

# TEXAS VFW SPONSORSHIP OPPORTUNITIES



The mission of the Texas VFW is to foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military, and our communities. To advocate on behalf of all veterans.

Mid-Winter Convention | State Convention  
Texas VFW Quarterly E-newsletter  
Website | Facebook

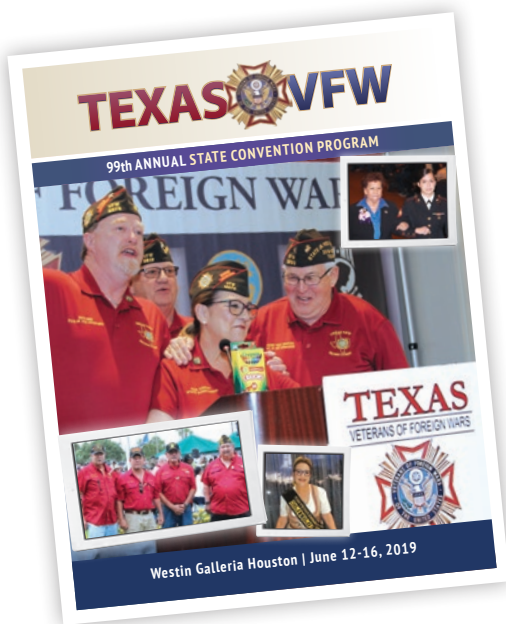


# TEXAS VFW STATE CONVENTION

**Occurring every June, the annual Texas VFW State Convention is a highly-anticipated event drawing attendance of thousands of veterans and their families from all over the great state of Texas.** The event hosts high-level government and corporate leaders from around the country to speak before our attendees. Activities taking place over the 4-day event include opening day Golf Tournament, Exhibitors, Reception and Awards Banquet, After Hours Lounge, Service Dog Ceremony, and Past State Commander's Luncheon, informative sessions and learning opportunities for veterans, and more.

There are many opportunities to support the annual Texas VFW State Convention in the forms of sponsorship and advertising. The convention presents your organization with the opportunity to reach thousands of attendees and VFW leadership from around the state of Texas. The Texas VFW members, Texas VFW Auxiliary members, and their families represent a population who is patriotic and loyal to the companies who support them.

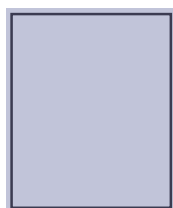
The Texas VFW looks forward to hosting your organization at the State Convention. Join us and be a part of celebrating the veterans who have served in our nation's overseas conflicts and are dedicated to improving their country and communities.



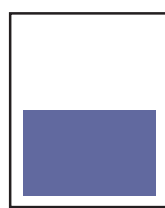
## State Convention Program Advertising

Page count: 24+, gloss stock, quantity 1,000+

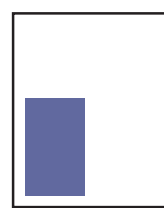
Contains Schedule of Events, State Officers, District Commanders, All-State Posts, Quartermaster Financial Report, Foundation Financial Statement, Auxiliary State Officers and Presidents, candid photos and more.



