

# AVB2023 SPONSORSHIP OPPORTUNITY

*A Shared Patriotic Investment*



# AMERICAN VETERANS BALL MAY 12th, 2023

VIP Reception 5PM - General Admission 6PM - Official Ceremony 7PM

WHERE PASSION MEETS PURPOSE



GAYLORD NATIONAL RESORT & CONFERENCE CENTER  
NATIONAL HARBOR, MD

[WWW.AMERICANVETERANSBALL.ORG](http://WWW.AMERICANVETERANSBALL.ORG)  
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**WHO: AMERICAN VETERANS BALL (AVB)**

**WHAT: THE "ONLY" ALL ARMED FORCES SERVICE BALL IN THE COUNTRY**

**WHEN: FRIDAY, MAY 12TH, 2023**

**WHERE: GAYLORD NATIONAL RESORT & CONFERENCE CENTER**

**WHY: THE GOAL OF THE AMERICAN VETERANS BALL (AVB) IS TO CONNECT OUR PAST AND PRESENT MILITARY PROFESSIONALS TO THE FUTURE LEADERS OF AMERICA. THE AVB WAS CREATED TO PROVIDE "ALL" VETERANS OF THE "ARMED FORCES" WITH THE OPPORTUNITY TO PARTICIPATE IN AN ANNUAL SERVICE BALL SIMILAR TO OUR ACTIVE SERVICE COMPONENTS.**

### *General Admission Ticket Sale Rates*

**EARLY BIRD SPECIAL: (SEPTEMBER 1ST, 2022 - DECEMBER 31ST, 2022) \$200**

**PRE-EVENT SALE: (JANUARY 1ST, 2023 - MARCH 31ST, 2023) \$225**

**FINAL SALE: (APRIL 1, 2023 - MAY 11TH, 2023) \$250**

### *Stars & Stripes Table Sponsors (Individual or Business)*

**STAR SPONSOR: (\$2,500) - STRIPE SPONSOR: (\$5,000)**

### *Top Level & Co Branding Event Partnership Opportunities*

**MARQUIS PARTNER: \$75K (1 AVAILABLE)**

**TORCHBEARER PARTNER: \$50K (2 AVAILABLE)**

**HEROES PARTNER: \$25K (3 AVAILABLE)**

**EAGLE PARTNER: \$10K (4 AVAILABLE)**



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DISTRICT OF COLUMBIA MARYLAND VIRGINIA (DMV) AND NEIGHBORING STATES - THE SIXTH ANNUAL SALUTE TO AMERICAN VETERANS BALL (AVB-2023) TO BE HELD AT THE GAYLORD NATIONAL RESORT & CONFERENCE CENTER, 201 WATERFRONT STREET NATIONAL HARBOR, MARYLAND 20745 ON FRIDAY, MAY 12TH, 2023 IN CELEBRATION OF ARMED FORCES SERVICE MONTH. VIP RECEPTION: 5:00PM: GENERAL ADMISSION: 6:00PM - DINNER SERVED: 7PM - OFFICIAL CEREMONY COMMENCES AT 8PM - MUSIC & DANCE 9:45PM UNTIL 12 MIDNIGHT.

THE BALL'S IDEA WAS EMBEDDED AS CHIEF WARRANT OFFICER 3, OZZY RAMOS, USMC (RETIRED) WAS ENJOYING A FREE VETERAN'S MEAL WITH OTHER FELLOW VETERANS ON VETERANS DAY IN 2014. "A GROUP OF US HAD GOTTEN TOGETHER AND WERE SWAPPING TALES ABOUT OUR DAYS ON ACTIVE DUTY," RECALLED RAMOS. "WE TALKED ABOUT THE FORMAL BALLS THE SERVICE BRANCHES PUT ON FOR ACTIVE-DUTY MEMBERS AND HOW TRANSITIONAL VETERANS RARELY EVER GET RE-INVITED TO THESE TYPES OF TRADITIONAL EVENTS, POST THEIR ACTIVE DUTY SERVICE." THE GROUP IDENTIFIED A GAP AND AS LEADERS DECIDED TO DO SOMETHING ABOUT IT, RESULTING IN THE BIRTH OF THE AMERICAN VETERANS BALL (AVB). THE ONLY ALL ARMED FORCES SERVICE BALL IN THE COUNTRY. THIS EVENT FEATURES A DYNAMIC PATRIOTIC PROGRAM, FINE DINING, FELLOWSHIP, MUSIC, AND DANCE.

