured veterans to VA medical facilities.
- Hosted 144 traditional and virtual job fairs, connecting more than 35,000 active duty, Guard and Reserve members, veterans and their spouses with employment.
- Provided nearly \$300,000 in aid to veterans and their families who fell victim to natural disasters.

Commit by:	For inclusion in	Applicable Levels
June 1	Save-the-Date notice	\$ 25,000 +
August 14	Promotional materials (posters/flyers)	\$ 10,000 +
September 3	Publicity (billboards/radio) Bib numbers Logo near start/finish line Finisher's recognition item	\$ 50,000
	Volunteer opportunities for company employees Press release	\$ 25,000 +
	Honor Bib	\$ 15,000
October 1	E-communications	\$ 15,000 +
	Thank you advertisement	\$ 10,000 +
	Social media posts DAV Annual Report Event signage T-shirts	\$ 5,000 +
	Booth activation at DAV 5K	\$ 1,000 +