**FULL PAGE  
WITH BLEED  
8.5" x 11"\***



**1/2 PAGE H  
7" x 4.875"**



**1/4 PAGE  
3.375" x 4.875**

\*Add .125 inch bleed to 8.5 x 11

**FILE TYPE ACCEPTED**  
CMYK, 300 DPI, PDF

**PUBLICATION TRIM SIZE**  
8.5" X 11"

**PRINTING METHOD**  
4/C OFFSET

**BINDING METHOD**  
SADDLE STITCH





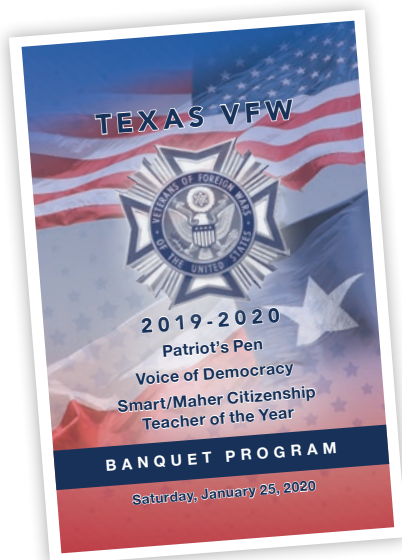
## TEXAS VFW MID-WINTER CONVENTION

**Occurring every January, the Texas VFW Mid-Winter Convention** holds an awards banquet honoring the first place winner of the Patriot's Pen competition and the top ten scholarship winners of the Voice of Democracy contest chosen from thousands of Texas students who participate in the yearly VFW Youth Scholarship Programs at the Post and District Levels. The state winners are then forwarded to National VFW for competition at the national level. In addition, the Texas VFW extends Outstanding Classroom Teacher awards for Grades K-5, 6-8, and 9-12. These teachers are selected from nominations received from Posts and Districts throughout Texas.

The awards banquet is high-energy and even higher-anxiety as students and parents anticipate the announcement of the winning entries. It is a joyful occasion as our VFW members and families witness the winners accepting funds to assist them in their pursuits of higher education.

In addition to the always "sold out" awards banquet, the 4-day convention holds a variety of events to ensure everyone is entertained and informed including an opening day Golf Tournament, Exhibitors, After Hours Lounge, Luncheons and various sessions and learning opportunities for our veterans.

The Texas VFW looks forward to hosting your organization at the Mid-Winter Convention. Join us and be a part of celebrating students and teachers as well as veterans who have served in our nation's overseas conflicts and are dedicated to improving their country and communities.



### Mid-Winter Banquet Program Logo Listing

Page count 16+, 4C, gloss stock, quantity 600+  
Size: 5.5 x 8.5

Contains top 3 Patriot's Pen winners, top 24 Voice of Democracy finalists with photos, complete listing of scholarships and District sponsors, Teacher of the Year Award winners and photos. This booklet is a keepsake for many parents and scholarship recipients.

**Logo specs:** CMYK, 300 dpi logo in PDF or jpg, or vector ai or eps format.



## TEXAS VFW QUARTERLY E-NEWS

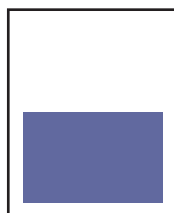
**WINNER OF THE NATIONAL VFW GRAND  
PUBLICATION AWARD 10+ YEARS RUNNING  
HAS GONE 100% DIGITAL!**

**The Texas VFW/Auxiliary has a membership of 72,000+**

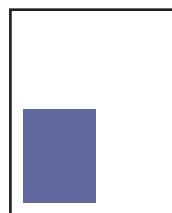
Beginning July 1, 2021, the Texas VFW magazine will become fully electronic and will be distributed 4 times per year to 72,000+ emails per quarter. Instead of a once quarterly printed publication that reached a much smaller audience, we will transition to 4 E-newsletters per year with the option for viewers to purchase a printed and mailed copy through our contract with issuu.com.

This modern transition will reach more of our membership, general public, businesses and veteran interest groups and the E-news can be viewed using any electronic medium with ease.

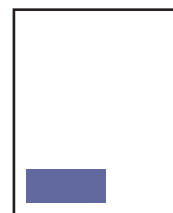
**Each ad or logo will be assigned a live link of your choice for one full year (4 E-news issues) from date of your contract.**



**1/2 PAGE H  
7" x 4.875"**



**1/4 PAGE  
3.375" x 4.875**



**LOGO  
3.375" x 2**

| ISSUE   | MATERIAL DUE | E-MAIL DATE |
|---------|--------------|-------------|
| JANUARY | December 10  | JANUARY 1   |
| APRIL   | March 10     | APRIL 1     |
| JULY    | June 10      | JULY 1      |
| OCTOBER | September 10 | OCTOBER 1   |

**FILE TYPES ACCEPTED – RGB, 300 DPI, PDF, JPG OR VECTOR FILE FOR LOGO**

**SUBJECT MATTER FOR TEXAS VFW E-NEWS MAY INCLUDE BUT IS NOT LIMITED TO:** veterans health, mental health and well-being, significant events, community service events, historical events, VFW history, veteran resources, Texas VFW event notification and information, Texas VFW Foundation updates, POW/MIA, patriotic events.

