

IN HONOR OF VETERANS' DAY

VETS 2.0 *Beyond the Transition*

# FALL 2023 GALA

SPONSORSHIP OPPORTUNITIES



# DEAR FRIENDS OF VETSINTECH

**Every year 200,000 veterans transition out of military service, and 80% of them enter civilian life without a job or defined career path.**

We invite you to help drive our initiative and programs in support of education, employment, and entrepreneurship opportunities for veterans and Military Spouses by sponsoring our annual fundraising gala.

There are several ways that you can help us support the **“Vets 2.0 Beyond the Transition” Fall 2023 Gala**:

- Become a sponsor as outlined in the enclosed sponsorship package.
- Purchase event tickets (individually or up to ten for a complete table).
- Fill any unused seats at your table by asking a veteran to join you – let us know if you would like to reach out to any of our VIT alumni and distinguished veterans in the community.

The (in-person) gala will be limited to 250 guests and we will be LIVE CASTING the show to thousands of viewers on the web - we suggest you don't delay your sponsorship – availability has sold out quickly in previous years. Individual ticket purchase will begin one month after the sponsorship packets have gone out in mid-August.

Additionally, you or your organization have the opportunity to highlight your support by making a gift. Donation forms can be found in the packet below and online, in the Silent and Live Auction Package.

The **“Vets 2.0 Beyond the Transition” Fall 2023 Gala** is being held on Veterans Day **November 3rd** at the Marines' Memorial Club in San Francisco. The evening will begin at 6 p.m. with a VIP cocktail reception and silent auction, followed by a seated dinner, live auction, and live entertainment. The dress code for this event is semi-formal with dress uniform or black tie optional. Sponsorships may be purchased by filling out the “Sponsorship Form” included in this packet. Individual tickets and prize donations can also be donated using this form. You may also go online to the **“Vets 2.0 Beyond the Transition” Fall 2023 Gala** event website at <http://events.vetsintech.co/gala2023> to register and become a sponsor, make a donation, purchase your tickets, and get all the details on the event.

We look forward to celebrating our veterans and mission with you.

## **GALA FUNDRAISER**

Join us on Friday, November 3rd, 2023 at the Marines' Memorial Club in San Francisco at our 9th Annual Fall Gala "Vets 2.0 Beyond the Transition." The evening will commence with an open bar cocktail reception and silent auction. Our leading sponsors, host committee, and special guests will join us at an exclusive VIP cocktail reception. The gala will feature an exquisite dinner with entertainment, awards, and a live auction

## **GALA ATTENDEES**

Top companies and major foundations sponsor the Fall Gala every year. Senior leaders from a wide range of tech-focused companies as well as the private and public sector attend the gala. Expect entrepreneurs, celebrities, public officials, socialites, civic leaders, and media representatives to be in attendance for this very special evening.

## **PARTNERSHIP**

Sponsors receive high-profile exposure, access to an exclusive cohort of influential supporters, and media attention. Visibility to an audience of prominent corporate leaders, and public officials through our pre-event, on-site, and post-event communications complements the philanthropic aspect of the evening festivities. Ultimately, your generous support of VetsinTech will help ensure our critical mission is a success.

## **MISSION**

VetsinTech is the only non-profit devoted 100% to getting veterans into the tech industry. Our organization is made up of technology industry leaders and former service members who support our veterans by connecting them to the national technology ecosystem through Education, Employment, and Entrepreneurship – the 3Es! VIT is committed to bringing together our tech-specific network, resources, and programs to help our veterans transition from the military and into their new careers. Over 80% of Post-9/11 veterans left the military without a job, and veterans working in the Bay Area have a median annual gross income of less than \$60,000.

## **CHALLENGES**

While veteran unemployment numbers overall are improving, there is so much work to be done. Post 9-11 veterans are transitioning out of the military in large numbers, 200,000 each year! 80% of these vets are leaving service without a job or career path. Unemployment rates are higher among younger vets and in states where there is a large veteran population - these are focus areas of VetsinTech. It is critical that we prepare these veterans with the skills needed to land meaningful jobs in the high-demand and high-paying tech jobs that they are uniquely wellpositioned to succeed.

## **HELP IS ON THE WAY**

The average tech salary is well into the six figures. Even entry-level tech jobs have huge growth potential after the initial year or two. We provide the training for veterans to become a cybersecurity specialist, a web developer, data scientist or a cloud expert, just to name a few. We also demystify tech through our professional development events that help veterans translate skills from their military background into the tech ecosystem, learn how to communicate their qualifications to prospective employers, and mentor them to navigate the hiring and on boarding processes in tech companies. Over 90% of our VIT alumni find meaningful employment, whether front-facing, in human relations, or in back-end tech fields, within six months of participating in our training programs.

