



# **MODERN MILITARY**

## **NATIONAL GALA**

**Saturday, May 17, 2025**

**Hilton Arlington Landing**

As the nation's largest organization of LGBTQ+ service members, military spouses, veterans, their families, and allies, Modern Military provides a united voice for the LGBTQ+ military and veteran community. Modern Military works to uphold and expand LGBTQ+ civil rights progress through education, advocacy, support networks, and discrimination tracking.

Our mission is to educate, advocate, and champion for the rights and well-being of LGBTQ+ service members, veterans, and their families as well as people living with HIV.

We envision an inclusive and equitable military environment where every member of the LGBTQ+ and HIV-positive community is respected, valued, and empowered to thrive.

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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.



**Building a More  
Inclusive Future  
for America's  
Heroes**



# MODERN MILITARY NATIONAL GALA AWARDS

## **Donna Johnson Equality and Valor Award**

Honors a service member who exemplifies courage, equality, and valor.

## **Advocate of the Year**

Advances LGBTQ+ inclusion in the Armed Forces or wider defense sector.

## **Community Champion**

Demonstrates community impact, inspires others to get involved, and drives positive change for the LGBTQ+ community.

## **Lifetime Achievement**

Celebrates an individual's impact and legacy of advancing LGBTQ+ equality and inclusion.

## **Shining Star**

Recognizes an LGBTQ+ community ally.

## **Rainbow Shield**

Recognizes an LGBTQ+ network, employee resource group, or initiative advancing LGBTQ+ workplace inclusion.

## **Role Model of the Year**

Recognizes a strong, visible, and effective role model to other LGBTQ+ people.

## **Armed Forces Leader of the Year**

Advances LGBTQ+ inclusion in their military branch (awards in partnership with each branch).

## **Next Generation Leader of the Year**

Recognizes an LGBTQ+ cadet, recent graduate, or early career service member for skills and leadership.

## **Congressional Champion**

An elected official who drives positive change for the LGBTQ+ or HIV-positive community.



# **MEDIA REACH**

## **ORGANIC SHARED & OWNED**

- 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: 88,800+
- Facebook and Instagram quarterly social media reach: 48,300+
- Annual website visitors: 25,000+
- Modern Military Magazine readers: 1,987 readers in the first 3 weeks of releasing our new online format on Readz. Visitors top locations are Virginia, Washington, Texas, Oregon, and California.
- 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.

## **NATIONAL GALA**

### **EXPOSURE. CONNECTION. VISIBILITY.**

The gala is largest LGBTQ+ military event of the year honoring modern military families for their service and sacrifice. We celebrate with 200+ 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.



# GALA CHAMPION

## Modern Military Magazine

- Magazine recognition - full page (2)
- Magazine recognition - pop up/ slide/ video (2)

## Modern Military Newsletter

- Logo or name within Modern Military Weekend Briefing (4)

## Website

- Clickable logo on partnership page (12 months)
- Clickable logo on gala page (12 months)
- Logo on printable Modern Military gala coloring page

## Social Media and Email

- Sponsor appreciation recognition with post tags on Facebook, Instagram, and LinkedIn (3/each platform)
- Logo on gala email communications

## Event

- 8 tickets to attend the National Gala, VIP reception, and after-party
- Logo and half page visibility in Gala program
- Logo on gala table tents and entrance signage
- Invitation to speak at the Gala awards ceremony

## Recognition

- Recognition as an underwriter of gala tickets for service members (2)
- Opportunity to include a promotional item in the gala gift bags
- Opportunity to share information at gala tables
- 15-second video at gala or inclusion within Modern Military's video
- Recognition as Pride Pull sponsor and opportunity to donate to Pride Pull
- Recognition by emcee at gala

## Other

- One Rainbow Shield training for up to 15 participants
- Mention in Modern Military's annual update video
- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 15% discount in Modern Military shop



**\$30,000 SPONSORSHIP**

# WARRIOR

## Modern Military Magazine

- Magazine recognition - pop up/ slide/ video (2)
- Magazine recognition - tower / standard (2)

## Modern Military Newsletter

- Logo or name recognition within Modern Military Weekend Briefing (2)

## Website

- Logo on partnership page (12 months)
- Logo on gala page (12 months)
- Logo on printable Modern Military gala coloring page

## Social Media and Email

- Sponsor appreciation recognition with post tags on Facebook, Instagram, and LinkedIn (1/each platform)
- Logo on gala email communications