**Send artwork and direct questions to: [terri@texasvfw.org](mailto:terri@texasvfw.org)**





## FACEBOOK/WEBSITE LINKS

**TEXAS VFW AND AUXILIARY MEMBERS: 72,000+**  
**FACEBOOK/INSTAGRAM FOLLOWERS: 10,000+**  
**WEBSITE HITS PER YEAR: 1,000,000+**  
**ISSUU IMPRESSIONS PER YEAR (AVERAGE): 50,000+**

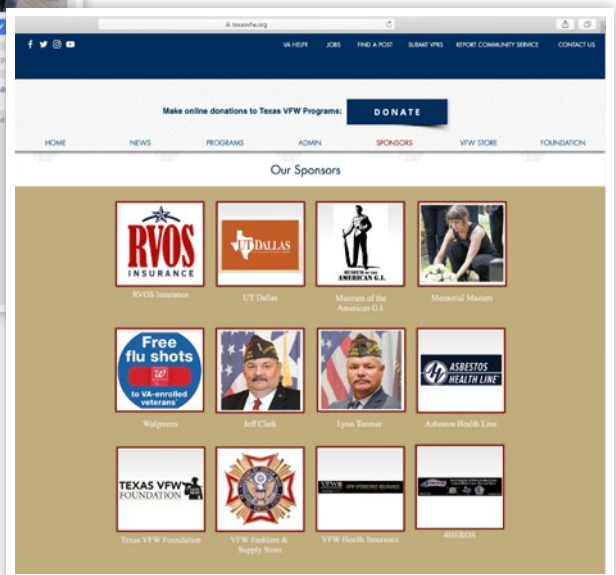
**All sponsorship packages** include opportunities for your company to be showcased on our facebook page and listed on our Sponsor page at [texasvfw.org](http://texasvfw.org).

### Facebook Ad Specs

1,200 pixels wide x 628 pixels tall, RGB, jpg file

### Sponsor Logo Specs

400 x 400, RGB, jpg file



**“Thank you for posting our information on the Texas VFW website and Facebook. The number of shares by your viewers is unlike anything we’ve ever seen. This is simply outstanding!”**

—Lee Sechrist | Gratitude Initiative



# TEXAS VFW SPONSORSHIP BENEFITS AT-A-GLANCE

PREMIER — \$8,000

PLATINUM — \$6,000

PATRIOTIC — \$4,000

FREEDOM — \$2,000

SILVER — \$1,000

BRONZE — \$500



## MID-WINTER

Logo or Name Listing in  
Mid-Winter Banquet Program



8.5 x 11 Registration Bag Insert at  
Mid-Winter Convention



Mid-Winter Convention  
Awards Banquet Tickets

4

2

Logo on Sponsor Banner at State  
Convention & Mid-Winter Convention



3-5 minute speaking opportunity at  
Joint Opening



60-second statement read by VFW M.C.  
at Joint Opening/literature at front desk



Company name mentioned as a  
Sponsor at Joint Opening



Guaranteed Mid-Winter Exhibit Booth  
(space is limited—first come/first served)



## STATE CONVENTION

8.5 x 11 Registration Bag Insert  
at State Convention



Full page color ad in  
Official State Convention Program



Half page color ad in  
Official State Convention Program



Quarter page color ad in  
Official State Convention Program



Logo or Name Listing in  
Official State Convention Program



State Convention  
Awards Banquet Tickets

4

2

3-5 minute speaking opportunity at  
Joint Opening



60-second statement read by VFW M.C.  
at Joint Opening/literature at front desk



Company name mentioned as a Sponsor  
at Joint Opening



Guaranteed State Convention Exhibit Booth  
(space is limited—first come/first served)



## WEB & SOCIAL

Company logo and web link at  
texasvfw.org (for one year)



Facebook Ad Rotations every:

6  
Days

10  
Days

13  
Days

30  
Days

36  
Days

40  
Days

## E-NEWS

Half page color ad with live link in the  
Texas VFW Quarterly E-news (for one year)



Quarter page color ad and link in the  
Texas VFW Quarterly E-news (for one year)



Logo with live link in the  
Texas VFW Quarterly E-news (for one year)







### PREMIER SPONSOR — \$8,000

**Our TOP-TIERED sponsor level includes many generous brand promotions to ensure your company gets noticed at both conventions and beyond!**