## **OUR SUCCESSES ARE YOUR SUCCESSES**

The Fall Veteran's Day Gala is VetsinTech's major fundraising event to support our critical mission. Sponsorships, gifts, and individual contributions have a direct impact on our programmatic offerings and on our ability to improve the lives of the veterans in our community.



# INVESTING IN DIVERSITY AND SUCCESS OF VETERANS

**VetsinTech serves the enlisted ranks with 63% of our community identifying as minorities and coming from underserved backgrounds.** For them, It's more important than ever that they land a great job as they transition out of their military service.

We moved quickly to pivot our veteran training and employment programs, and exceeded our goals by making them more accessible to even more veterans and military spouses.

**Today's veterans are tomorrow's CEOs, policy makers, civic leaders and tech success stories.** We are investing in their success today. The training programs are free for veterans and military spouses through the support of incredible donors and corporate partners.

**Especially during these trying times, it's important to come together as a community and honor our veterans.**

**Our Veterans' Day Gala is our single largest fundraiser of the year** - raising scholarships for veterans to take technology training. The more money raised means more positive impact to the lives of veterans and their families.

We look forward to working with you on this impactful program.

With gratitude,



Katherine Webster, Founder and CEO  
**VetsInTech**

# OUR 2023 SUCCESSES

## VetsinTech focuses on the 3E's - Education, Employment and Entrepreneurship.

We connect transitioning veterans and military spouses to technology training programs and a network of technology employers to fast-track their success. Despite the challenges of the last year, we moved quickly to pivot our veteran training and employment programs, and exceeded our goals by making them more accessible to even more veterans and military spouses.

## EDUCATION:

### Over 1000 veterans trained in the last year

- 500 in Cybersecurity (sponsored by Craig Newmark Philanthropies).
- Mentorship program platform utilization increased by 235% compared to the previous quarter, with 100% of students connecting with mentors (up from 88% and 94%).
- Successfully launched a new in-house course PMP with Amazon.

## EMPLOYMENT:

### 91% of veterans are employed or upskilled in their current role 3 months after training completion

- Employer Coalition and other partners now consists of over 30 top organizations including Adobe, Amazon, Boeing, Disney, Google, JPMorgan Chase, Meta, and Uber. New additions include General Dynamics, Riot Games, Amazon, Fiserv, Flock Security, Walgreens.

## ENTREPRENEURSHIP:

- We held our **2nd VIT Pitch Contest** last year, sponsored by JPMorgan Chase that received over 75 submissions and gave out \$40K worth of prizes and are holding another contest this year.
- VIT participated and led a few events in NYC including the second annual **VetVC Summit** with JPMC.
- Completed Venture Equity Project with the NASDAQ Center.

## OTHER ACCOMPLISHMENTS:

- **VIT Impact 2023** - Lead-in event to the U.S. Women's Open at Pebble Beach to increase awareness and create real impact through VetsinTech mission around Diversity, Equity, and Inclusion (DEI) and growing our VIT Academy training programs.
- **VetsinTech Gala 2022** - In-person event in San Francisco with over 250 attendees.
- **VetsinTech Invasion 2023** - Held our 3rd virtual annual conference with over 500 veterans & military spouses attending multiple-tracks, over 70 speakers and panelists.
- **VetsinTech Policy Roundtable** - Last year we conducted a policy roundtable which led to a policy white paper regarding transitioning veterans into the tech sector, with recommendations to DoD, VA and DoL. This year held a similar focus group focused on Entrepreneurship.
- **VIT Military Spouses Policy Roundtable** - Successful VIT Washington DC Military Spouses Policy Round Table with key stakeholders.
- VIT highlighted at the Giants game on memorial day weekend.

**WE ARE NOW 78,000+ VETERANS STRONG IN OUR COMMUNITY!**



## OPPORTUNITY FOR CORPORATE SPONSORS:

Sponsors receive high-profile exposure, access to an exclusive cohort of influential supporters, and media attention. Visibility to an audience of prominent philanthropists, corporate leaders, and public officials through our pre-event, on-site, and post-event communications complements the philanthropic aspect of the evening festivities. Ultimately, your generous support of VetsinTech will help ensure our critical mission is a success.

We invite corporate partners to join us in celebrating our veterans and honoring those who have done the most to support them. Your organization can integrate into the content of the digital special through the sponsorship levels below:

- **Engage** your veteran employees in a fun virtual event
- **Inspire** audiences with success stories of their veteran employees
- **Create** videos celebrating their veteran community
- **Share** the positive impact of their veteran programs
- **Sponsor** veterans into technical training programs
- **Match** donations from their employees and the broader audience
- **Receive** awards announced 'on air' thanking them for their impact

## HITTING OUR FUNDRAISING GOAL

100% of the funds we raise through the Gala will go to technology scholarships for veterans and military spouses - so we want to raise as many scholarships as possible! In order to achieve that, we have many opportunities for partners to activate their CSR and military support programs, in a way that brings value to their community and authentic exposure of their brand to our audience of military, technology, and policy leaders. Sponsors receive high-profile exposure, access to an exclusive cohort of influential supporters, and media attention.

