

Partnership Opportunities for Virtual 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 all virtual event media	★				

Event Day Presence					
DAV 5K T-shirts	12	10	6	4	
Inclusion on "Thank you to our sponsors message"	Logo	Logo	Logo	Name	
Recognition during event festivities	Special verbal recognition	Special verbal recognition	Name recognition		
Option to provide video for event day and/or check presentation	★				
"Presented by" recognition on virtual finishers' item	★				
Company logo on virtual participant top fundraiser and team awards	★				

Participant Interaction Opportunities					
Complimentary DAV 5K entries	10	8	4	2	2
Provide special offer to participants	★	★	★	★	★
Add a giveaway item in virtual participant packages	★	★	★	★	
Provide a Thank you letter for the virtual participant packages	★	★			
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 virtual DAV 5K T-Shirts • Participant bibs 	<ul style="list-style-type: none"> • Large logo on virtual DAV 5K T-Shirts 	<ul style="list-style-type: none"> • Small logo on virtual DAV 5K T-Shirts 	<ul style="list-style-type: none"> • Name listed on virtual DAV 5K 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	Name listed on sponsor page
Promotional and participant emails for virtual event	★	★			
Virtual event digital advertisement	★				
Mention as sponsor of the Spotify playlist	★				

Social Media					
Sponsorship promoted on DAV 5K social media channels, as noted	<ul style="list-style-type: none"> • 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 		

Commit by	August 6	September 24						October 1	
For inclusion in	Finisher's recognition item	Participant Bibs (we may not actually have numbers on the virtual bibs)	Press release	E-communications	Honor Bib	Thank you advertisement	T-shirts	Social media posts	<ul style="list-style-type: none"> • Giveaway item for virtual participant packages • DAV Annual Report • Event signage
Applicable Levels	\$50,000	\$50,000	\$25,000+	\$25,000+	\$20,000	\$10,000+	\$5,000+	\$10,000+	\$5,000+

To learn more about partnership opportunities, contact Epic Johnson at 859-442-1026 or ejohnson@dav.org

Why your support matters to DAV 5K

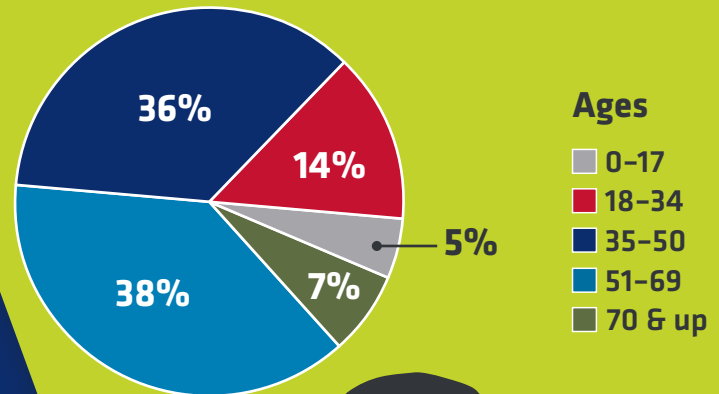
DAV helps more than 1 million veterans of all generations in life-changing ways every year. Founded in 1920, DAV is a nonprofit organization that provides resources to our nation's ill and injured heroes so they can find jobs, transition back into civilian life and get the benefits they have earned. All DAV services are provided at no cost. The DAV 5K is a run, walk, roll and motorcycle ride that brings together participants across the globe to honor the brave men and women who have sacrificed so much to protect our freedoms.

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.

2020 DAV 5K

PARTICIPANT DEMOGRAPHICS



Five of the six branches were represented.

To learn more about partnership opportunities, contact Epic Johnson at 859-442-1026 or ejohnson@dav.org

DAV5K.ORG