

NAVY ADAPTIVE SPORTS ROAD TO THE WARRIOR GAMES

2024 Sponsorship Proposal

navywoundedwarrior.com



Team Navy on the Road to the Warrior Games

Welcome! Thank you for taking the time to consider partnering with Navy Wounded Warrior (NWW) and supporting the 2024 Navy Team. In preparation for the Department of Defense (DoD) Warrior Games, our athletes will participate in a number of camps and team trials designed to introduce and teach adaptive sports to seriously wounded, ill or injured Sailors and Coast Guardsmen enrolled in NWW.

Our sponsors can expect that 100% of their support, whether cash or in-kind, will be used to enhance NWW's services and offerings for wounded warriors enrolled in the program.

About the Warrior Games

The 2024 Department of Defense (DoD) Warrior Games will take place at ESPN Wide World of Sports at Disneyworld in Orlando, Fla. in June 2024. More than 250 wounded, ill and injured service members and veterans representing teams from the U.S. Army, Marine Corps, Navy, Air Force, Coast Guard and U.S. Special Operations Command (SOCOM) will participate in the competition.

Teams include active-duty service members and veterans with serious wounds, injuries and illnesses, both physical and psychological. They will compete in 11 sports: Archery, Cycling, Field, Powerlifting, Rowing, Shooting, Swimming, Sitting Volleyball, Track, Wheelchair Basketball and Wheelchair Rugby. All have been adapted to meet their needs and abilities.

First held in 2010, the Warrior Games serves to enhance the recovery and rehabilitation of wounded warriors by providing a sense of camaraderie as well as new sets of goals to work toward. The goal of the Warrior Games isn't to identify the most skilled athletes, but rather to demonstrate the incredible potential of wounded warriors through competitive sports. The focus on recovery through adaptive sports gives competitors from all service branches across the U.S. military an opportunity to compete with fellow warriors and support each other through their recovery journeys.

For more information on the 2024 Warrior Games, visit <https://www.dodwarriorgames.com/>

Team Navy on the Road to the Warrior Games

DRAFT: Navy Wounded Warrior 2024 Adaptive Sports Calendar

Month/Dates	Event Name	Location	Sports
January 15 – 22	Adaptive Sports Introductory Camp	NBVC, Pt. Hueneme, CA	Archery, cycling, rowing, shooting, track, sitting volleyball, wheelchair basketball, wheelchair rugby
February 20 – March 5	Team Navy Trials	Joint Base Pearl Harbor-Hickam, Honolulu, Hawaii	Archery, cycling, field, rowing, powerlifting, shooting, swimming, track, sitting volleyball, wheelchair basketball, wheelchair rugby
April 21 – 29	Navy Team Camp	NBVC, Pt. Hueneme, CA	Archery, cycling, field, rowing, powerlifting, shooting, swimming, track, sitting volleyball, wheelchair basketball, wheelchair rugby
April 29 – May 2	Team Navy Camp	NBVC, Pt. Hueneme, CA	Sitting volleyball, wheelchair basketball, wheelchair rugby
June 22 – 30	DoD Warrior Games	ESPN Wide World of Sports, Disney World, Orlando, FL	TBD

All in-person camps are subject to DoD Travel Restrictions. In-person camps are still subject to approval by locations.

**** Sponsorship deliverables and event dates are subject to change.***

Navy Wounded Warrior Team Navy Partnership Opportunities

Platinum Sponsor: \$35,000 (Promotional time period: January - June 2024)

Web

- **Exclusive to PLATINUM Level:** Sponsor's logo will be included on the Team Navy internal website promotion displayed on Navy MWR's global enterprise network of 81 websites and 46 mobile applications in prominent top banner location. The sites garner more than 3 million ad impressions per month. For a complete list of websites, visit www.navymwr.org.
- Sponsor's logo with click-through link will be displayed on the Navy Wounded Warrior website (www.navywoundedwarrior.com) recognizing sponsor as an official partner of Team Navy.

Apparel

- **Exclusive to PLATINUM Level:** Sponsor's logo will be displayed on Team Navy Warrior Games T-shirts. Approximately 150 shirts will be worn by wounded-warrior athletes, caregivers and staff.
- Sponsor's logo will be displayed on Team Navy Trials T-shirts. Approximately 150 shirts will be worn by wounded warrior athletes, caregivers and staff.
- Sponsor's logo will be displayed on one Team Navy training camp T-shirt design.