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*Alumni Spotlight:*  
**Ben Lang**, Retired U.S. Army veteran and Founder, CEO at Native, participated in and won the First-place prize in the VetsinTech Pitch Contest sponsored by JPMorgan Chase.

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# GALA SPONSORSHIP OPPORTUNITIES:

Sponsorships are the best way to highlight your commitment to supporting veterans' transitions into the tech field and directly fund the VIT mission. We appreciate your interest and look forward to tailoring a sponsorship packet to your needs to ensure an incredible evening and a rewarding partnership in the service of our veterans.

## FOUNDER - \$100,000

As a Founding Sponsor, you will have a direct effect on a programmatic aspect of VetsinTech. You will provide direction and help us shape our mission in a new and exciting area or help us grow at scale in the area that you care most about. This commitment is commensurate with the highest investment and, as such, privy to a partnership not just in title. This honor has never been offered before and is reserved to only two other trailblazing individuals/organizations to join Craig Newmark Philanthropies as a 2023 Founding Sponsor.

### HOSPITALITY

- Invitation to CEO dinner \*Date TBD – CEOs only
- Two prime location gala tables with your logo and seating for ten guests each (with the option to host VIT veterans at your tables)
- Twenty invites to the private cocktail reception with our host committee and VIP invitees
- Photo opportunity with host committee and VIPs during private reception
- After gala cocktails with veterans

### GALA PROFILE

- Recognition of your contribution by our CEO during the gala program
- The opportunity to address the audience (speech and/or audiovisual)
- Prominent placement of logo throughout (program cover, individual photo backdrop, table votives throughout, audiovisual backdrop before, during stand-by, and after gala program)

### MEDIA

- Tailored major social media mentions of your company
- Prominent placing on VIT Gala website, partners page, and online event program with direct link to your website
- Featured story on quarterly newsletter and on VIT website
- Public service announcement and press releases by VIT highlighting your contributions

### PARTNERSHIP BENEFITS

- Years membership in our employer coalition (a \$10,000 annual value)
- Full-day training of your organization's hiring managers, Employee Resource Group, or diversity and inclusion personnel
- Full page on the gala program with a personalized message of your choice (i.e. CEO background, company profile, contributions to veterans community, personal success story)



## PLATINUM - \$75,000

As a Platinum Sponsor, you will have a lasting effect on our mission and help us grow at scale in the area that you care most about. This honor has never been offered before and is reserved to only three groundbreaking individuals/organizations who wish to make a significant impact on our veterans community.

### HOSPITALITY

- Invitation to CEO dinner \*Date TBD – CEOs only
- Two prime location gala tables with your logo and seating for ten guests each (with the option to host VIT veterans at your tables)
- Twenty invites to the VIP cocktail reception with our host committee and VIP invitees
- Photo opportunity with host committee and VIPs during private reception
- After gala cocktails with veterans

### GALA PROFILE

- Recognition of your contributions by our CEO during the gala program (with audiovisual backdrop of logo or the airing of a personalized storyline video or presentation up to one minute.)
- Full page on the gala program with a personalized message of your choice (i.e. CEO background, company profile, contributions to veterans community, personal success story)
- Prominent placement of logo on photo backdrop

### MEDIA

- Tailored major social media mentions of your company
- Prominent placing on VIT Gala website, partners page, and online event program with direct link to your website
- Featured story on quarterly newsletter and on VIT website
- Public service announcement and press releases by VIT highlighting your contributions

### PARTNERSHIP BENEFITS

- Years membership in our employer coalition (a \$10,000 annual value)
- Full-day training of your organization's hiring managers, Employee Resource Group, or diversity and inclusion personnel
- Full page on the gala program with a personalized message of your choice (i.e. CEO background, company profile, contributions to veterans community, personal success story)

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*Alumni Spotlight:*  
*Thomas Prigg, US Army veteran, accepted a security analyst position at PNC Bank, working in cybersecurity and helping stop intrusions using some of his skills learned through VetsinTech.*

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## GOLD - \$50,000

As a Gold Sponsor, you will have a lasting effect on our ability to carry out our mission of training veterans for the jobs of the future. You will be in the company of Adobe Foundation, AT&T, Boeing, Comcast, Disney, DraftKings, JPMorgan Chase, Salesforce, TIBCO, and Uber as previous sponsors of this gala and be recognized for your considerable contributions to the veterans community.

