IN HONOR OF VETERANS' DAY

VETS 2.0 *Beyond the Transition*

FALL 2021 GALA

SPONSORSHIP OPPORTUNITIES



VETSINTECH

VetsinTech 2021 Veteran's Day Gala

Join us for our Veterans Day Gala, a Global broadcast (on your SmartTV, mobile device, or desktop) at 6pm PST on **November 5th, 2021** - with special guest appearances and "dine while you watch" options courtesy of UberEats!

Each year we celebrate Veterans Day by honoring our servicemen and women.

Our VetsinTech Virtual Gala 2021 is aimed at raising much-needed scholarship funds to provide technology training, education, and employment programs at no cost to Veterans and military spouses. This is only possible through the generous donations and support of our sponsors and individuals who are dedicated to providing Veterans with the opportunities they deserve.

Special Guest Appearances



WALKER HAYES



GARY LEVOX (RASCAL FLATTS)



DAYMOND JOHN

What we've got in store:

- Impressive line up of Military leaders and Veterans!
- Special appearances and cameos by celebrities including: **Jimmie Allen, Gary Levox (Rascal Flatts)**, and more to be announced!
- Interactive Game Show - **"VetsinTech Hollywood Squares: Battle of the Branches"** that pits different branches of the Military against each other in a friendly trivia contest.
- Pre-Gala **Silent Auction** & **Live Auction** with great items and experiences to bid on
- **"Dine while you watch"** option with food and local delivery courtesy of UberEats!

This year's broadcast we'll have an incredible community tuning in from around the country. We can't wait to reach veterans, their families, and everyone celebrating Veterans Day.

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.



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

Katherine Webster, Founder and CEO
VetsInTech

OUR **2021** 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. espite 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)
- Doubled the number trained in Web Development and Data Sciences to 200 (sponsored by DraftKings)
- Launched **VetsinTech Adademy** - Designed to train and springboard veterans into tech-based jobs, the VetsinTech Academy brings together all training and education services under one umbrella.

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, Disney, Facebook, Google, IBM, JPMorgan Chase, TIBCO, Slack and Uber.

ENTREPRENEURSHIP:

- Launched the **VetsinTech Startup Network (VIT SUN)**, an ecosystem of investors, trusted advisors and service providers to support veteran and military spouse entrepreneurs.
- Held successful **VIT Pitch Contest** in August, sponsored by JPMorgan Chase that received over 65 submissions and gave out $40K worth of prizes to 3 finalists.

OTHER ACCOMPLISHMENTS:

- **VetsinTech Gala 2020** - Held our first virtual gala reaching over 10,000 veterans and military spouses, featuring a silent and live-auction, cameos and appearances from celebrities, plus messages from an impressive lineup of military and tech leaders.
- **VetsinTech Invasion 2021** - Held our first virtual annual conference with over 650 veterans & military spouses attending multiple-tracks, over 70 speakers and panelists including Denis McDonough, U.S. Secretary of Veterans Affairs.
- **VetsinTech Impact Report** - Published our first annual impact report confirming training and employment outcomes, diversity statistics and engagement metrics for the national VetsinTech community.
- **VetsinTech Milspouse Tech Summit 2021** - First of its kind tech summit focus entirely on Military spouses.
- **VetsinTech Policy Roundtable** - 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.

WE ARE NOW 60,000+ 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 integration 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 Virtual 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.

Alumni Spotlight:
Michael Bryant, US Marines Veteran and Co-Founder, CEO at ARMS Cyber, particpated in and won the $25K grand prize in the VetsinTech Pitch Contest sponsored by JPMorgan Chase.



SPONSORSHIP LEVELS

PLATINUM - $100,000

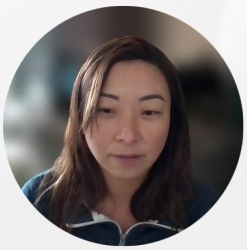
- **Virtual Table -** 25 meals provided by VetsinTech (via $50 UberEats gift cards)
- **Company Promo -** 120-sec spot during gala, veteran or ERG spotlight produced by your company
- **Company Recognition -** included in the gala program (slide and thank you from VetsinTech CEO)
- **Placement of logo** on the gala sponsor slide, virtual gala program, and 1-year on VIT the website
- **Gala Virtual Program -** 400-word (full page) personalized message on the virtual gala program (your company profile and contributions to veterans community)
- **Social Messaging -** 4 Tailored major social media post of your company's support to VetsinTech in each of our social platforms (newsletter inclusion, linkedin, twitter, and facebook)
- **VIT Mentorship -** 3 year membership into the VIT mentorship program ($15,000 value)
- **Funding scholarships** for 10 veteran's technology education
- **Employer Coalition -** 1 year membership into the VIT National Employer Coalition ($25K value)
- **Company Trainings -** Full-day training of your organization's hiring managers, Employee Resource Group, or diversity and inclusion personnel
- **Marketing -** TV PSA advertising mention

