



# U.S. Veteran Business Alliance

HONORING SERVICE. EMPOWERING SUCCESS



**2020 ANNUAL  
SPONSORSHIP OPPORTUNITIES**

## WHY SPONSOR THE USVBA?

**Advertising:** Gain national exposure and promote your brand to veterans and entrepreneurs across the country!

**Marketing:** Distribute bid/RFP opportunities to a broad base of veterans!

**Relationships:** Develop a database of qualified veteran-owned business contractors!

**Exposure:** Utilize the USVBA's email and marketing capabilities to share information about your company/agency to veteran-owned business contractors!

**Advantages:** Find qualified contractors and meet goals for local, state, and federally funded contracts!

**USVBA Logo:** Use the USVBA logo on all your marketing materials to show support!

### **USVBA Goals and Objectives**

The U.S. Veteran Business Alliance (USVBA) continues to be the nation's frontrunner in entrepreneurial training for veterans seeking to work with Federal, State, and Local Governments and their prime contractors, as well as unmatched resource for government agencies and corporations seeking qualified Veteran-Owned/Disabled Veteran-owned businesses for inclusion in their supply chain. The USVBA, in conjunction with our corporate and entrepreneurial partners, continues to provide training, mentorship, and opportunities for veterans and disabled veterans to start and grown their businesses.

### **Our Mission**

To provide training, mentorship, advocacy, and resources to support veteran and disabled veteran entrepreneurs in establishing, maintaining, and growing successful businesses.

## **From President Daniel Connor**

We are excited that you are considering partnering with the US Veterans Business Alliance for 2020! Your support enables us to provide training, mentorship, and resources to our members, which in turn provides you with capable and qualified Disabled Veteran Business Enterprises and veteran-owned businesses that can meet your supply chain needs.

This year we have established a few specific goals that I'd like to share with you, each designed to provide increased value for our members, contract ready vendors for your supply chain, and transparency and good governance, throughout.

Our chapter development program is strengthening the organization by providing our individual chapters with the tools and understanding to strengthen and grow their rolls. The leadership of each of the chapters work hard to help their fellow veterans achieve success. They are all successful small businessmen and women and want to help those just getting started. They give of their time, resources, and expertise to help the new veteran entrepreneurs, and USVBA is dedicated to ensuring that our success as an organization is rooted in individual chapter's successes.

Our "Think, Link, or Sink" program is designed to bring USVBA together with other like-minded organizations, and foster collaboration, instead of competition. We know what we are good at, and what our focus is. By working collaboratively, we focus on our core mission (helping the veteran entrepreneur and assist our membership to operate and grow their businesses. We are dedicated to relationships, not transactions!

Transparency is the key to trust in any relationship, and we pledge to continue that transparency. We want your input and feedback. Let us know what works for your organization, and what we need to change.

USVBA wants and needs your help in order to succeed. Our corporate partners are half of the reason we exist. Were it not for your supply chain requirements, our members would have significantly fewer business opportunities and a corresponding lower probability to succeed.

Thank you for your support and belief in our organization, and for allowing us to continue to serve the veteran community in the best way we know how... by helping them to succeed!



## **KEEPING THE PROMISE EXPO**

The 2020 "Keeping the Promise" National Business Expo will be held at the Pechanga Resort & Casino in Temecula, CA on May 7th and 8th. This event will be hands-on, competitive, and incredibly rewarding. The USVBA will work with its sponsors and partners to present a program that provides immediate value to all veteran and disabled veteran business owners who participate.



# 2020 Annual Sponsorship Packages

## Gold Sponsor Annual Benefits \$25,000

Maximum brand exposure and distribution on all USVBA marketing materials, all newsletters, and on the USVBA website	•
Gold Sponsorship credit for USVBA training/business development seminars/webinars	•
Member of the USVBA President and Executive Director's Executive Committee	•
Member of Corporate Advisory Board	•
Sponsorship Credit for Keeping the Promise and Turning Construction Contacts into Contracts	•
Exhibit Table and ten (10) registrations for Keeping the Promise and Turning Construction Contacts into Contracts	•
Invitation to attend USVBA's Board of Directors retreat	•
Reserved table at the Keeping the Promise gala dinner	•
One 4-some at Keeping the Promise golf tournament as well as one 4-some for disabled veterans	•
Recognition at Keeping the Promise Hero's Lounge with an opportunity to speak	•
Unlimited searches of the SDVOSB/DVBE database as well as two (2) active supplier searches per year	•
RFP and Bid advertising	•
Public Relations Marketing	•
Procurement Opportunity Webinars/Training and Event Discounts	•

Corporate Advisory Board membership is an important avenue for ensuring that we are communicating with government and industry leadership, understanding their evolving requirements, and informing them of our expanding capabilities.



