



2021 SPONSORSHIP AND EXHIBITORS PACKAGES

Approximately 3,000 delegates, members and guests come together to conduct the crucial business of the organization. During this four-day event, our members elect national officers, establish the legislative priorities for the next year, expand their knowledge of the important issues affecting our nation's veterans, learn new ways to increase advocacy and recognize those who support our congressionally chartered mission, keeping our promise to America's veterans.

Centennial \$100,000	Signature \$50,000	Special Event \$25,000	Break \$20,000	Experience Sponsorships \$7,500	Smart Talk Seminar \$15,000
-------------------------	-----------------------	---------------------------	-------------------	---------------------------------------	-----------------------------------

Benefits					
Credentials for up to	12 guests	10 guests	8 guests	6 guests	4 guests
Convention bag stuffer (3,000 bags)	★	★	★	★	★
Logo in the DAV National Convention program (3,000 printed)	★	★	★	★	★
Company logo displayed on DAV National Convention page on dav.org	★	★	★	★	★
Invitation to partner breakfast on Saturday morning	★	★	★	★	★
Exhibit Hall footprint*	20 x 20	10 x 20	10 x 10	10 x 10	10 x 10
Social media mentions	3x	2x	1x	1x	
Corporate video roll during event (pre-approved by DAV)	:30	:30	:30	:30	
Branding opportunities on site in hotel (escalator clings, etc.)	★				
DAV Birthday Cake + Celebration Sponsor	★				
Tickets to Cincinnati Celebration Reception & Concert in September	8 tickets				

Convention Session Benefits Attendees include DAV & Auxiliary Members.					
Sponsor Thank You during Convention	★	★	★	★	★
Live "Thank you" mention by DAV leader	★	★	★		
Opportunity for onstage check presentation	★	★			

Special Event Benefits Attendees include DAV & Auxiliary Members. Events eligible for sponsorship include: Party in Centennial Park, National Commander Reception or Fun Night					
Priority seating			★		
Sponsorship logo recognition throughout venue and on large screens			★		

Experience Benefits Ability to sponsor a special area (i.e., art exhibit, charging station, game lounge, photo booth). Remains open throughout Convention.					
Company logo on signage in special experience/exhibit area at special event					★

Break Benefits Ability to sponsor snack or coffee break for attendees. Available during one session break.					
Company logo on signage next to food/beverage area				★	
Option to provide giveaway during break (e.g., coffee mugs for coffee break)				★	

30-minute presentation includes lavalier microphone & speakers in presentation area. Additional technology may be arranged prior to cut off date at stated A/V rates.

Requirements

- Provide information, services and products pertinent to DAV's mission.
- Schedule to be determined based on needs and convention events.
- Commitments, including content proposal and speaker information, due by June 30. Proposals are subject to DAV approval.

Friday, July 23–Monday, July 26

Exhibitor**
\$1,500

Convention
Bag Stuffer
\$750

Benefits		
Credentials for up to	2 guests	
Company logo displayed on DAV National Convention page on dav.org	★	
Exhibit Hall footprint*	10 x 10	
Opportunity to provide veteran/registered attendee "Thank You" gift in the DAV National Convention welcome bag (3,000 bags)		★

For more information, contact:
Epic Johnson partners@dav.org | 859-441-7300

*All levels receive a draped booth, table and two chairs in the Exhibit Hall.

Click [here](#) to fill out and submit your Sponsor and Exhibitor Request form.

To learn more about our Convention, visit www.dav.org/events/2021-national-convention

**Qualifying VA or nonprofit organizations may be eligible to receive a 50% discount on the Exhibitor Sponsorship pricing. Contact ajackson2@dav.org for more information.



DAY OF INSPIRATION AND CONNECTION

In honor of DAV's Centennial Celebration, we are hosting a Day of Inspiration and Connection for the veteran community. This free event will cater to veterans and their spouses or caregivers.

Grand Sierra Resort, Reno
Thursday, July 22, 2021

Lunch Sponsor \$100,000	Keynote Speaker Sponsor \$75,000	Reception Sponsor \$50,000	Plenary Speaker Sponsor \$25,000	Break Sponsor \$20,000	Victories Sponsor \$5,000
----------------------------	----------------------------------------	----------------------------------	----------------------------------------	---------------------------	---------------------------------

Event Access

Reserved seating at event	20 guests	15 guests	10 guests	5 guests	4 guests	3 guests
Meet & Greet with sponsored speaker		6 guests		2 guests		★
DAV Facebook Live Interview with keynote & sponsor		★		★		
30 minute talk/presentation during lunch	★					

Marketing Exposure

Event Recognition	On-site signage	On-screen with speaker	On-site signage	On-screen with speaker	On-site signage	On-screen with video segment
Logo on event promotions (email, website, event)	X-Lg logo placement	X-Lg logo placement	Lg logo placement	Med logo placement	Med logo placement	Sm logo placement
Table at event for material distribution	★	★	★	★	★	★
Logo in the event program (2,000 printed)	★	★	★	★	★	★
Stage recognition during welcome by DAV leadership	★	★	★	★	★	
Corporate video roll during event (pre-approved by DAV)	★	★	★	★		

Brand Recognition via DAV Channels

Social media mentions	3x	2x	1x	1x	1x	
Press release announcement	★	★	★	★	★	

DAV National Convention

Exhibitor booth	20 x 20	10 x 20	10 x 20	10 x 10	10 x 10	10 x 10
Invitation to partner breakfast on Saturday morning	★	★	★	★	★	★



For more information, contact:

Epic Johnson partners@dav.org | 859-441-7300

*All levels receive a draped booth, table and two chairs in the Exhibit Hall.

Click [here](#) to fill out and submit your Sponsor and Exhibitor Request form.

To learn more about our Convention, visit www.dav.org/events/2021-national-convention