



Case for Sponsorships 2024-2025

The Virginia War Memorial Foundation has a noble mission: To support the Virginia War Memorial in its efforts to preserve the stories of veterans who made the ultimate sacrifice, to honor all veterans and active-duty military, and to inspire love of country through education. The Foundation envisions that people from across the globe will recognize the valor and sacrifice of Virginia's military veterans in the pursuit of liberty, democracy, justice, and peace for all.

The Foundation relies on our corporate partners and friends to support our mission by sponsoring our events and programs. By lending your organization's name and backing these endeavors, you help ensure Virginia's veterans remain at the forefront of the public consciousness, and you allow us to inspire patriotism and respect for veterans and all military personnel in Virginians for generations to come.

Sponsorship Opportunities:

September 13, 2024 - Sips on the Skyline: Our annual evening cocktail event, *Sips on the Skyline*, is a fun-filled nighttime celebration featuring delicious food, great music, creative craft cocktails designed by Virginia's best distilleries, many of which are veteran-owned, and of course, the skyline views of downtown Richmond and the James River that you can only get at the Virginia War Memorial. This social and educational event offers supporters and friends a special opportunity to gather with like-minded friends, educators, and veterans who all share a passion for the Memorial and its mission.

\$15,000 Presenting Sponsor: The Presenting Sponsor will receive 20 tickets to the event, The sponsor's name will be mentioned with event name as the Presenting Sponsor. The Sponsor's name and logo will be featured on our website, event invitations, programs, and all event promotional materials and advertising.

\$10,000 Gold Sponsor: The Gold Sponsor will receive 16 tickets to the event, recognition as the Gold Sponsor on signage, displayed prominently at the event. The sponsor's name and logo will be featured on invitations, programs, and all event promotional materials and advertising.

\$5,000 Silver Sponsor: The Silver Sponsor will receive 12 tickets to the event, recognition as the Bar or Entertainment Sponsor on signage, sponsor logo featured on invitations, programs, and all event promotional materials and advertising.

\$2,500 Educator Appreciation Sponsor: The Education Appreciation Sponsor will receive 8 tickets to the event, recognition as an Educator Sponsor, Sponsor logo featured on all event promotional materials and advertising. This sponsorship helps supports the cost to invite Virginia Educators with a guest to attend the event. We rely on our teachers to bring students to the Memorial, share our programs, and teach about our military past. We want to thank them by giving them the opportunity to join this special evening.

\$1,000 Distillery Sponsor: Distillery Sponsors will receive 4 tickets to the event. Their business name will be featured in the invitation and program as the sponsor of one of the distilleries creating craft cocktails and serving tastings. Logo prominently displayed on the VWMF's website and on signage at event.

July 2024 – June 2025 - Television Interstitials: Through a partnership with **Blue Ridge PBS**, the Foundation will air monthly interstitials that share Virginia veterans’ stories. Public television often relies on short interstitials (3 to 4 minutes) to make programs fit into 30-minute or 60-minute segments in a way that network and cable stations, dependent on paid advertising, cannot. These interstitials are informative, content heavy, and advance the mission of the Virginia War Memorial Foundation by highlighting specific military stories of service and the veterans we serve. These would be produced and broadcast by Blue Ridge PBS on air and online using existing interviews with veterans from the Memorial’s archival film collection.

\$25,000 Presenting Sponsor: The Presenting Sponsor for 12 Interstitials (1 per month for 12 months), a corporation would have their name announced and their logo featured prior to the start of the interstitial program. At the conclusion of the interstitial, the Presenting Sponsor would have the opportunity to have a 0:15 to 0:20 video “advertisement” of their services. (Example: <https://vimeo.com/showcase/6843329>)

\$2,500 Presenting Sponsor: A corporation may choose to be a “Presenting Sponsor” for one individual interstitial that helps advance their community goals, or at a time of year helpful to their business goals. They would have their name announced and their logo featured prior to the start of the interstitial program. At the conclusion of the interstitial, the Presenting Sponsor would have the opportunity to have a 0:15 to 0:20 video “advertisement” of their services. (Example: <https://vimeo.com/showcase/6843329>)

March 2025 - K9 Veterans Day: The birthday of the United States K9 Corps is recognized every year on the 13th of March. To commemorate and celebrate these heroes, the Memorial hosts K9 Veterans Day. We recognize and honor the service and sacrifice of all Military and Working Dogs with a “0.9k for K9s” Memorial Dog Walk around the Memorial and grounds. Stops along the walk highlight notable Military and Working Dogs who have served, dating back to World War II when the K9 Corps was established. The observance of K9 Veterans Day is a testament to the enduring partnership between dogs and humans, particularly in the realm of national defense and public service. The public is invited to walk alongside our furry friends each spring.

\$5,000 Presenting Sponsor: Our Presenting Sponsor’s name and logo will be featured in the title of the event, on our website, and on all marketing materials and social media. The Presenting Sponsor has exclusive rights to having their name and/or logo on promotional or giveaway materials and hosting a table at the event.

June 2025 - Hill of Heroes Day: The Virginia War Memorial’s Hill of Heroes is a community activity beginning in late-June and extending over the Independence Day weekend. It is an inspirational tribute to our fallen veterans. American flags are planted on our grounds to recognize the nearly 12,000 names etched on our Shrine of Memory.

Following the installation of flags on our grounds, the Foundation hosts an annual family-friendly festival, which features hands-on learning opportunities, live music, and more. Through a partnership with Fort Gregg-Adams, we host a variety of engaging demonstrations that showcase various aspects of military life and training including Military Working Dog Demonstrations, Military Vehicles, and more. Visitors are also invited to write cards to active-duty service members, make an assortment of crafts, examine tactile artifacts and materials from the Memorial’s education collection, and take kid-friendly tours of the Memorial.

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