- 8.5 x 11 Registration Bag Insert at State Convention — 1,200 total, printed front/back
- Full Page Color Ad in Official State Convention Program
- Logo or Name Listing in Official State Convention Program
- Tickets for 4 Guests at State Convention Awards Banquet
- 3-5 Minute Speaking Opportunity at State Convention Joint Opening
- Guaranteed State Convention Exhibit Booth
- Logo or Name Listing in Mid-Winter Banquet Program
- 8.5 x 11 Registration Bag Insert at Mid-Winter Convention, 1,200 total, printed front/back
- Tickets for 4 Guests at Mid-Winter Convention Awards Banquet
- Logo on Sponsor Banner at State Convention & Mid-Winter Convention
- 3-5 Minute Speaking Opportunity at Mid-Winter Convention Joint Opening
- Guaranteed Mid-Winter Convention Exhibit Booth
- Company Logo and Web Link at [texasvfw.org](http://texasvfw.org) (for one year)
- Ad Rotation Every 6 Days on Facebook Page (for one year)
- Half Page Color Ad with live link in the Texas VFW Quarterly E-news (for one year)

### PLATINUM SPONSOR — \$6,000

**Our second-tiered sponsor level includes many generous brand promotions to ensure your company gets noticed at both conventions and throughout the year.**

- 8.5 x 11 Registration Bag Insert at State Convention — 1,200 total, printed front/back
- Half Page Color Ad in Official State Convention Program
- Logo or Name Listing in Official State Convention Program
- Tickets for 2 Guests at State Convention Awards Banquet
- 60-second Statement Read by VFW M.C. at State Convention Joint Opening
- Logo or Name Listing in Mid-Winter Banquet Program
- 8.5 x 11 Registration Bag Insert at Mid-Winter Convention, 1,200 total, printed front/back
- Tickets for 2 Guests at Mid-Winter Convention Awards Banquet
- Logo on Sponsor Banner at State Convention & Mid-Winter Convention
- 60-second Statement Read by VFW M.C. at Mid-Winter Convention Joint Opening
- Company Logo and Web Link at [texasvfw.org](http://texasvfw.org) (for one year)
- Ad Rotation Every 10 Days on Facebook Page (for one year)
- Half Page Color Ad with live link in the Texas VFW Quarterly E-News (for one year)



### PATRIOTIC SPONSOR — \$4,000

**Our third-tiered sponsor level includes many generous perks at our two conventions and throughout the year.**

- Quarter Page Color Ad in Official State Convention Program
- Logo or Name Listing in Official State Convention Program
- Company Name Mentioned as a Sponsor at State Convention Joint Opening
- Logo or Name Listing in Mid-Winter Banquet Program
- Logo on Sponsor Banner at State Convention & Mid-Winter Convention
- Company Name Mentioned as a Sponsor at Mid-Winter Convention Joint Opening
- Company Logo and Web Link at [texasvfw.org](http://texasvfw.org) (for one year)
- Ad Rotation Every 13 Days on Facebook Page (for one year)
- Quarter Page Color Ad with live link in the Texas VFW Quarterly E-News (for one year)

### FREEDOM SPONSOR — \$2,000

- Logo or Name Listing in State Convention Banquet Program
- Logo or Name Listing in Mid-Winter Banquet Program
- Company logo and Web Link at [texasvfw.org](http://texasvfw.org) (for one year)
- Ad Rotation Every 30 Days on Facebook Page (for one year)
- Quarter Page Color Ad with live link in the Texas VFW Quarterly E-News (for one year)

### SILVER SPONSOR — \$1,000

- Company logo and Web Link at [texasvfw.org](http://texasvfw.org) (for one year)
- Ad Rotation Every 30 Days on Facebook Page (for one year)
- Logo with live link in the Texas VFW Quarterly E-News (for one year)

### BRONZE SPONSOR — \$500

- Company logo and Web Link at [texasvfw.org](http://texasvfw.org) (for one year)
- Ad Rotation Every 40 Days on Facebook Page (for one year)





# TEXAS VFW SPONSORSHIP FORM

**DATE:** \_\_\_\_\_ *Contract is for one full year from date of form submission.*

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

## SPONSORSHIP LEVELS (BENEFITS THROUGHOUT THE YEAR):

- |  |         |          |
|--|---------|----------|
| <input type="checkbox"/> Premier .....   | \$8,000 | \$ _____ |
| <input type="checkbox"/> Platinum .....  | \$6,000 | \$ _____ |
| <input type="checkbox"/> Patriotic ..... | \$4,000 | \$ _____ |
| <input type="checkbox"/> Freedom .....   | \$2,000 | \$ _____ |
| <input type="checkbox"/> Silver .....    | \$1,000 | \$ _____ |
| <input type="checkbox"/> Bronze .....    | \$500   | \$ _____ |