# 2020 Annual Sponsorship Packages

## Silver Sponsor Annual Benefits \$15,000

Brand exposure and distribution on USVBA marketing materials, all newsletters, and on the USVBA website	•
Member of the USVBA President & Executive Director's Executive Committee	•
Member, Corporate Advisory Board	•
Invitation to attend USVBA's Board of Directors annual retreat	•
Recognition as Silver Sponsor at Keeping the Promise and Turning Construction Contacts into Contracts	•
Major Sponsorship credit for all regional Keeping the Promise events	•
Exhibit table and five (5) registrations for Keeping the Promise and Turning Construction Contacts into Contracts	•
Reserved space at Keeping the Promise gala dinner (half table)	•
One 4-some at Keeping the Promise golf tournament comprised of two players and two disabled veterans	•
Identified as sponsor of break-out session at Keeping the Promise	•
Opportunity to provide a one-minute message that will be included in a video loop displayed during Keeping the Promise	•
Twenty-four (24) searches of the SDVOSB/DVBE database	•
RFP and Bid advertising	•
Public Relations Marketing	•
Procurement Opportunity Webinars/Training and Event Discounts	•



# 2020 Annual Sponsorship Packages

## BRONZE ANNUAL BENEFITS \$10,000

Brand exposure and distribution on USVBA marketing materials, all newsletter, and on the USVBA website	•
Member, Corporate Advisory Board	•
Recognition as Bronze Sponsor at Keeping the Promise and Turning Construction Contacts into Contracts	•
Exhibit table and two (2) registrations for Keeping the Promise and Turning Construction Contacts into Contracts	•
Twelve (12) searches of the SDVOSB/DVBE database	•
RFP and Bid advertising	•
Public Relations Marketing	•
Procurement Opportunity Webinars/Training and Event Discounts	•
Sponsor discount on Golf Tournament Foursome	•

## AFFILIATE PARTNER ANNUAL BENEFITS \$5,000

Advertising on the USVBA website	•
RFP and Bid Advertising	•
Affiliate Discount on Golf Foursome and 20% Discount on Exhibitor/Registration for all events	•





# Keeping The Promise Expo

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The USVBA's "Keeping-the-Promise" Expo is the best place for companies and agencies to connect with a broad base of the USVBA's qualified & certified disabled veteran-owned business and general contractor community.

Day 1 will feature a golf tournament in which participants compete for "Longest Drive", "Closest to the Pin" and many other awards. Included among the other prizes and raffle items is a 2-night golf package at the world renown Pebble Beach Golf Resort, site of the 2019 US Open and ranked 17<sup>th</sup> on Top 100 Golf Courses Magazine's 2019 list of the 100 best golf courses in the world! Non-golfers and family members are invited to enjoy the world-class pool and other amenities at the Pechanga Resort.

Our much trumpeted "Hero's Welcome Reception", which includes a connoisseur's pairing of exceptional cigars with award-winning tequilas, rounds out the first day's activities.

On Day 2, attendees may select from many knowledge-imparting breakout sessions, chaired by national experts on various topics, including but not limited to, "Capital Acquisition", "Federal Bids", and the USVBA's own "Pass-the-Torch" initiative, which educates, empowers, and facilitates the sale of veteran-owned businesses to other veterans interested in purchasing an established, certified and successful veteran-owned business.

Over 50 vendors of varying sizes will be waiting to greet attendees in the Exhibit Hall after lunch. In addition, selective partners will be paired with established, as well as aspiring Veteran entrepreneurs, in match-making sessions where they will discuss the requirements needed to do business with those entities.

The Expo concludes later that evening with the USVBA's 20<sup>th</sup> Annual Gala, which will commemorate the 75<sup>th</sup> Anniversary of Victory in Europe ("VE") Day. This premier event will feature awards, inspiring guest speakers, recognition of a Medal of Honor recipient, and the swearing-in of a new generation of warriors from several branches of our Armed Forces.

The evening concludes with a USVBA-sponsored after-party at Pechanga's famous Eagles Nest nightclub.

Reservations can be made by phone 877-711-2946 or online at [www.Pechanga.com](http://www.Pechanga.com)

Mention the US Veteran Business Alliance to receive the discounted group rate.

