



MODERN MILITARY

SPONSORSHIP PROPOSAL

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.

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**

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.

Read on to learn how to become a Modern Military sponsor

Sponsorship levels include:

Champion (1 available)

Vanguard (1 available)

Sentinel (2 available)

Citadel (2 available)

Solidarity365 (4 available)

Pride Sustainer (3 available)

Unity Sustainer (9 available, 3 per season)

Program Ally (12 available, 3 per program)



CHAMPION

MARKETING & VISIBILITY

Modern Military Magazine

- Editorial article (1)
- Magazine recognition - full page (4)

Modern Military Newsletter

- Logo or name within newsletter (6)
- Logo or name within Modern Military Weekend Briefing (6)

Annual Discrimination Report

- Logo on annual discrimination report
- Name in press release, emails, and social media posts

Rainbow Shield

- Recognition as Rainbow Shield sponsor with clickable logo on program page
- Logo on Rainbow Shield emails

Special Events

- Select special event naming rights (Modern Military and Company present Event)
- Clickable logo on selected special event page (12 months)
- Logo on selected special event emails and social media posts
- Logo included on Pride t-shirts

Website

- Clickable logo on partnership page (12 months)
- Logo on printable Modern Military coloring page
- Opportunity to write an Op-Ed or article on issue areas impacting the Modern Military community (1)

Social Media

- Logo on Facebook cover images (4)
- Sponsor appreciation recognition with post tags on Facebook, Instagram, and LinkedIn (5/each platform)

Other

- Logo on Modern Military's step and repeat
- Logo on volunteer-t-shirts
- Mention in Modern Military's annual update video



\$100,000 SPONSORSHIP



CHAMPION **CORPORATE ENGAGEMENT**

Rainbow Shield

- One Rainbow Shield training for up to 30 participants
- Underwriting for 10 Rainbow Shield participant seats

Special Events

- Opportunity to host and make remarks at selected Modern Military special event
- Opportunity to host a webinar on issue areas important to Modern Military's community
- Invitation to walk in Capital Pride Parade with Modern Military (10 participants)
- Invitation to share collateral materials at Modern Military's Capital Pride Festival table

Hometown Hero and Shining Star

- Sponsorship of Hometown Heroes and/or Shining Stars (6)

Other

- Opportunity to help design volunteer-t-shirts
- Opportunity to co-brand an item in the Modern Military shop
- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 20% discount in Modern Military shop
- First right of refusal (sponsorship must be renewed and in place by July 31st)



\$100,000 SPONSORSHIP

CHAMPION NATIONAL GALA

Tickets

- 10 tickets to attend the National Gala, VIP reception, and after-party

Recognition

- Opportunity to include a promotional item in the gala gift bags
- Opportunity to share information at gala tables
- Invitation to present a speaker or award at the gala
- 30-second video at gala or inclusion within Modern Military's video
- Recognition as VIP Reception sponsor
- Recognition by emcee at gala

Visibility

- Logo and full page visibility in Gala program
- Name and/or logo on print and digital gala media
- Logo on gala table tents, cocktail napkins, and entrance signage



\$100,000 SPONSORSHIP

VANGUARD MARKETING & VISIBILITY

Modern Military Magazine

- Editorial article (1)
- Magazine recognition - full page (4)

Modern Military Newsletter

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

Annual Discrimination Report

- Logo on annual discrimination report
- Name in press release, emails, and social media posts

Special Events

- Special event naming rights (Modern Military and Company present Event)
- Clickable logo on selected special event page (12 months)
- Logo on selected special event emails and social media posts
- Logo included on Pride t-shirts

Website

- Clickable logo on partnership page (12 months)
- Logo on printable Modern Military coloring page
- Opportunity to write an Op-Ed or article on issue areas impacting the Modern Military community (1)

Social Media

- Logo on Facebook cover images (2)
- Sponsor appreciation recognition with post tags on Facebook, Instagram, and LinkedIn (3/each platform)

Other

- Logo on Modern Military's step and repeat
- Logo on volunteer-t-shirts
- Mention in Modern Military's annual update video