## AL-A-CARTE SPONSORSHIPS (PER CONVENTION):

- |  |         |          |
|--|---------|----------|
| <input type="checkbox"/> Registration Station (exclusive rights to company logo banner behind check-in area) ..... | \$5,000 | \$ _____ |
| <input type="checkbox"/> Past State Commander's Luncheon .....   | \$1,500 | \$ _____ |
| <input type="checkbox"/> Mid-day Snack Station (logo on table sign in snack area) .....                            | \$750   | \$ _____ |
| <input type="checkbox"/> Coffee Station (logo on table sign in coffee area) .....                                  | \$750   | \$ _____ |
| <input type="checkbox"/> Banquet Table for parents of scholarship candidates (Mid-Winter only) .....               | \$600   | \$ _____ |

## NON-SPONSOR TEXAS VFW E-NEWS ADVERTISING RATES FOR INCLUSION IN 4 ISSUES (NO WEB OR FACEBOOK):

- |  |       |          |
|--|-------|----------|
| <input type="checkbox"/> Half Page Color Advertising with live link .....    | \$900 | \$ _____ |
| <input type="checkbox"/> Quarter Page Color Advertising with live link ..... | \$600 | \$ _____ |
| <input type="checkbox"/> Logo with live link .....                           | \$300 | \$ _____ |

## NON-SPONSOR STATE CONVENTION PROGRAM ADVERTISING FOR ONE ISSUE (NO WEB OR FACEBOOK):

- |   |         |          |
|---|---------|----------|
| <input type="checkbox"/> Full Page Color Advertising .....    | \$1,000 | \$ _____ |
| <input type="checkbox"/> Half Page Color Advertising .....    | \$600   | \$ _____ |
| <input type="checkbox"/> Quarter Page Color Advertising ..... | \$400   | \$ _____ |
| <input type="checkbox"/> Business Card Advertising .....      | \$200   | \$ _____ |

**TOTAL**     \$ \_\_\_\_\_

**If paying by credit card, use the electronic form fields and then email form to [carlos@texasvfw.org](mailto:carlos@texasvfw.org).**

### TYPE OF CARD



### CARD #

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**If paying by check please make payable to Texas VFW and mail with completed form to:**

Texas VFW, Attn: Dan West, P.O. Box 14468, Austin, TX 78761

# TEXAS VFW STATE CONVENTION VENDOR BOOTH CONTRACT

*Non-Sponsor booth space is limited and is on a first-come, first-served basis.*

☐ Non-Sponsor Booth Rental — \$800

☐ Electricity — \$150

☐ Booth rental is guaranteed as part of my Premier Sponsor Package

Electricity required ☐ Yes ☐ No

The Department of Texas Veterans of Foreign Wars allows \_\_\_\_\_ to participate in the 2021 VFW State Convention for the sum of \$800 per booth space to be held **June 15-20, 2021** at the Choctaw Conference Center, Durant, Oklahoma. Vendor table space will be provided with at least one (1) 6-foot draped table and two (2) chairs.

- The Department of Texas will not be responsible for any merchandise left on the tables at any time.
- Any merchandise to be sold from the table must be approved in advance by the Department of Texas. Any exhibitor caught selling unauthorized merchandise will be subject to forfeiture of their vendor space with no refund of rental fee.
- Hours of operation and table location will be determined by the Department of Texas in advance of the event.
- Games of chance or machines costing to play will NOT be allowed.
- We request if you need to cancel less than one (1) week before the event—please let us know as soon as possible
- Vendors who tear down early without prior approval, will be noted and future requests for tables may be denied
- Vendors who do not show up after requesting a table will be noted and future requests for table may be denied
- Cancellation less than one (1) week before the event will result in forfeiture of the rental fee.

## BOOTH CONTRACT IS DUE THIRTY (30) DAYS PRIOR TO THE EVENT

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Date: \_\_\_\_\_ Authorized signature: \_\_\_\_\_

**If paying by credit card, use the electronic form fields in the PDF file and then email form to:**  
wyonda@texasvfw.org, or Fax to (512) 834-9232.

