



**WOUNDED WARRIOR
PROJECT®**

**COURAGE AWARDS
& BENEFIT DINNER®**



FRIDAY

★ ★ **SEPTEMBER 24, 2021** ★ ★

NEW YORK, NEW YORK

In 2020, the Wounded Warrior Project® (WWP) Courage Awards & Benefit Dinner® was canceled in the wake of COVID-19. After careful consideration, we are excited to announce we will gather this Fall, to honor and celebrate America's wounded warriors, their families, and the dedicated supporters of WWP.

Friday, September 24, 2021
Gotham Hall, New York, NY

This event raises awareness and critical funds to ensure that warriors and their families — many of whom have been particularly hard hit by the isolation and difficulties of this past year — will continue to receive WWP's life-changing programs and services at no cost. Their dues were paid on the battlefield.

2019 AT A GLANCE



480+
ATTENDEES
(Sold-Out Event)



OVER
\$780K
RAISED FOR
WARRIORS AND
THEIR FAMILIES



SUPERSTAR FANS



MARIO LOPEZ
1.5MM Instagram Followers



DOLPH ZIGGLER
3.1MM Instagram Followers



JOHNNY MANUEL
60K Instagram Followers



2019 IMPACT

SOCIAL MEDIA IMPRESSIONS



360K



127K



67K



MEDIA



281 TOTAL CLIPS

1.6MM REACH

PUBLICITY VALUE

\$175K

(as seen on "Extra")



USAA
NFL Players Association

Goldman Sachs

EY

DMI

GiveBridge

National Football League

CBS

BIS Global

Plowshare Group, LLC

Johnson & Johnson Consumer Inc.
and many others

**“THE FIGHT IS FAR FROM OVER. I KNOW I HAVE
SO MUCH WORK TO DO, BUT WITH YOUR
CONTINUED SUPPORT, I CAN’T WAIT TO SEE
WHERE WE GO FROM HERE.”**

**- WOUNDED WARRIOR AND 2019 COURAGE
AWARD RECIPIENT **MICHAEL CARRASQUILLO****



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$100,000

one per event

- Presenting Sponsor of the Courage Awards & Benefit Dinner®
- Onstage verbal recognition and presentation during the event, with speaking opportunity for one (1) representative
- Two (2) seats to join our chief executive officer at his table during the event
- Two (2) tables for ten (10) guests each, with one (1) additional seat at each of your tables for one (1) warrior or caregiver (for a total of 11 seats per table)*
- Invitation for up to twenty (20) guests at the VIP Reception
- A unique opportunity for a Warriors Speak® representative to share his or her personal story of service and sacrifice at one of your corporate events
- Corporate logo or individual's name incorporated in the Courage Awards & Benefit Dinner logo lockup, which will appear in all collateral to include:
(if received by June 1, 2021)

Formal invitation

Banner ad in direct response e-newsletter

Press release announcing company or individual as the Presenting Sponsor

Corporate logo or individual's name on event website landing page

Corporate logo or individual's logo or name featured on-screen during the event

Corporate logo or individual's name linked to company or individual website on sponsor web page

- Two (2)-page, side-by-side, center-spread color acknowledgment in event program
(if received by August 20, 2021)
- Event digital assets such as photos, videos, and boilerplate verbiage for sharing through social media channels

*Warriors and caregivers are selected by Wounded Warrior Project



SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR \$75,000

one per event

- Supporting Sponsor of the General Reception
- Verbal recognition onstage during the event
- One (1) table for ten (10) guests, with one (1) additional seat at your table for one (1) warrior or caregiver (for a total of 11 seats per table)*
- Invitation for up to ten (10) guests at the VIP Reception
- A unique opportunity for a Warriors Speak® representative to share his or her personal story of service and sacrifice at one of your corporate events
- Corporate logo or individual's name listed in the Courage Awards & Benefit Dinner collateral to include: *(if received by June 1, 2021)*
 - Press release announcing company or individual as the Supporting Sponsor
 - Corporate logo or individual's logo or name featured on-screen during the event
 - Corporate logo or individual's name linked to company or individual website on sponsor web page
- Full-page, color acknowledgment inside event program *(if received by August 20, 2021)*
- Event digital assets such as photos, videos, and boilerplate verbiage for sharing through social media channels