\$80,000 SPONSORSHIP

VANGUARD

CORPORATE ENGAGEMENT

Rainbow Shield

- One Rainbow Shield training for up to 20 participants
- Underwriting for 10 Rainbow Shield participant seats

Special Events

- Opportunity to host and make remarks at selected Modern Military special event
- Opportunity to host a webinar on issue areas important to Modern Military's community
- Invitation to walk in Capital Pride Parade with Modern Military (8 participants)
- Invitation to share collateral materials at Modern Military's Capital Pride Festival table

Hometown Hero and Shining Star

- Sponsorship of Hometown Heroes and/or Shining Stars (3)

Other

- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 20% discount in Modern Military shop
- First right of refusal (sponsorship must be renewed and in place by July 31st)



\$80,000 SPONSORSHIP



VANGUARD **NATIONAL GALA**

Tickets

- 8 tickets to attend the National Gala, VIP reception, and after-party

Recognition

- Opportunity to include a promotional item in the gala gift bags
- Opportunity to share information at gala tables
- Invitation to present a speaker or award at the gala
- 15-second video at gala or inclusion within Modern Military's video
- Recognition as After Party sponsor
- Recognition by emcee at gala

Visibility

- Logo and full page visibility in Gala program
- Name and/or logo on print and digital gala media
- Logo on gala table tents and entrance signage



\$80,000 SPONSORSHIP

SENTINEL MARKETING & VISIBILITY

Modern Military Magazine

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

Modern Military Newsletter

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

Special Events

- Special event presenting rights (Event presented by)
- Logo on selected special event page (12 months)
- Logo on selected special event emails and social media posts
- Logo included on Pride t-shirts

Website

- Clickable logo on partnership page (12 months)
- Logo on printable Modern Military coloring page
- Opportunity to write an Op-Ed or article on issue areas impacting the Modern Military community (1)

Social Media

- Logo on Facebook cover images (1)
- Sponsor appreciation recognition with post tags on Facebook, Instagram, and LinkedIn (3/each platform)

Other

- Logo on volunteer-t-shirts
- Mention in Modern Military's annual update video



\$60,000 SPONSORSHIP

SENTINEL

CORPORATE ENGAGEMENT

Rainbow Shield

- One Rainbow Shield training for up to 20 participants
- Underwriting for 10 Rainbow Shield participant seats

Special Events

- Opportunity to host and make remarks at selected Modern Military special event
- Invitation to walk in Capital Pride Parade with Modern Military (6 participants)
- Invitation to share collateral materials at Modern Military's Capital Pride Festival table

Hometown Hero and Shining Star

- Sponsorship of Hometown Heroes and/or Shining Stars (3)

Other

- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 20% discount in Modern Military shop
- First right of refusal (sponsorship must be renewed and in place by July 31st)

NATIONAL GALA

Tickets

- 6 tickets to attend the National Gala, VIP reception, and after-party

Recognition

- Opportunity to include a promotional item in the gala gift bags
- Invitation to present a speaker or award at the gala
- 15-second video at gala or inclusion within Modern Military's video
- Recognition as Awards Ceremony sponsor
- Recognition by emcee at gala

Visibility

- Logo and half page visibility in Gala program
- Clickable logo on Gala page
- Logo on gala table tents and entrance signage



\$60,000 SPONSORSHIP

CITADEL

MARKETING & VISIBILITY

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)

Special Events

- Selected special event sponsorship (Event sponsored by)
- Logo on the selected special event page
- Logo on selected special event emails and social media posts
- Logo included on Pride t-shirts

Website

- Clickable logo on partnership page (12 months)
- Logo on selected special event page (12 months)
- Logo on printable Modern Military coloring page

Social Media

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

Other

- Logo on volunteer-t-shirts
- Mention in Modern Military's annual update video



\$40,000 SPONSORSHIP

CITADEL

CORPORATE ENGAGEMENT

Rainbow Shield

- One Rainbow Shield training for up to 15 participants
- Underwriting for 5 Rainbow Shield participant seats

