

2016 Sponsorship Packages

 RUN TO HONOR VETERANS	National Series	Local Presenting	Red	Honor Bib	Blue	Promise Row	Race Course
	\$100K	\$25K	\$10K (City) \$40K (National)	\$7.5K (City) \$30K (National)	\$5K (City) \$20K (National)	\$2.5K (City) \$10K (National)	\$1.5K (City) \$6K (National)

MEDIA & PRINT EXPOSURE

Company featured on race shirt	XL logo on top line back	XL logo on back	L logo on back	M logo on back	M logo on back	S logo on back	Name listed on back
Company featured on promotional race posters	★	★	★	★	★	★	★
Recognition in event press release	★	★	★	★	★		
Company featured in thank-you ad post event	★	★	★	★	★		

WEB, ONLINE & SOCIAL MEDIA EXPOSURE

Featured on DAV5K.org sponsor page	Logo with custom link	Logo with custom link	Logo with custom link	Logo with custom link	Logo	Logo	Logo
Company featured in DAV 5K e-communication	4 x (logo)	3 x (logo)	2 x (name)	1 x (name)			
Company featured in DAV 5K social media posts	4	3	2	1			

RACE WEEKEND EXPOSURE

Main stage signage	XL logo	XL logo	L logo	M logo	M logo	S logo	Name listed
Volunteer opportunities for company's employees	★	★	★	★	★	★	★
VIP parking passes for race day	★	★	★	★	★	★	★
Sponsor-provided banner displayed at event	3	3	2	1	1	1	1
Booth at race	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	
Product sampling at expo booth	★	★	★	★	★	★	
Complimentary race entries	40	24	12	6	4	2	
Opportunity for check presentation on main stage	★	★					
Company logo on front of veteran race bibs	⊙						
Truss signage at start & finish lines	⊙						
Company logo on VIP red carpet photo wall		⊙					
Finish line activation			⊙				
Company logo on Honor Bib				⊙			

2016 DAV 5K Cities

SAT., NOV. 5

Atlanta
Cincinnati
Tulsa (OK)

SAT., NOV. 12

Boston

SUN., NOV. 13

Newport News (VA)

2016 National Series Sponsorship

Exposure in all five cities for the price of four

Commit to 2017 & 2018

Guaranteed to keep the same 2016 recognition and rates

Market & Participation Growth

YEAR	# OF MARKETS	# OF PARTICIPANTS
2013	1	over 2,500
2014	2	over 4,000
2015	3	over 6,000
2016	5	anticipate over 9,000
2017	7	anticipate over 12,000
2018	10	anticipate over 18,000



Why your support matters to DAV 5K

DAV helps more than one million veterans of all generations in life-changing ways every year. Founded in 1920, DAV is a non-profit 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 the local community together to honor the brave men and women who have sacrificed so much to protect our freedoms.



QUICK FACTS

- Over 6,000 participants in races nationwide (including sponsors, volunteers and participants)
- Over 2,000 'likes' on our DAV 5K Facebook page, with DAV's main Facebook page having more than 1.2 million 'likes'
- 42 companies have sponsored the race nationwide
- DAV 5K will be in five markets in 2016, with a goal of ten markets by 2018
- Nearly 40,000 page views on DAV5K.org

To learn more about sponsorship opportunities, please contact a member of the DAV 5K team at dav5k@dav.org

2015 **DAV 5K**

PARTICIPANTS

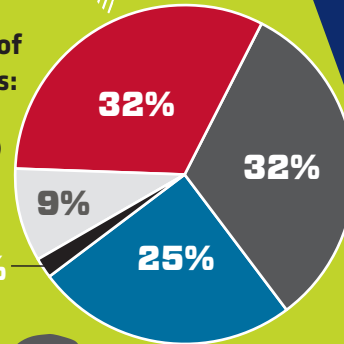
Participants were from

36
STATES

& Puerto Rico

Age demographics of DAV 5K participants:

- Youth (0-17)
- Millennials (18-34)
- Gen X (35-50)
- Boomers (51-69)
- Mature (70 & up)



44% of participants were **veterans**

Gender of DAV 5K participants:

50% FEMALE 50% MALE



All branches of service were represented in 2015



Empowers veterans to **lead high-quality lives** with respect and dignity

A non-profit organization with **1.3 million** members

Dedicated to a single promise:

FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

Ways we help veterans and their families:

- Access a full range of benefits
- Assist in finding employment
- Fight for their interests on Capitol Hill
- Educate the public about the needs of veterans transitioning back to civilian life



Learn more at:
DAV.ORG

DAV5K.ORG