**Date: May 7-8, 2020**  
**Pechanga Resort & Casino Temecula CA**

# Keeping The Promise Expo

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## KTP Expo Sponsorship

### Gold \$10,000

- 4 Conference registrations (includes lunch & dinner)
- Prime display area with one 8' skirted table
- Full page, black and white sponsor message in on-site program
- Company logo on screen during general session introductions
- List of Conference attendees with contact information provided prior to Conference
- Company logo on Conference signage, USVBA website, and all Pechanga TV screens announcing the Conference

### Silver \$5,000

- 3 Conference registrations (includes lunch & dinner)
- Display area with one 8' skirted table
- Half-page, black and white sponsor message in on-site program
- Company name on screen during general session introductions
- List of Conference attendees with contact information provided prior to Conference
- Company name listed on Conference signage and USVBA website

### Bronze \$2,500

- 2 Conference registrations (includes lunch & dinner)
- Display area with one 8' skirted table
- Company name on screen during general session introductions
- List of Conference attendees with contact information provided prior to Conference (no email or telephone numbers)
- Company name listed on on-site program

### Cadet Dinner Sponsor \$5,000

- Recognition in the printed materials for the event as well as in the opening comments of the Gala Dinner
- Opportunity to place a tri-fold card from the Sponsor on the tables



# Keeping The Promise Expo

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## Expo Table Sponsorship



### Friend of USVBA \$750

- 1 Conference registration (includes lunch & dinner)
- Company name listed in on-site program
- List of Conference attendees provided prior to Conference (no email or telephone numbers)

### Non-Vet organization \$1,000

- 1 Conference registration (includes lunch & dinner)
- Display area with one 8' skirted table
- Pub table available for match making discussions
- Company name listed in on-site program

### USVBA Partners/Non-Profits/Federal/State/Local \$750

- 1 Conference registration (includes lunch & dinner)
- Display area with one 8' skirted table
- Company name listed in on-site program

### USVBA Members \$500

- 1 Conference registration (includes lunch & dinner)
- Display area with one 8' skirted table
- Company name listed in on-site program

# Keeping The Promise Expo Golf

## Golf Sponsorship Packages 2020

### Platinum Sponsor \$5,000

Platinum Sponsorship recognition on all Golf Tournament materials  
Logo included on Tournament scorecard  
Logo placed on all USVBA social media channels  
Dedicated email blast  
Premium Tee Sponsorship  
Locked and Loaded Cart\*  
Three (3) Foursomes  
Speaking opportunity at awards ceremony

### Gold Sponsor \$3,500

Gold Sponsorship recognition on all Golf Tournament materials  
Logo included on Tournament scorecard  
Logo placed on all USVBA social media channels  
Dedicated email blast  
Premium Tee Sponsorship  
Locked and Loaded Cart\*  
Two (2) Foursomes  
Speaking opportunity at awards ceremony

### Silver Sponsor \$2,000

Silver Sponsorship recognition on all Golf Tournament materials  
Logo included on Tournament scorecard  
Dedicated email blast  
Standard Tee Sponsorship  
Locked and Loaded Cart\*  
Two (2) Foursomes  
Speaking opportunity at awards ceremony

\* Cart includes a mulligan package, entry to all contests, plus extra drink tickets, golf balls, and a premium golf tourney package. Optional: Premium set of golf clubs





# Keeping The Promise Expo

## Other Golf Tournament Sponsor Opportunities

Prime Hole Sponsor (1, 9, 10, 18)	\$300
Standard Hole Sponsor	\$225
Longest Drive Hole Sponsor (2 available)	\$250
- Shared Tee Sponsorship	
- Logo included on course signage	
Closest to the Pin Sponsor	\$400
- Shared Tee Sponsorship	
- Logo included on course signage	
Golf Kit (Tees, Ball marker)	\$750
- Shared Email Blast	
- Logo included on Kit package	
Golf Ball Sponsor	\$1,200
- Shared Email Blast	
- Logo included on cart signage	
Lunch Sponsor	\$3,500
- One (1) Foursome	
- Locked and Loaded Cart	
- Shared Email Blast	
- Logo included on table signage	
Hero's Reception Sponsor (2 available)	\$2,500
- One (1) Foursome	
- Locked and Loaded Cart	
- Shared Email Blast	
- Logo included on table signage	
Drink Ticket Sponsor	\$1,900
- Shared Email Blast	
- Logo included on cart signage	
Prize Sponsor (3)	\$750
- Logo included on table signage	



## Golf Tournament Registration

Single Golfer	
- USVBA Member/Sponsor	\$125
- Non-Member	\$150
Foursome	
- USVBA Member/Sponsor	\$475
- Non-Member	\$570

**FOR MORE INFORMATION CONTACT**

Email: [execofficer@gousvba.org](mailto:execofficer@gousvba.org)

Phone: 916-658-1688

Address: 1232 Q St Suite 200 Sacramento, CA 95811



## Keeping the Promise Expo Registration

	Early Bird (up to 4/26)	After 4/26
Member - Full Conference (includes lunch & dinner)	\$299	\$349
Non Member -Full Conference (includes lunch & dinner)	\$325	\$375
Gala Dinner only	\$200	\$250

Registration for the Expo can made online at [www.gousvba.org](http://www.gousvba.org)

Hotel Reservations can be made by phone 877-711-2946 or online at [www.Pechanga.com](http://www.Pechanga.com)

Mention the US Veteran Business Alliance to receive the discounted group rate

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