



# 2024 SPONSORSHIP PACKAGES

## PROMOTE YOUR ORGANIZATION TO GOVCON AUDIENCES AND SUPPORT NON-PROFIT PROGRAMMING!

### NVSBC events are attended by:

- Service-Disabled Veteran-Owned Small Businesses
- Veteran-Owned Small Businesses
- Large Primes
- Federal Agencies
- Service Providers
- and more!

Accomplish your marketing goals and reach your targeted audience by sponsoring the NVSBC and receive tremendous value & brand recognition through a variety of digital and in-person mediums. Read below to learn the benefits and value of investing your sponsorship dollars with the NVSBC.

- Digital promotion to 50k+ in the GovCon ecosystem
  - 39% open rate
- In-person promotion to audiences
  - 175+ in DMV market, 75+ in various markets across the US.

Sponsorship bundles are available and allow the ability to tailor to your organization's specific needs.

## Sponsorship Quick Links

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For any sponsorship questions, please contact **NVSBC Deputy Executive Director** at [zack.armstrong@nvsbc.org](mailto:zack.armstrong@nvsbc.org).

# QUARTERLY OPPORTUNITIES

For more information click on the prospectus covers to visit each corresponding website.

## Veteran Access to Capital Symposium (Q1)

The Veteran Access to Capital Symposium is NVSBC's annual event focused entirely on Access to Capital for Veteran GovCon's. This hybrid (in-person and virtual) event will be held in collaboration with JPMorgan Chase, the Institute for Veterans & Military Families, and George Mason Universities Baroni Center for Government Contracting.



## VETS Conference (Q2)

NVSBC's premier annual event focused entirely on GROWING YOUR BUSINESS! Bringing together procurement-ready small businesses with buyers & Procurement Decision Makers (PDMs) from both Federal agencies and large GovCon prime contractors, the VETS24 Conference is the nation's leading multi-agency small business event of the year!



## Charity Golf Tournament (Q3)

Your organization can make a significant impact and support programming for a great nonprofit organization through an array of sponsorship opportunities that supports the GovCon ecosystem with nationally recognized training, networking, and advocacy for veteran, small business entrepreneurs in the federal marketplace. Proceeds from the Charity Golf Tournament directly benefit the NVSBC-EF, a 501 (c) (3) non-profit organization.



## Veteran Small Business Advocate Awards Gala (Q4)

The Awards Gala Recognizes Federal Agencies and GovCon Primes that Fuel Veteran Small Business in America. For over a decade the National Veteran Small Business Coalition (NVSBC) has recognized leadership in achieving Federal contracting goals with Veteran entrepreneurs. These awards recognize both Federal agency and large government prime contractors for their efforts to meet and exceed contracting goals. Additionally, these awards recognize individual veterans, veteran owned small businesses, and employees of veteran owned businesses.



# NETWORKING EVENTS

Networking Events are held routinely through the nation in 9 markets including some of the following:

- Washington, DC
- Hampton Roads, Virginia
- Huntsville, Alabama
- Tampa, Florida
- San Diego, California
- San Antonio, Texas
- Philadelphia, Pennsylvania
- And more!

**For more information, [click here](#)**



## NETWORKING EVENT SPONSOR

\$5,000 (includes Five (5) event registrations)

- VIP Table at Dinner with Speakers, Sponsors, and/or NVSBC Staff
- Recognition from podium as Networking Dinner Event Sponsor at welcome remarks and closing remarks.
- Podium Introduction from Keynote Speaker(s)
- Three (3) minutes: Welcome, Organization Overview, Keynote Speaker(s) Introduction.
- Organization Logo on registration.
- One (1) Organizational pull-up banner available to be displayed in main room near stage.
- Promotional materials to be displayed at registration.
- NVSBC will share your sponsorship (logo, link) via event eBlast sent to 50k (39% open rate).
- NVSBC will share your sponsorship (logo) via LinkedIn to promote event.
- Recognition in NVSBC annual report & website as Sustaining Partner.

## NETWORKING EXHIBIT SPONSOR

\$2,000 (includes Two (2) event registrations)

- VIP Table at Dinner with Speakers, Sponsors, and/or NVSBC Staff/ Board
- Recognition from podium as Networking Dinner Exhibit Sponsor at welcome remarks and closing remarks.
- Podium Introduction of VetFedAcademy Speaker(s)
- Three (3) minutes: Welcome, Organization Overview, Keynote Speaker(s) Introduction.
- NVSBC provides (1) 8' draped table (3 sides), but you may bring your own tablecloth if desired.
- One (1) organizational 1 pull-up banner available to be displayed next to exhibit.
- Promotional materials to be displayed on your table.
- NVSBC will share your sponsorship (logo, link) via event eBlast sent to 50k (39% open rate).
- NVSBC will share your sponsorship (logo) via LinkedIn to promote event
- Recognition in annual report & website as Supporting Partner.

# NEWSLETTERS

NVBC publishes two distinct newsletters each month to specific audiences in the GovCon ecosystem. Connect with specific GovCon audiences by advertising in our newsletters.

## FIRST CALL



NVBC's First Call newsletter delivers Veteran-focused small business information training content and information on small business operations, laws, rules, and regulations. 12 issues per year are provided to an audience of greater than 48,000. This newsletter is co-authored by recognized leaders in

the SDVOSB/VOSB and small business communities and provides timely updates to upcoming events and activities.

## STRATEGY & LEGISLATIVE



NVBC's Strategy & Legislative newsletter is an award-winning source of Federal Insights for Veteran Small Business GovCons. This publication is distributed mid-month to provide updates on NVBC legislative initiatives on behalf of Veteran small businesses. 12 issues per year are provided to an audience of greater than 48,000. Each issue provides a detailed review of the current legislative actions, our insights on the potential impacts of this legislation on Veteran small businesses serving as federal contractors, and our federal advocacy activities.

