



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	★	★	★	★	
Inclusion in thank-you ad in DAV Magazine & Business Courier	★	★	★		
Press release to media announcing partnership	★	★			
Recognition as Presenting sponsor in all event media	★				
Corporate logo on DAV 5K promotional billboards	★				

Event Day Presence

DAV 5K T-shirts	12	10	6	4	
Complimentary parking passes	8	6	2	1	1
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 fundraisers' & teams' 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"> Logo on cover of DAV 5K brochure XLarge logo on DAV 5K T-shirts Posters & flyers Save-the-Date notice Participant bibs 	<ul style="list-style-type: none"> Logo on DAV 5K event brochure Large logo on DAV 5K T-shirts Posters & flyers Save-the-Date notice 	<ul style="list-style-type: none"> Logo on DAV 5K event brochure Small logo on DAV 5K T-shirts Posters & flyers 	<ul style="list-style-type: none"> Name listed on DAV 5K event brochure Name listed on DAV 5K T-shirts 	
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Digital Assets | Sponsorship level recognition on the following digital assets:

Recognition on DAV 5K website	Logo on landing page & sponsor page	Logo on landing page & 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"> 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 		
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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 Christina Mihalek at 859-547-3387 or cmihalek@dav.org

EXCLUSIVE PARTNERSHIP OPPORTUNITIES

HONOR BIB SPONSOR \$15,000	1-MILE HERO SPONSOR \$15,000
Publicity	Publicity
Listing in the DAV Annual Report	Listing in the DAV Annual Report
Inclusion in thank-you ad in DAV Magazine & Business Courier	Inclusion in thank-you ad in DAV Magazine & Business Courier
Event Day Presence	Event Day Presence
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
	Company name and logo displayed on 1-mile route
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"> • DAV 5K event brochure • Medium logo on DAV 5K T-shirts • Posters & flyers • Company logo on Honor Bib 	Sponsorship level recognition and company logo on: <ul style="list-style-type: none"> • DAV 5K event brochure • Medium logo on DAV 5K T-shirts • Posters & flyers
Digital Assets	Digital Assets
Sponsorship level recognition and company logo on: <ul style="list-style-type: none"> • DAV 5K sponsor page • Promotional & participant emails 	Sponsorship level recognition and company logo on: <ul style="list-style-type: none"> • DAV 5K sponsor page • Promotional & participant emails
Social Media	Social Media
Promotion on DAV 5K social media channels highlighting sponsorship in: <ul style="list-style-type: none"> • 3 Twitter mentions • 1 Instagram mention 	Promotion on DAV 5K social media channels highlighting sponsorship in: <ul style="list-style-type: none"> • 3 Twitter mentions • 1 Instagram mention
Sponsor Tent	Sponsor Tent
6 tickets to Sponsor tent	6 tickets to Sponsor tent



32%
of participants were **veterans**

Age demographics of DAV 5K participants



All branches of service were represented in 2018.

In 2018, DAV...

- Has more than 1 million veteran members.
- Volunteers provided more than 625,000 no cost rides for ill and injured veterans to VA medical facilities.
- Co-hosted 145 traditional and virtual job fairs, connecting more than 52,000 active duty, Guard and Reserve members, veterans and their spouses with employment.
- Provided more than \$1.2 million 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 +
July 1	Brochure	\$ 5,000 +
August 15	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 +