



2021 SPONSORSHIP AND EXHIBITORS PACKAGES

Approximately 2,500 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 |
|---|-------------------------|-----------------------|---------------------------|-------------------|---------------------------------------|
| Benefits | | | | | |
| Credentials for up to | 12 guests | 10 guests | 8 guests | 6 guests | 4 guests |
| Convention bag stuffer (2,500 bags) | ★ | ★ | ★ | ★ | ★ |
| Logo in the DAV National Convention program (2,500 printed) | ★ | ★ | ★ | ★ | ★ |
| Company logo displayed on DAV National Convention page on dav.org | ★ | ★ | ★ | ★ | ★ |
| Invitation to partner breakfast on Saturday morning | ★ | ★ | ★ | ★ | ★ |
| Exhibit Area* | ★ | ★ | ★ | ★ | ★ |
| 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: National Commander Reception or Fun Night | | | | | |
| Priority seating | | | ★ | | |
| Sponsorship logo on display during sponsored event in designated area | | | ★ | | |
| 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) | | | | ★ | |

Thursday, July 29–Monday, August 2

Exhibitor**
\$1,500

Convention
Bag Stuffer
\$750

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

| Benefits | | |
|---|----------|---|
| Credentials for up to | 2 guests | |
| Company logo displayed on DAV National Convention page on dav.org | ★ | |
| Table in Exhibit Area* | ★ | |
| Opportunity to provide veteran/registered attendee "Thank You" gift in the DAV National Convention welcome bag (2,500 bags) | | ★ |

*All levels receive a 6 ft. table, two chairs and trash bin 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 75% 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.

JW Marriott Tampa Water Street
Thursday, July 29, 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 (2,500 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 table | ★ | ★ | ★ | ★ | ★ | ★ |
| Invitation to partner breakfast on Saturday morning | ★ | ★ | ★ | ★ | ★ | ★ |



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