



**National Gala**

**June 1, 2024**

**Army Navy Club**

**1700 Army Navy Drive**

**Arlington, VA 22202**

**Be Seen. Be Heard. Be Proud.**  
**Join us in celebrating 30 years of**  
**Modern Military's history.**





## Who We Are

MMAA is the nation's largest organization dedicated to advancing fairness and equality for the LGBTQ+ military and veteran community. Formed through the merger of the American Military Partner Association and OutServe-SLDN, we are making a difference through education, advocacy, and support. We ensure LGBTQ+ service members, veterans, and their families have the support and resources they need and deserve in service to our great country.

## Our Community

The military and LGBTQ+ communities are two of the most brand-loyal communities. **94% of military personnel** say they have a positive impression of brands that support the military and **76% of LGBTQ+ people** say they are likely to buy from an LGBTQ+ friendly brand.

**A united voice for the LGBTQ+ military and veteran community.**

## MMAA's Annual National Gala

The gala is the largest LGBTQ+ military event of the year honoring modern military families for their service and sacrifice. We celebrate with 250+ of service members, veterans, military spouses, community leaders, and advocates. Sponsoring the National Gala connects your brand to thousands of military families from across the country and around the world — military families who are committed to supporting the organizations and companies who support our community.

### Our Organic Shared and Owned Media Reach

- » **42,600+ email subscribers** and **60,100+ email audience**
- » **64 private Facebook groups with 16,500+ members**
- » Facebook, Instagram, LinkedIn, and Twitter **social media followers: 98,800+**
- » Facebook and Instagram quarterly **social media reach: 48,300+**
- » Facebook and Instagram quarterly **social media engagement** (likes, comments, shares): **18,000+**
- » Annual website visitors: **25,000+**
- » Our current **Facebook audience** is 54% women and 46% men with the majority between the ages of 25-54 years of age. Our current **Instagram audience** is 41% women and 59% men with the majority between 25-44 years of age. Our top cities are New York, San Diego, San Antonio, Washington D.C., and Los Angeles.

**Year-Round Benefits. Exposure. Connection. Visibility.**



# \$35,000 Champion

## Visibility, Marketing, & Digital Media Gala

- » Logo and full-page visibility in event program (FMV: \$1,000)
- » 30-second promotional video at gala (FMV: \$1,250)
- » Opportunity to share promotional information\* (FMV: \$1,000)
- » Opportunity to introduce a speaker or award
- » Name and/or logo recognition on print/digital gala media

## Year-Round

- » Logo and full-page ad in four issues of Modern Military magazine (FMV: \$8,800)
- » MMAA website banner for 12 months (FMV: \$1,200)
- » One dedicated email to our 42K+ email list (FMV: \$1,280)
- » Series of three dedicated posts to Facebook followers\* (FMV: \$3,780)
- » Opportunity to host an Instagram giveaway\* (FMV: \$580)
- » One Rainbow Shield Training for up to 20 participants (FMV: \$3,000)

## Corporate Engagement

- » 10 tickets to attend gala (FMV: \$2,000) and VIP reception (FMV: \$1,250)
- » Invitation to attend MMAA Advocacy Day and MMAA webinars

\* content to be aligned with MMAA's work and agreed upon in advance





# \$25,000 Protector

## **Visibility, Marketing, & Digital Media Gala**

- » Logo and full-page visibility in event program (FMV: \$1,000)
- » 15-second promotional video at gala (FMV: \$625)
- » Opportunity to share promotional information\* (FMV: \$1,000)
- » Opportunity to introduce a speaker or award
- » Name and/or logo recognition on print/digital gala media

## **Year-Round**

- » Logo and full-page ad in two issues of Modern Military magazine (FMV: \$4,400)
- » MMAA website banner for 8 months (FMV: \$800)
- » Series of three dedicated posts to Facebook followers\* (FMV: \$3,780)
- » One Rainbow Shield Training for up to 20 participants (FMV: \$3,000)

## **Corporate Engagement**

- » 8 tickets to attend gala (FMV: \$1,600) and VIP reception (FMV: \$1,000)
- » Invitation to attend MMAA Advocacy Day and MMAA webinars