THE GOAL OF THE AMERICAN VETERANS BALL (AVB) IS TO CONNECT OUR PAST AND PRESENT MILITARY PROFESSIONALS TO THE FUTURE LEADERS OF AMERICA WHILE KEEPING THEM TRUE TO THE RED, WHITE, & BLUE. THE AVB WAS CREATED TO PROVIDE "ALL" VETERANS OF THE "ARMED FORCES" WITH THE OPPORTUNITY TO PARTICIPATE IN AN ANNUAL SERVICE BALL SIMILAR TO OUR ACTIVE SERVICE COMPONENTS. THE MOST COMMON DENOMINATOR AS VETERANS THAT WE DISCOVERED WAS THAT ONCE WE'D TRANSITIONED OUT OF OUR RESPECTIVE BRANCHES OF SERVICE, THERE WAS AN IMMEDIATE DISCONNECTION WITH THESE TYPES OF TRADITIONAL AND CUSTOMARY EVENTS OF SHARED COMRADESHIP, IN WHICH WE'VE ALWAYS TREASURED. YET, DESPITE THIS DISCONNECTION, WHETHER IN OR OUT OF THE UNIFORM, WE STILL LIVE OUT THE VALUES AND WAY OF LIFE INSTILLED IN US AS ACTIVE LEADERS IN OUR COMMUNITIES, WORKPLACE, AND EVERY GOOD ENDEAVOR. THE AVB WILL ALSO SERVE OUT ITS MISSION BY CREATING A PATHWAY THAT WILL REIGNITE, CONNECT WITH, AND MAINTAIN OUR PATRIOTISM WITH OUR FELLOW VETERANS THROUGH THIS UNIQUE EVENT FOR YEARS TO COME. PLEASE JOIN US IN CELEBRATION IN SALUTING AND HONORING OUR PAST, PRESENT, AND FUTURE VETERANS. THE AVB IS OPEN TO "ALL" VETERANS (ACTIVE, RESERVES, SEPARATED, OR RETIRED), THEIR GUESTS, CIVILIAN SUPPORTING ARMS, AND THE GENERAL PUBLIC. WE YIELD FOR YOUR SUPPORT IN JOINING US AND OUR VISION OF FELLOWSHIP AS A SHARED PATRIOTIC INVESTMENT.

"WE ARE VERY EXCITED ABOUT THIS OPPORTUNITY TO PROVIDE THIS EXPERIENCE TO OUR FELLOW VETERANS IN HONOR OF ALL THE BRAVE MEN AND WOMEN WHO HAVE GIVEN SO MUCH TO PROTECT AMERICA AND TO ADVANCE THE CAUSE OF FREEDOM AROUND THE WORLD," SAID RAMOS. PROCEEDS TO BENEFIT VETERANS, JROTC PROGRAMS, YOUTH LEADERSHIP PROGRAMS, CHILDREN OF FALLEN SERVICE VETERANS, SCHOLARSHIPS, AND FUTURE AVB EVENTS. (SOW, REAP, GROW). "WHERE PASSION MEETS PURPOSE."



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# AVB2023 SPONSORSHIP OPPORTUNITY

## *A Shared Patriotic Investment*

### *Star Table Sponsors (Individual & Business)*

THE STARS TABLE SPONSORS REFLECT THE FIFTY (50) STARS ON OUR AMERICAN FLAG. EACH YEAR WE ASPIRE TO FULLY REPRESENT OUR FLAG BY HONORING A TABLE NAMED AFTER A VETERAN HERO THROUGH THIS SPONSORSHIP THAT THE SPONSOR ELECTS TO RECOGNIZE. THE NAMES OF THESE VETERAN HEROES ARE NOT ONLY REFLECTED THROUGH THESE TABLES BUT ALSO BECOME PART OF OUR OFFICIAL VETERANS HEROES ROLLCALL DURING OUR EVENT. BECOMING PART OF THIS INITIATIVE HIGHLIGHTS THOSE BUSINESSES THAT SUPPORT OUR VETERANS AND EVENT. THIS INITIATIVE IS LIMITED TO ONLY 50 STARS. ALTHOUGH THE RECOGNITION AND BENEFITS ARE GREAT FOR THIS VALUE, WE ALSO RECOGNIZE THAT THE TRUE REWARD LIES IN SUPPORTING OUR AMERICAN VETERAN HEROES. IN RECIPROCATING YOUR SPONSORSHIP, YOU WILL RECEIVE THE FOLLOWING BENEFITS BELOW:

### *Individual or Small Business Star Sponsors (Limited to 50) \$2,500*

- BENEFITS WILL INCLUDE 1 PREMIUM PLACEMENT TABLE OF 10 WITH RESERVED SEATING.
- FOUR (4) EARLY BIRD & PRIVATE VIP RECEPTION TICKETS (COCKTAILS AND HORS D'OEUVRES).
- TABLE TO BE USED BY SPONSOR OR DONATED TO A VETERAN OR SERVICE-DISABLED VETERANS.
- NAME TABLE AFTER A VETERAN HERO AND MENTION DURING THE PROGRAM HEROES ROLLCALL
- SPONSOR AUTHORIZED TO PROMOTE AND DISPLAY THEIR BUSINESS LOGO AND INFORMATION ON TABLETOP
- SPECIAL RECOGNITION BY WAY OF WEBSITE PLACEMENT, SPECIAL ACKNOWLEDGEMENTS, AND MENTIONS LEADING UP TO THE EVENT.
- EXCEPTIONAL, PROGRAM, ENTERTAINMENT, DINNER, MUSIC, DANCE, & OVERALL EXPERIENCE.



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### *Stripe Table Sponsors (Individual & Business)*

THE STRIPES TABLE SPONSORS REFLECT THE THIRTEEN STRIPES ON OUR AMERICAN FLAG. EACH YEAR WE ASPIRE TO FULLY REPRESENT OUR FLAG BY HONORING A TABLE NAMED AFTER A VETERAN HERO THROUGH THIS SPONSORSHIP THAT THE SPONSOR ELECTS TO RECOGNIZE. THE NAMES OF THESE VETERAN HEROES ARE NOT ONLY REFLECTED THROUGH THESE TABLES BUT ALSO BECOME PART OF OUR OFFICIAL VETERANS HEROES ROLLCALL DURING OUR EVENT. BECOMING PART OF THIS INITIATIVE HIGHLIGHTS THOSE BUSINESSES THAT SUPPORT OUR VETERANS AND EVENT. THIS INITIATIVE IS LIMITED TO ONLY 13 STRIPES. ALTHOUGH THE RECOGNITION AND BENEFITS ARE GREAT FOR THIS VALUE, WE ALSO RECOGNIZE THAT THE TRUE REWARD LIES IN SUPPORTING OUR AMERICAN VETERAN HEROES. IN RECIPROCATING YOUR SPONSORSHIP, YOU WILL RECEIVE THE FOLLOWING BENEFITS BELOW:

### *Individual or Corporate Stripe Sponsors (Limited to 13) \$5,000*

- BENEFITS WILL INCLUDE 2 PREMIUM PLACEMENT TABLES OF 10 WITH RESERVED SEATING.
- EIGHT (8) EARLY BIRD & PRIVATE VIP RECEPTION (COCKTAILS AND HORS D'OEUVRES).
- TABLES TO BE USED BY SPONSORS OR DONATED TO A VETERAN OR SERVICE-DISABLED VETERANS.
- NAME TABLE AFTER A VETERAN HERO AND MENTION DURING THE PROGRAM HEROES ROLLCALL
- SPONSOR AUTHORIZED TO PROMOTE AND DISPLAY THEIR BUSINESS LOGO AND INFORMATION ON TABLETOPS.
- LIVE ON-STAGE SPONSOR SPECIAL RECOGNITION.
- A STRIPES SPONSOR CERTIFICATE AND COMMEMORATIVE GROUP PHOTO.
- AVB2023 ONSITE INTERVIEW WITH NBCUNIVERSAL COMCAST OR IMG-COMPLETE TO BE UTILIZED FOR FUTURE PROMOTIONAL VIDEOS.
- SPECIAL RECOGNITION BY WEBSITE PLACEMENT, PRESS RELEASES, AND SOCIAL MEDIA MENTIONS THROUGHOUT THE YEAR AND EVENT DAY.
- EXCEPTIONAL PROGRAM, ENTERTAINMENT, DINNER, MUSIC, DANCE, & OVERALL EXPERIENCE.



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