


Partnership Opportunities for Cincinnati Event

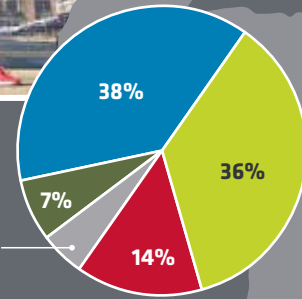
	PRESENTING SPONSOR \$50,000	VICTORY SPONSOR \$25,000	TRIUMPH SPONSOR \$10,000	PROMISE SPONSOR \$5,000	SALUTE SPONSOR \$1,500
Publicity					
Listing in the DAV Annual Report	★	★	★	★	
DAV Magazine "Thank You"	★	★	★		
Press release announcing partnership	★	★			
Recognition in local event media	★				
Logo on DAV 5K promotional billboards in Cincinnati/Tri-state	★				
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	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	Name recognition		
Logo near start/finish line	★				
"Presented by" recognition on Cincinnati event finishers' item	★				
Company logo on in-person participant top fundraiser and team awards	★				
Participant Interaction					
Corporate activation on event day to distribute giveaways and 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	2
Opportunity to distribute DAV 5K brochures and display printed promotional materials at corporate locations to showcase your support	★	★	★		
DAV ambassador to provide a live or recorded message to your employees	★	★			
Printed Materials					
Sponsorship level recognition on promotional materials, as noted	<ul style="list-style-type: none"> • X-Large logo on DAV 5K Cincinnati T-shirts • Posters and flyers • Participant bibs 	<ul style="list-style-type: none"> • Large logo on DAV 5K Cincinnati T-shirts • Posters and flyers 	<ul style="list-style-type: none"> • Small logo on DAV 5K Cincinnati T-shirts • Posters and flyers 	<ul style="list-style-type: none"> • Name listed on DAV 5K Cincinnati T-shirts 	
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 and participant emails	★	★			
Local digital advertisement	★				
Social Media					
Sponsorship promoted on DAV 5K social media channels, as noted	<ul style="list-style-type: none"> • 1 Facebook LIVE • 3 Facebook posts • 5 Twitter mentions • 2 Instagram mentions • 1 LinkedIn post 	<ul style="list-style-type: none"> • 2 Facebook posts • 3 Twitter mentions • 1 Instagram mention • 1 LinkedIn post 	<ul style="list-style-type: none"> • 2 Twitter mentions 		
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	★				



2020 Participant Demographics



Maggie Miles



54%
were
veterans

Ages

- 0-17
- 18-34
- 35-50
- 51-69
- 70 & up



Five of the six branches were represented.

EXCLUSIVE PARTNERSHIP OPPORTUNITIES

HONOR BIB SPONSOR
\$20,000

1-MILE HERO SPONSOR
\$15,000

Publicity

Listing in the DAV Annual Report	Listing in the DAV Annual Report
DAV Magazine "Thank You"	DAV Magazine "Thank You"

Event Day Presence

6 sponsor parking passes	6 sponsor parking passes
8 DAV 5K T-shirts	8 DAV 5K T-shirts
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
Logo on "Thank you to our sponsors" virtual message	Company name and logo displayed on 1-mile route

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 | Sponsorship level recognition and company logo

- Medium logo on both DAV 5K T-shirts
- Posters and flyers
- Company logo on Honor Bib
- Medium logo on DAV 5K Cincinnati T-shirts
- Posters and flyers

Digital Assets | Sponsorship level recognition and company logo

- DAV 5K sponsor page
- Promotional and participant emails
- DAV 5K sponsor page
- Promotional and participant emails

Social Media | Sponsorship promotion on DAV 5K social media channels, as noted

- 3 Twitter mentions
- 1 Instagram mention
- 3 Twitter mentions
- 1 Instagram mention

Sponsor Tent

6 tickets	6 tickets
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In 2020, DAV...

- Volunteers provided 243,000 no cost rides for ill and injured veterans to VA medical facilities.
- Hosted 92 traditional and virtual job fairs, connecting more than 32,000 active-duty, Guard and Reserve members, veterans and their spouses with employment.
- Provided over \$900,000 in aid to veterans and their families who fell victim to natural disasters.
- Distributed nearly \$2 million in COVID-19 unemployment relief nationwide to veterans in need.

Commit by	For inclusion in	Applicable Levels
August 6	Finisher's recognition item	\$50,000
September 3	Publicity (billboards)	\$50,000
September 24	Publicity (radio)	\$50,000
	Bib numbers	\$50,000
	Press release	\$25,000 +
	E-communications	\$25,000 +
	Honor Bib	\$20,000
	Promotional materials (posters/flyers) Thank you advertisement	\$10,000 +
October 1	T-shirts	\$5,000 +
	Social media posts	\$10,000 +
	DAV Annual Report Event signage	\$5,000 +

To learn more about partnership opportunities, contact
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