## Event

- 6 tickets to attend the National Gala, VIP reception, and after-party
- Logo and half page visibility in Gala program
- Invitation to speak at the Gala awards ceremony
- Logo on entrance signage

## Recognition

- Recognition as an underwriter of gala tickets for service members (2)
- Opportunity to include a promotional item in the gala gift bags
- 15-second video at gala or inclusion within Modern Military's video
- Opportunity to donate to Pride Pull
- Recognition by emcee at gala

## Other

- One Rainbow Shield training for up to 10 participants
- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 10% discount in Modern Military shop



**\$15,000 SPONSORSHIP**

# DEFENDER

## **Modern Military Magazine**

- Magazine recognition - pop up/ slide/ video (2)

## **Modern Military Newsletter**

- Logo or name recognition within Modern Military Weekend Briefing (2)

## **Website**

- Logo on partnership page (12 months)
- Clickable logo on gala page (12 months)
- Logo on printable Modern Military gala coloring page

## **Social Media and Email**

- Sponsor appreciation recognition with post tags on Facebook (3)
- Logo on gala email communications (1)

## **Event**

- 4 tickets to attend the National Gala, VIP reception, and after-party
- Logo and quarter page visibility in Gala program
- Logo on entrance signage

## **Recognition**

- Recognition as an underwriter of gala tickets for service members (2)
- Opportunity to donate to Pride Pull

## **Other**

- Rainbow Shield training for 8 participants
- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 10% discount in Modern Military shop



**\$10,000 SPONSORSHIP**

# ADVOCATE

## **Modern Military Magazine**

- Magazine recognition - tower / standard (2)

## **Modern Military Newsletter**

- Name recognition within Modern Military Weekend Briefing (2)

## **Website**

- Logo on gala page (12 months)
- Logo on printable Modern Military gala coloring page

## **Social Media and Email**

- Sponsor appreciation recognition with post tags on Facebook (3)
- Logo on gala email communications (1)

## **Event**

- 4 tickets to attend the National Gala, VIP reception, and after-party
- Logo and quarter page visibility in Gala program
- Name on entrance signage

## **Recognition**

- Recognition as an underwriter of gala tickets for service members (2)
- Opportunity to donate to Pride Pull

## **Other**

- Rainbow Shield training for 4 participants
- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 10% discount in Modern Military shop



**\$6,000 SPONSORSHIP**

# HERO

## Modern Military Magazine

- Magazine recognition - tower / standard (1)

## Modern Military Newsletter

- Logo or name recognition within Modern Military Weekend Briefing (1)

## Website

- Name on gala page (12 months)

## Social Media and Email

- Sponsor appreciation recognition with post tags on Facebook (2)

## Event

- 2 tickets to attend the National Gala, VIP reception, and after-party
- Name in Gala program
- Name on entrance signage
- Opportunity to donate to Pride Pull

## Other

- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 10% discount in Modern Military shop



**\$2,500 SPONSORSHIP**



# SHIELD

## Website

- Name on gala page (12 months)

## Event

- 2 tickets to attend the National Gala, VIP reception, and after-party
- Name in Gala program
- Name on entrance signage
- Opportunity to donate to Pride Pull

## Other

- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 10% discount in Modern Military shop

**\$1,250 SPONSORSHIP**

# ALLY

## Modern Military Newsletter

- Logo or name recognition within Modern Military Weekend Briefing (2)

## Website

- Name on gala page (12 months)

## Event

- Opportunity to donate to Pride Pull
- Name in Gala program

## Other

- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 10% discount in Modern Military shop

**\$500 SPONSORSHIP**



# SECURE YOUR SPONSORSHIP

- Champion (\$30,000): 1 available**
- Warrior (\$15,000): 2 available**
- Defender (\$10,000): 4 available**
- Advocate (\$6,000): 8 available**
- Hero (\$2,500)**
- Shield (\$1,250)**
- Ally (\$500)**

## SPONSORSHIP FORM

Name \_\_\_\_\_

Title \_\_\_\_\_

Secondary Point of Contact \_\_\_\_\_

Secondary POC Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

How you would like to be recognized in print \_\_\_\_\_

## PAYMENT METHODS

Checks can be made payable to Modern Military Association of America and mailed to  
1725 I (Eye) Street NW, Suite 300, Washington D.C. 20006.

For bank transfers, contact [rachel@modernmilitary.org](mailto:rachel@modernmilitary.org) for ACH routing information.

Notify [rachel@modernmilitary.org](mailto:rachel@modernmilitary.org) with your sponsorship details.