**If paying by check please make payable to Texas VFW and mail with completed form to:**  
Texas VFW, Attn: Wyonda Laurence, P.O. Box 14468, Austin, TX 78761

### TYPE OF CARD



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SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Questions about Booth Space? Email: wyonda@texasvfw.org



# TEXAS VFW MID-WINTER CONVENTION VENDOR BOOTH CONTRACT

*Non-Sponsor booth space is limited and is on a first-come, first-served basis.*

☐ Non-Sponsor Booth Rental — \$800

☐ Electricity — \$150

☐ Booth rental is guaranteed as part of my Premier Sponsor Package

Electricity required ☐ Yes ☐ No

The Department of Texas Veterans of Foreign Wars allows \_\_\_\_\_ to participate in the 2022 VFW Mid-Winter Convention for the sum of \$800 per booth space to be held **January** \_\_\_\_\_, **2022** at Omni Corpus Christi Hotel. Vendor table space will be provided with at least one (1) 6-foot draped table and two (2) chairs.

- The Department of Texas will not be responsible for any merchandise left on the tables at any time.
- Any merchandise to be sold from the table must be approved in advance by the Department of Texas. Any exhibitor caught selling unauthorized merchandise will be subject to forfeiture of their vendor space with no refund of rental fee.
- Hours of operation and table location will be determined by the Department of Texas in advance of the event.
- Games of chance or machines costing to play will NOT be allowed.
- We request if you need to cancel less than one (1) week before the event—please let us know as soon as possible
- Vendors who tear down early without prior approval, will be noted and future requests for tables may be denied
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## BOOTH CONTRACT IS DUE THIRTY (30) DAYS PRIOR TO THE EVENT

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Date: \_\_\_\_\_ Authorized signature: \_\_\_\_\_

**If paying by credit card, use the electronic form fields in the PDF file and then email form to:**  
wyonda@texasvfw.org, or **Fax** to (512) 834-9232.

**If paying by check please make payable to Texas VFW and mail with completed form to:**  
Texas VFW, Attn: Wyonda Laurence, P.O. Box 14468, Austin, TX 78761

### TYPE OF CARD



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SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Questions about Booth Space? Email: wyonda@texasvfw.org



## ADVERTISING DEADLINES

**Refer to the At-A-Glance chart located on page 6 for your specific Sponsor benefits.**

**Refer to each individual benefits page for artwork specifications.**

### **DEADLINES FOR LOGO SUBMISSIONS FOR MID-WINTER CONVENTION (OCCURRING EVERY JANUARY):**

**December 1:** Logos due for Mid-Winter Banquet Program sponsor thank you page

**December 1:** Logos due for Mid-Winter Sponsor Banner

### **DEADLINES FOR AD AND LOGO SUBMISSIONS FOR STATE CONVENTION (OCCURRING EVERY JUNE):**

**May 10:** Ad artwork due for inclusion in State Convention Program

**May 10:** Logos due for State Convention Sponsor Banner

### **TEXAS VFW QUARTERLY E-NEWS AD DEADLINES**

**(APPLIES TO BOTH SPONSOR AND NON-SPONSOR LEVELS):**

**Artwork deadlines:** December 10, March 10, June 10, September 10 (E-news is emailed to 72,000+ recipients on Jan. 1, April 1, July 1, October 1)

### **FACEBOOK AD ROTATIONS**

Submit artwork at time of signing contract. Rotations are dependent on benefit level. You may submit new ad rotation artwork up to four times per year.

### **LOGOS FOR ONLINE SPONSOR PAGE AT TEXASVFW.ORG**

Submit logos and web link you would like associated with the logo at time of signing contract for one year inclusion on [texasvfw.org/sponsors](http://texasvfw.org/sponsors).

**Submit ad artwork/logos to:** [terri@texasvfw.org](mailto:terri@texasvfw.org)

*Questions about any of the sponsor packages or artwork requirements?* Email [terri@texasvfw.org](mailto:terri@texasvfw.org) or [dan@texasvfw.org](mailto:dan@texasvfw.org).

**Physical location:** Texas VFW, 8503 N. IH-35, Austin, TX 78753 | **Mailing address:** P.O. Box 14468, Austin, TX 78761

**Email:** [info@texasvfw.org](mailto:info@texasvfw.org) | **Tel:** (512) 834-8535 | **Fax:** (512) 834-9232