Special Events

- Opportunity to host and make remarks at selected Modern Military special event
- Invitation to walk in Capital Pride Parade with Modern Military (4 participants)

Other

- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 15% discount in Modern Military shop

NATIONAL GALA

Tickets

- 6 tickets to attend the National Gala, VIP reception, and after-party

Recognition

- Opportunity to include a promotional item in the gala gift bags
- Recognition by emcee at gala

Visibility

- Logo and quarter page visibility in Gala program
- Clickable logo on Gala page
- Logo on entrance signage



\$40,000 SPONSORSHIP



SOLIDARITY365

MARKETING & VISIBILITY

Modern Military Magazine

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

Modern Military Newsletter

- Name within Modern Military Weekend Briefing (4)

Program

- Logo on selected program webpage (12 months)

Website

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

Social Media

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

Email Communications

- Logo on selected program emails

Other

- Logo on selected program collateral (12 months)



\$20,000 SPONSORSHIP

SOLIDARITY365

CORPORATE ENGAGEMENT

Rainbow Shield

- One Rainbow Shield training for up to 10 participants

Special Events

- Invitation to walk in Capital Pride Parade with Modern Military (2 participants)

Other

- Invitation to attend advocacy days, webinars, and other networking events
- Invitation for employees to participate in volunteer activities
- 15% discount in Modern Military shop

NATIONAL GALA

Tickets

- 4 tickets to attend the National Gala, VIP reception, and after-party

Visibility

- Name in Gala program
- Name on Gala page
- Name on entrance signage



\$20,000 SPONSORSHIP

PRIDE SUSTAINER MARKETING & VISIBILITY

Modern Military Magazine

- Magazine recognition - tower / standard (2)

Modern Military Newsletter

- Name within Modern Military Weekend Briefing (4)

World Pride

- Name included on Pride t-shirts
- Invitation to walk in Capital Pride Parade with Modern Military (2 participants)
- Invitation to attend World Pride events hosted by Modern Military
- Clickable logo on Pride special event page (12 months)
- Name included on World Pride emails and social media posts

Website

- Name on partnership page (12 months)

Social Media

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

CORPORATE ENGAGEMENT

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

NATIONAL GALA

Tickets

- 2 tickets to attend the National Gala, VIP reception, and after-party

Visibility

- Name in Gala program
- Name on Gala page
- Name on entrance signage



\$8,500 SPONSORSHIP

UNITY SUSTAINER

MARKETING & VISIBILITY

Modern Military Magazine

- Magazine recognition - tower / standard (2)

Modern Military Newsletter

- Name within Modern Military Weekend Briefing (4)

Special Events

- Name included on Pride t-shirts
- Logo on selected season special event page
- Name on selected season emails and social media posts

Website

- Name on partnership page (12 months)

Social Media

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

CORPORATE ENGAGEMENT

Special Events

- Invitation to attend selected season Modern Military special events

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

NATIONAL GALA

Tickets

- 2 tickets to attend the National Gala, VIP reception, and after-party

Visibility

- Name in Gala program
- Name on Gala page



\$5,000 SPONSORSHIP

PROGRAM ALLY

MARKETING & VISIBILITY

Modern Military Newsletter

- Name within Modern Military Weekend Briefing (2)

Website

- Name on partnership page (12 months)
- Name on selected program webpage (12 months)

Social Media

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

Email Communications

- Name on selected program emails

Other

- Name on select program collateral (12 months)

CORPORATE ENGAGEMENT

Other

- Rainbow Shield training for 2 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



\$2,000 SPONSORSHIP

SECURE YOUR SPONSORSHIP

- Champion (\$100,000): 1 available**
- Vanguard (\$80,000): 1 available**
- Sentinel (\$60,000): 2 available**
- Citadel (\$40,000): 2 available**
- Solidarity365 (\$20,000): 4 available/annual**
- Pride Sustainer (\$8,500): 3 available/summer**
- Unity Sustainer (\$5,000): 9 available, 3/season**
- Program Ally (2,000): 12 available, 3/program**

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 for ACH routing information.



Notify rachel@modernmilitary.org with your sponsorship details.