### HOSPITALITY

- One prime location gala table with your logo and seating for ten guests each (with the option to host VIT veterans at your tables)
- Four invites to the VIP cocktail reception with our host committee and VIP invitees
- Photo opportunity with host committee and VIPs during private reception
- After gala cocktails with veterans

### GALA PROFILE

- Recognition of your contributions by our CEO during the gala program (audiovisual backdrop of logo or story)
- Full page on the gala program with a personalized message of your choice (i.e. CEO background, company profile, contributions to veterans community, personal success story)
- Prominent placement of logo on photo backdrop

### MEDIA

- Prominent placing on Gala website and online Gala program with direct link to your website
- Featured story on monthly newsletter
- Public service announcement and press release by VIT highlighting your contributions

### PARTNERSHIP BENEFITS

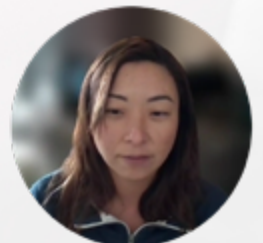
- One-year membership of our employer coalition (\$10,000 annual value)

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#### *Alumni Spotlight:*

*Jessica Yoo Perry, US Coast Guard veteran, secured a cybersecurity position with the U.S. Department of Energy after taking cloud and front-end development classes through VetsinTech.*

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## SILVER - \$25,000

### HOSPITALITY

- One table with your logo and seating for 6 guests
- Two invites to the private cocktail reception with our host committee and VIP invitees
- Photo opportunity with host committee and VIPs during private reception
- After gala cocktails with veterans

### GALA PROFILE

- Recognition of your contributions during the gala program (audiovisual backdrop of name/logo)
- Name/logo displayed on gala program
- Name/logo displayed on photo backdrop

### MEDIA

- Name/logo on the Gala website and online gala program with direct link to your website
- Public service announcement and press release by VIT highlighting your contributions

## BRONZE - \$10,000

### HOSPITALITY

- One table with your logo and seating for 4 guests
- Two invites to the private cocktail reception with our host committee and VIP invitees
- Photo opportunity with host committee and VIPs during private reception
- After gala cocktails with veterans

### GALA PROFILE

- Recognition of your contributions during the gala program (audiovisual backdrop of name/logo)
- Name/logo displayed on gala program
- Name/logo displayed on photo backdrop

### MEDIA

- Name/logo on VIT homepage website and online gala program with direct link to your website

## VIP RECEPTION - \$500

### HOSPITALITY

- Two invites to the VIP cocktail reception with our host committee and VIP invitees (open bar from 6-7 pm)
- Photo opportunity with host committee members and VIPs during private reception

## GALA EVENT - \$500

### HOSPITALITY

- Seating during the gala Professional photo opportunity with sponsor backdrop
- Cocktail reception
- After gala cocktails with veteran

## COCKTAILS WITH VETERANS - \$100

### HOSPITALITY

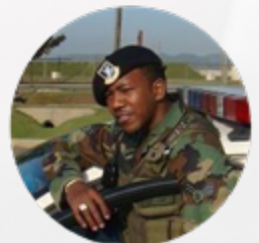
- One invite to after-gala cocktails with our dashing service members and gala attendees (open bar from 9:00-11 pm)

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### *Alumni Spotlight:*

*Lee Mark Poitier, US Air Force veteran, secured a role in Mobilty Operations at Salesforce after taking a security certification & coding class through VetsinTech.*

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# THANK YOU

We look forward to including your organization as a sponsor of the Vets 2.0 "Beyond the Transition" Fall 2023 Gala, in honor of Veterans' Day.

## **Additional ways to support the Fall 2023 Gala**

- Table purchases - tables of eight (8) or ten (10).
- Cash and gift donations.
- Raffle, live, and silent auction donations.
- Host a Veteran as a part of your table purchases -- fill some of your paid seats with those who have served.

## **For more information, please contact:**

- Katherine Webster
- email: [kwebster@vetsintech.co](mailto:kwebster@vetsintech.co)
- phone: 650-888-8377

THANK YOU FOR YOUR CONSIDERATION OF  
SPONSORSHIP FOR THE VIT FALL GALA 2023

*Your support will help veterans succeed in the technology ecosystem.*

# PLEASE COMPLETE AND RETURN

Please fill out this form and return via email to [kwebster@vetsintech.co](mailto:kwebster@vetsintech.co)

Checks should be made payable to VetsinTech.

If you have any questions, please contact Katherine Webster at 650-888-8377  
or email [kwebster@vetsintech.co](mailto:kwebster@vetsintech.co)

Company & Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

## **My company will be a VetsinTech sponsor at the following level:**

- Founder       Platinum       Gold       Silver       Bronze  
 Patriot       VIP Reception       Cocktails with Veterans

## **We cannot provide sponsorship at this time, but would like to:**

- Purchase tickets:      \_\_\_\_ # VIP Reception ticket(s)      \_\_\_\_ # Cocktails with Veterans ticket(s)  
 Make a contribution in the amount of \$\_\_\_\_\_