



## 2018 Sponsorship Packages

### National Series

\$125K

### Local Presenting

\$25K

### Red

\$10K (City)  
\$50K (National)\*

### Honor Bib or Veteran Thank You Medal

\$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 DAV 5K website	Series Homepage Series Footer Sponsor Page	City Homepage Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Company featured in DAV 5K e-communication	4 x	3 x	2 x	1 x			
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 or Veteran Thank You Medal				⊙			
Race course recognition							⊙

### 2018 DAV 5K Cities

NOVEMBER 2018

Atlanta  
Boston  
Cincinnati  
Newport News  
San Antonio  
Tulsa

### In-Kind Donation Opportunities

#### Food & Beverage (per market)

- Bananas (1,000)
- Water (2,000-3,000)
- Bagels (1,000)
- Salty snacks or protein bars (1,000)
- 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, contact:

**Leslie Wenert**  
859-442-2066  
lwenert@dav.org

\*2018 National Packages | Exposure in all six cities for the price of five. Ask a member of the DAV 5K team for National Series Packages.

## 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.



### 2017 National Series Quick Facts

- Over 9,000 participants (including sponsors, volunteers and participants)
- 98 companies sponsored
- 28 media partners supported
- Over 39 million earned media impressions
- Nearly half a million page views on DAV5K.org

To learn more about sponsorship opportunities, contact Leslie Wenert at 859-442-2066 or [lwenert@dav.org](mailto:lwenert@dav.org)

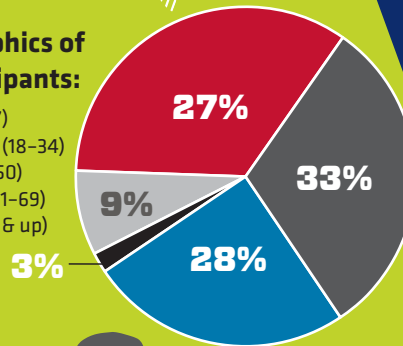
2017 **DAV 5K**

### PARTICIPANTS

Participants were from **42 STATES**

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

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



**40%** of participants were **veterans**

#### Gender of DAV 5K participants:

**48% FEMALE** **52% MALE**



All branches of service were represented in 2017



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



A non-profit organization with more than **1 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**