



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.

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.

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 for ACH routing information.



Notify rachel@modernmilitary.org with your sponsorship details.