



## 2017 Sponsorship Packages

National Series \$125K	Local Presenting \$25K	Red \$10K (City) \$50K (National)*	Honor Bib \$7.5K (City) \$37.5K (National)*	Blue \$5K (City) \$25K (National)*	Promise Row \$2.5K (City) \$12.5K (National)*	Race Course \$1.5K (City) \$7.5K (National)*
---------------------------	---------------------------	--	---	--	---	--

### MEDIA & PRINT EXPOSURE

Company featured on race shirt	XL logo on top line back	XL logo on back	L logo on back	L logo on back	M logo on back	S logo on back	Name on back
Company featured on promotional race posters	★	★	★	★	★	★	★
Company featured in thank-you ad	★	★	★	★	★		

### WEB, ONLINE & SOCIAL MEDIA EXPOSURE

Featured on DAV5K.org sponsor page	Logo	Logo	Logo	Logo	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	★	★	★	★	★	★	★
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'	
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 and finish lines	⊙						
Company logo on VIP red carpet photo wall		⊙					
Finish line activation			⊙				
Company logo on Honor Bib				⊙			
Race course recognition							⊙

### 2017 DAV 5K Cities

SAT., NOV. 4

San Antonio  
Tulsa

SUN., NOV. 5

Newport News (VA)

SAT., NOV. 11

Atlanta  
Boston  
Cincinnati

### In-Kind Donation Opportunities

#### Food & Beverage

- Bananas (1,000-1,500 per market)
- Water (2,000-3,000 per market)
- Bagels (1,000 per market)
- Salty snacks or protein bars (1,000 per market)
- Coffee (500-1,000 cups of coffee) in urns with stirrers, cups, creamers and sweeteners

Other food and beverage items are welcome, subject to approval.

DAV must approve all in-kind donations.

#### Other Items

Other acceptable in-kind sponsorship opportunities include: advertising (billboards, media), awards (race day and team prizes), entertainment, security, sound systems, tents, golf carts, transportation, etc.

**NOTE:** The DAV 5K team is happy to arrange a pick up of donated items for race day. Donations may be treated as a sponsorship based on value of items. A minimum value of \$1,500 is required to have a mention on the race shirt.

For more information regarding special events sponsorships, contact:

**Laura Rusche**  
859-442-2072  
lrusche@dav.org

\*2017 National Sponsorships | Exposure in all six cities for the price of five. Ask a member of the DAV 5K team for National Series Packages.  
Commit to 2018 | Guaranteed to keep the same 2017 recognition and rates.

## 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 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.



### 2016 DAV 5K QUICK FACTS

- Over 8,300 participants in races nationwide (including sponsors, volunteers and participants)
- 80 companies have sponsored the race nationwide
- 38 media partners supported the race nationwide
- Over 88 million earned media impressions
- Over half a million page views on DAV5K.org

To learn more about sponsorship opportunities, contact Laura Rusche at 859-442-2072 or [lrusche@dav.org](mailto:lrusche@dav.org)

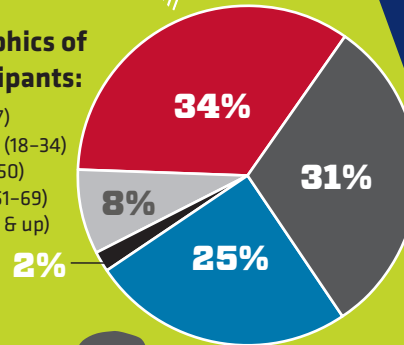
2016 **DAV 5K**

### PARTICIPANTS

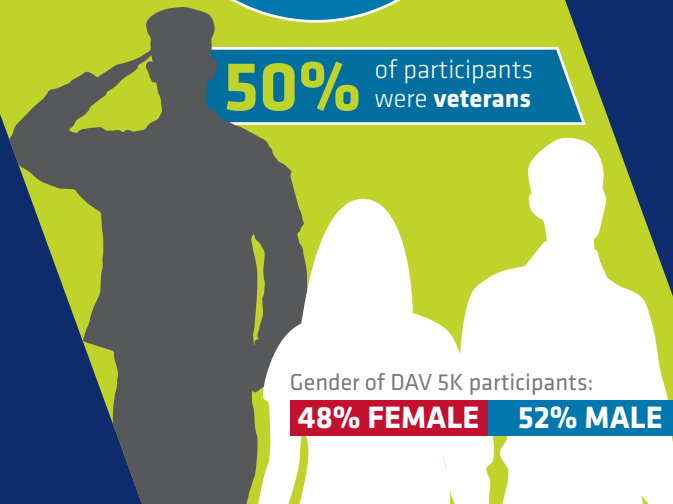


#### Age demographics of DAV 5K participants:

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



**50%** of participants were **veterans**



All branches of service were represented in 2016



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



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

Dedicated to a single purpose:

**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**