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# \$15,000 Warrior

## Visibility, Marketing, & Digital Media Gala

- » Logo and half-page visibility in event program (FMV: \$500)
- » Opportunity to share promotional information\* (FMV: \$1,000)
- » Opportunity to introduce a speaker or award
- » Name and/or logo recognition on print/digital gala media

## Year-Round

- » Logo and half-page ad in two issues of Modern Military magazine (FMV: \$2,200)
- » MMAA website banner for 4 months (FMV: \$400)
- » One dedicated post to Facebook followers\* (FMV: \$1,260)
- » One Rainbow Shield Training for up to 20 participants (FMV: \$3,000)

## Corporate Engagement

- » 6 tickets to attend gala (FMV: \$1,200) and VIP reception (FMV: \$750)
- » Invitation to attend MMAA Advocacy Day and MMAA webinars

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# \$10,000 Defender

## Visibility, Marketing, & Digital Media Gala

- » Logo and half-page visibility in event program (FMV: \$500)
- » Opportunity to share promotional information\* (FMV: \$1,000)
- » Opportunity to introduce a speaker or award
- » Name and/or logo recognition on print/digital gala media

## Year-Round

- » Logo and half-page ad in one issue of Modern Military magazine (FMV: \$1,100)
- » MMAA website banner for 2 months (FMV: \$200)
- » One Rainbow Shield Training for up to 10 participants (FMV: \$3,000)

## Corporate Engagement

- » 4 tickets to attend gala (FMV: \$800) and VIP reception (FMV: \$500)
- » Invitation to attend MMAA Advocacy Day and MMAA webinars

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# \$5,000 Advocate

## **Visibility, Marketing, & Digital Media Gala**

- » Logo and half-page visibility in event program (FMV: \$500)
- » Name and/or logo recognition on print/digital gala media

## **Year-Round**

- » Logo and quarter-page ad in one issue of Modern Military magazine (FMV: \$550)

## **Corporate Engagement**

- » 4 tickets to attend gala (FMV: \$800) and VIP reception (FMV: \$500)
- » Invitation to attend MMAA Advocacy Day and MMAA webinars







# \$2,500 Hero

## **Visibility, Marketing, & Digital Media Gala**

- » Logo in event program
- » Name and/or logo recognition on print/digital gala media

## **Year-Round**

- » Logo and quarter-page ad in one issue of Modern Military magazine (FMV: \$550)

## **Corporate Engagement**

- » 2 tickets to attend gala (FMV: \$400) and VIP reception (FMV: \$250)
- » Invitation to attend MMAA Advocacy Day and MMAA webinars

# \$1,250 Shield

## **Visibility, Marketing, & Digital Media Gala**

- » Name and/or logo recognition on print/digital gala media

## **Corporate Engagement**

- » 2 tickets to attend gala (FMV: \$400) and VIP reception (FMV: \$250)
- » Invitation to attend MMAA Advocacy Day and MMAA webinars

**Learn more at [ModernMilitary.org](https://ModernMilitary.org)**



# Sponsorship Opportunities

Sponsor Level	Amount	Fair Market Value	Marketing & Visibility	Magazine	Dedicated Social Media	Gala Video and Program	Rainbow Shield training	Corporate Engagement
Champion	\$35,000	\$25,140	☑	4 full-page ads, 12 month web banner	1 email, 3 posts, 1 giveaway	30 second video, full-page in program	20 participants	10 VIP guests
Protector	\$25,000	\$17,205	☑	2 full-page ads, 8 month web banner	3 posts	15 second video, full-page in program	20 participants	8 VIP guests
Warrior	\$15,000	\$10,310	☑	2 half-page ads, 4 month web banner	1 post	Half-page in program	20 participants	6 VIP guests
Defender	\$10,000	\$7,100	☑	1 half-page ad, 2 month web banner		Half-page in program	10 participants	4 VIP guests
Advocate	\$5,000	\$2,350	☑	1 quarter-page ad		Half-page in program		4 VIP guests
Hero	\$2,500	\$1,200	☑	1 quarter-page ad				2 VIP guests
Shield	\$1,250	\$650	☑					2 VIP guests