### QUARTERLY SPONSOR (3 MONTHS)

\$5,000

- Introduced as Sponsor for calendar quarter
- Brought to you by "Sponsor name" on front page of each issue. (3 issues)
- Three (3) Full page ads (one (1) ad per month )(3 issues)
- Three (3) 1/4 page ads (Alternate months)
- Three (3) Social Media Posts Recognizing Support to Veteran Small Businesses
- Three (3) Thought Leadership Contributions (Optional)

### MONTHLY SPONSOR (1 MONTH)

\$2,000

- Introduced as Sponsor for calendar quarter
- Brought to you by "Sponsor name" on front page of each issue. (3 issues)
- One (1) Full page ads (one (1) ad per month )(3 issues)
- One (1) 1/4 page ads (Alternate months)
- One (1) Social Media Posts Recognizing Support to Veteran Small Businesses
- One (1) Thought Leadership Contributions (Optional)

### A LA CARTE

1 Full Page Ad	\$1,000
One 1/2 Page Ad	\$500
One 1/4 Page Ad	\$250
One 1/8 Page Ad	\$150

NVBC First Call newsletter is sent to an audience of 50,000+ and has an average open rate of 39%.

NVBC Strategy & Legislative newsletter is sent exclusively to GovCon professionals that are official member organizations with the NVBC.

# CHARLIE MIKE TRAINING SERIES

The Charlie Mike Training Series delivers Veteran-focused small business training to advance Veteran small business skills and knowledge in support of business operations and procurement readiness. 30 Webinars per year are provided to participants at no charge. This year-long training series is marketed to over 40,000 Veteran owned small businesses reaching an anticipated 1,000-plus veteran-owned company participants and is recorded and maintained via the [NVSBC YouTube Channel](#) for follow-on access to anyone who would benefit.

## QUARTERLY SPONSOR (3 MONTHS)

\$5,000

- Introduced as Charlie Mike Sponsor for the Quarter
- Brought to you by "Sponsor name" on Title Slides of each training .
- Brought to you by "Sponsor name" on all NVSBC Marketing Materials for each training.
- Brought to you by "Sponsor name" on all social media posts for each training.
- Stand alone social media posts thanking for their support of the series (6 posts)
- Three (3) Thought Leadership Contributions (Optional)

## MONTHLY SPONSOR

\$2,000

- Introduced as Charlie Mike Sponsor for the Calendar Month
- Brought to you by "Sponsor name" on Title Slides of each training.
- Brought to you by "Sponsor name" on all NVSBC Marketing Materials for each training.
- Brought to you by "Sponsor name" on all social media posts for each training.
- Stand alone social media posts thanking for their support of the series (2 posts)
- Two (2) Thought Leadership Contributions (Optional)

## SINGLE TRAINING SPONSOR

\$1,000

- Introduced as Charlie Mike Sponsor for Specific Training
- Brought to you by "Sponsor name" on Title Slides.
- Brought to you by "Sponsor name" on all NVSBC Marketing Materials for specific training.
- Brought to you by "Sponsor name" on all social media posts for specific training.
- Stand alone social media posts thanking for their support of the series (1 posts)
- One (1) Thought Leadership Contributions (Optional)

Click on the Charlie Mike logo below to visit the NVSBC YouTube account to view previous and upcoming Charlie Mike video.



**CHARLIE  
MIKE**

# OTHER OPPORTUNITIES

## NVSBC Scholarship Program

Since 2007, the **NVSBC Scholarship Program** has supported and opened doors to newly established veteran business owners who focus as federal contractors or subcontractors.

The NVSBC Scholarship Program brings together a diverse cohort of veteran business owners who aim to receive training, networking access, and grow their emerging business by participating at NVSBC's programs throughout the year both in-person and virtually.

Scholarship recipients are provided unique and valuable opportunities to support their business growth and professional development.

\$7500 to sponsor 5 Scholarship recipients for a full year of engagement & opportunities

Provide opportunity for cohort (5 scholarship recipients) to receive: 1-year NVSBC membership, travel, hotel, VETS Conference registration, free attendance at any NVSBC event for this year, quarterly check-ins, free business consultations, recognition at various NVSBC events throughout the year, recognition to 48K constituency in social media and email marketing.



Akinwande Oshodi  
The Avery Group LLC



Ashley Gorbulja  
Guideon Education Consulting LLC



Roslyn Davis, RoDa  
Business Solutions, LLC

2023-2024  
SPONSOR RECIPIENTS



Cheryl Ford  
ATHOST LLC



Edmund Sowah,

For more information visit, [Scholarship Program](#)

## VetFedMatch

VetFedMatch is NVSBC's flavor of matchmaking. NVSBC's VetFedMatch program creates the conditions with federal prime contractors and Service-Disabled Veteran Owned (SDVOSB) & Veteran Owned (VOSB) businesses to learn more about each others respective subcontracting needs and business capabilities with the intention to create a partnership.

Once per quarter, NVSBC partners with a federal prime contractor to identify and share unique subcontract opportunities with potential SD/VOSB subcontractors. A capabilities request for information survey sent from NVSBC's VetFedConnect to the SDVOSB/VOSB community collects desired capabilities for consideration by the federal prime contractor. The respective federal prime contractor reviews the capabilities data provided by potential subcontractors and invites subcontractors who meet the desired capabilities to a matchmaking event hosted by NVSBC.

\$5000 price for a dedicated VetFedMatch event where the NVSBC works closely with a Large Prime to plan (3+ months) and execute the event.

For more information visit, [VetFedMatch](#)