Navy Wounded Warrior Team Navy Partnership Opportunities

Platinum Sponsor: \$35,000 (Promotional time period: January - June 2024)

Brand Inclusion

- **Exclusive to PLATINUM Level:** Sponsor's logo will be included on vehicle decals displayed on all wounded warrior athlete passenger vans. The vehicles will be used throughout the trials and training camps prior to the Warrior Games and will serve as the primary mode of transportation.
- **Exclusive to PLATINUM Level:** Sponsor will have exclusive use of the back cover in the Warrior Games Team Navy Bio Booklet (full color, 4"x6" spiral bound) for their pre-approved promotional message. Booklets will be available to Warrior Games attendees, athletes and caregivers, staff and DoD leadership.
- Logo inclusion on Team Navy marketing collaterals placed at each host site for adaptive sports camps, Team Navy Trials, and Team Navy training camp in high-traffic areas (print, digital signs, websites, social media).

Navy Wounded Warrior Team Navy Partnership Opportunities

Platinum Sponsor: \$35,000 (Promotional time period: January - June 2024)

Social Media

- Sponsor's logo will be included in a 15-second motion graphic produced for social media highlighting Team Navy on their road to the Warrior Games.
- Sponsor will be included on the Navy Wounded Warrior Facebook page cover photo.
- Sponsor will be tagged in 10 social media posts on the Navy Wounded Warrior Facebook page. One of the tagged social media posts will be shared on the Navy FFR Facebook page.
- Sponsor will be tagged in 10 social media posts on the Navy Wounded Warrior Instagram page.
- One sponsor-produced 15-30 second video post, using a script pre-approved by Navy Wounded Warrior, will be shared on the Navy Wounded Warrior Facebook and Instagram pages in the weeks before Warrior Games. The video should support Team Navy on their road to the 2024 Warrior Games. Navy Wounded Warrior will provide sample scripts. Video participants can include sponsor's team members and/or leadership.

Navy Wounded Warrior Team Navy Partnership Opportunities

Gold Sponsor: \$25,000 (Promotional time period: January - June 2024)

Web

- Sponsor's logo with click-through link will be displayed on the Navy Wounded Warrior website (www.navywoundedwarrior.com) recognizing sponsor as an official partner of Team Navy.

Apparel

- Sponsor's logo will be displayed on Team Navy Trials T-shirts. Approximately 150 shirts will be worn by wounded warrior athletes, caregivers and staff.
- Sponsor's logo will be displayed on one Team Navy training camp T-shirt design.

Brand Inclusion

- Logo inclusion on Team Navy marketing collaterals placed at each host site for adaptive sports camps, Team Navy Trials, and Team Navy training camp in high-traffic areas (print, digital signs, websites, social media).

Navy Wounded Warrior Team Navy Partnership Opportunities

Gold Sponsor: \$25,000 (Promotional time period: January - June 2024)

Social Media

- Sponsor's logo will be included in a 15-second motion graphic produced for social media highlighting Team Navy on their road to the DoD Warrior Games.
- Sponsor will be included on the Navy Wounded Warrior Facebook page cover photo.
- Sponsor will be tagged in 7 social media posts on the Navy Wounded Warrior Facebook page. One of the tagged social media posts will be shared on the Navy FFR Facebook page.
- Sponsor will be tagged in 7 social media posts on the Navy Wounded Warrior Instagram page.
- One sponsor-produced 15-30 second video post, using a script pre-approved by Navy Wounded Warrior, will be shared on the Navy Wounded Warrior Facebook and Instagram pages. The video should support Team Navy on their road to the 2024 DoD Warrior Games. Navy Wounded Warrior will provide sample scripts. Video participants can include sponsor's team members and/or leadership.

Navy Wounded Warrior Team Navy Partnership Opportunities

Silver Sponsor: \$15,000 (Promotional time period: January - June 2024)

Web

- Sponsor's logo with click-through link will be displayed on the Navy Wounded Warrior website (www.navywoundedwarrior.com) recognizing sponsor as an official partner of Team Navy.

Apparel

- Sponsor's logo will be displayed on Team Navy Trials T-shirts. Approximately 150 shirts will be worn by wounded warrior athletes, caregivers and staff.

Brand Inclusion

- Logo inclusion on Team Navy marketing collaterals placed at each host site for adaptive sports camps, Team Navy Trials, and Team Navy training camp in high-traffic areas (print, digital signs, websites, social media).

Social Media

- Sponsor will be tagged in 5 social media posts on the Navy Wounded Warrior Facebook and Instagram pages.



Make an **IMPACT** on the **LIVES**
of **WOUNDED WARRIORS.**

For more information regarding sponsorship and advertising opportunities,
please contact Shannon Leonard at [202-271-5552](tel:202-271-5552) or shannon.d.revelle.naf@us.navy.mil.