GOLD - $50,000

- **Virtual Table -** 20 meals provided by VetsinTech (via $50 UberEats gift cards)
- **Company Promo -** 90-sec spot during gala, veteran or ERG spotlight produced by your company
- **Company Recognition -** included in the gala program (slide and thank you from VetsinTech CEO)
- **Placement of logo** on the gala sponsor slide, virtual gala program, and 1-year on VIT the website
- **Gala Virtual Program -** 300-word personalized message on the virtual gala program (your company profile and contributions to veterans community)
- **Social Messaging -** 2 Tailored major social media post of your company's support to VetsinTech in each of our social platforms (newsletter inclusion, linkedin, twitter, and facebook)
- **VIT Mentorship -** 2 year membership into the VIT mentorship program ($10,000 value)
- **Funding scholarships** for 5 veteran's technology education
- **VIP Reception -** 2 invites to our VIP / CEO private "cocktail reception" with our Gala host committee
- **Employer Coalition -** 1 year membership into the VetsinTech Local Employer Coalition ($10,000 value)
- **Company Trainings -** half-day training of your organization's hiring managers, Employee Resource Group, or diversity and inclusion personnel
- **Marketing -** TV PSA advertising mention

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.



SPONSORSHIP LEVELS

SILVER - $25,000

- **Virtual Table -** 15 meals provided by VetsinTech (via $50 UberEats gift cards)
- **Company Promo -** 60-sec spot during gala, veteran or ERG spotlight produced by your company
- **Company Recognition -** included in the gala program (slide and thank you from VetsinTech CEO)
- **Placement of logo** on the gala sponsor slide, virtual gala program, and 1-year on VIT the website
- **Gala Virtual Program -** 200-word personalized message on the virtual gala program (your company profile and contributions to veterans community)
- **Social Messaging -** 2 Tailored major social media post of your company's support to VetsinTech in each of our social platforms (newsletter inclusion, linkedin, twitter, and facebook)
- **VIT Mentorship -** 1 year membership into the VIT mentorship program ($5,000 value)
- **Funding scholarships** for 2 veteran's technology education
- **Marketing -** TV PSA advertising mention

BRONZE - $10,000

- **Virtual Table -** 10 meals provided by VetsinTech (via $50 UberEats gift cards)
- **Company Promo -** 30-sec spot during gala, veteran or ERG spotlight produced by your company
- **Company Recognition -** included in the gala program (slide and thank you from VetsinTech CEO)
- **Placement of logo** on the gala sponsor slide, virtual gala program, and 1-year on VIT the website
- **Gala Virtual Program -** 100-word personalized message on the virtual gala program (your company profile and contributions to veterans community)
- **Social Messaging -** 1 Tailored major social media post of your company's support to VetsinTech in each of our social platforms (newsletter inclusion, linkedin, twitter, and facebook)

Alumni Spotlight:
Mark Carino, US Army veteran, secured an Information Security Risk Analyst role at Take-Two Interactive Software after taking cybersecurity courses through VetsinTech.



2021 SPONSORSHIP INCLUSIONS CHART

	BRONZE 10,000	*SILVER 25,000*	*GOLD 50,000*	*PLATINUM 100,000*
Company Commercial	30 seconds	60 seconds	90 seconds	120 seconds
Virtual Table	10 Meals	15 Meals	20 Meals	25 Meals
Virtual Gala Program	100 word count	200 word count	300 word count	100 word count
Logo Placement	x	x	x	x
Gala Recognition	x	x	x	x
Social Media and PR	1 Inclusion	1 Inclusion	1 Dedicated	1 Full Campaign
VIT Mentorship		1 year, 10 seats *($5k value)*	1 year, 20 seats *($10k value)*	1 year, 30 seats *($30k value)*
Scholarship Funding		2 Veterans	5 Veterans	10 Veterans
Company Training		1 hour training	1 Half day	2 Half days
Employer Coalition			1 year local *($10k value)*	1 year national *($25k value)*

THANK YOU FOR YOUR CONSIDERATION OF SPONSORSHIP FOR THE VETS 2.0 FALL GALA

Your support will help veterans succeed in the technology ecosystem.