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YOU CAN HONOR AND EMPOWER WOUNDED WARRIORS

SPONSORSHIP OPPORTUNITIES

MISSION SPONSOR

\$50,000

- One (1) table for eight (8) guests, with one (1) additional seat at your table for one (1) warrior or caregiver (for a total of 9 seats per table)*
- Invitation for up to eight (8) guests at the VIP Reception
- A unique opportunity for a Warriors Speak® representative to share his or her personal story of service and sacrifice at one of your corporate events
- Company or individual's name listed in the Courage Awards & Benefit Dinner collateral to include: *(if received by August 20, 2021)*

Press release announcing all participating Mission and Hero Sponsors

Corporate logo or individual's logo or name featured on-screen during the event

Corporate logo or individual's name on event website sponsor page

- Half-page, color acknowledgment inside event program *(if received by August 20, 2021)*

HERO SPONSOR

\$25,000

- One (1) table for eight (8) guests, with one (1) additional seat at your table for one (1) warrior or caregiver (for a total of 9 seats per table)*
- Company or individual's name listed in the Courage Awards & Benefit Dinner collateral to include: *(if received by August 20, 2021)*

Press release announcing all participating Mission and Hero Sponsors

Corporate logo or individual's name on event website sponsor page

- Half-page, black-and-white acknowledgment inside event program *(if received by August 20, 2021)*

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SPONSORSHIP OPPORTUNITIES

CHAMPION SPONSOR **\$15,000**

- One (1) table for eight (8) guests, with one (1) additional seat at your table for one (1) warrior or caregiver (for a total of 9 seats per table)*
- Quarter-page, black-and-white acknowledgment inside event program
(if received by August 20, 2021)

TABLE **\$12,500**

- One (1) table for eight (8) guests, with one (1) additional seat at your table for one (1) warrior or caregiver (for a total of 9 seats per table)*
- Second Tier Seating

INDIVIDUAL TICKET **\$2,000**

- Includes one (1) individual registration for the event

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DONATION OPPORTUNITIES

WARRIOR OR CAREGIVER TICKET* **\$2,500**

This option is for those who cannot attend the event but would still like to honor and empower wounded warriors. This funds the attendance of one (1) warrior or caregiver, one (1) night's accommodations, and transportation to and from the event.

Once all warrior/caregiver attendance expenses are met, excess funds will go to the general event fund.

ACKNOWLEDGMENTS IN EVENT PROGRAM

(if received by August 20, 2021)

FULL-PAGE, COLOR **\$10,000**

Includes a full-page, color acknowledgment

FULL-PAGE, BLACK-AND-WHITE **\$7,500**

Includes a full-page, black-and-white acknowledgment

HALF-PAGE **\$5,000**

Includes a half-page, black-and-white acknowledgment

QUARTER-PAGE **\$3,000**

Includes a quarter-page, black-and-white acknowledgment

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UNDERWRITING OPPORTUNITIES

We are excited to offer you the opportunity to underwrite a portion of this event while still supporting WWP's mission. Your support will directly offset event costs, allowing more dollars raised from this evening to go to wounded warriors and their families.

FOOD & BEVERAGE \$15,000

- Two (2) individual registrations for the event
- Featured signage at event (*tables & bars*)
- Logo on-screen during the event
- Full-page, black-and-white acknowledgment in event program
- Logo on Courage Awards & Benefit Dinner event website

AUDIOVISUALS \$10,000

- Verbal recognition during the event
- Logo on-screen during the event
- Half-page, black-and-white acknowledgment in event program
- Logo on Courage Awards & Benefit Dinner event website

CONTACTLESS CHECK-IN \$8,000

- Logo on website
- Quarter-page B&W acknowledgement
- Logo on contactless ticket and check in area

RED CARPET \$5,000

- Featured signage at red carpet area
- Logo on-screen during the event
- Quarter-page, black-and-white acknowledgment in event program
- Logo on Courage Awards & Benefit Dinner event website

DECOR/FLORAL \$2,500

- Logo on-screen during the event
- Quarter-page, black-and-white acknowledgment in event program
- Logo on Courage Awards & Benefit Dinner event website





COURAGE AWARDS
& BENEFIT DINNER



For more information, please reach out to us at
COURAGEAWARDS@WOUNDEDWARRIORPROJECT.ORG