

PRESENTED BY THE UNITED WAR VETERANS COUNCIL

Our Vietnam Veterans Day commemoration (Saturday, March 25, 2017) salutes those who served and sacrificed in Vietnam and honors their legacy by connecting veterans of all eras with vital services and resources. Our event attracts over 500 attendees; 25,000 copies of our Newspaper Insert are printed and distributed via Downtown Express. Learn more at uwvc.org/vietnam, or contact Kelly Bryan at 646.233.0853 or kbryan@uwvc.org.

\$2,500 Level

- 1 Deluxe Exhibit table
- Logo/Name on print materials, event signage and screens (Top Tier)
- Half page ad in Newspaper Insert
- Logo/Name on event webpage header and on sponsor list (w/ link)
- Acknowledgement in UWVC Online Newsletter and Social Media
- Acknowledgement by MC
- Certificate of Appreciation

\$1,000 Level

- 1 Exhibit table
- Logo/Name on print materials, event signage and screens (2nd Tier)
- Quarter Page ad in Newspaper Insert
- Logo/Name on event webpage header and on sponsor list (w/ link)
- Acknowledgement in UWVC Online Newsletter and Social Media
- Acknowledgement by MC
- Certificate of Appreciation

\$500 Level

- 1 Exhibit table
- Name on print materials, event signage and screens (3rd Tier)
- Eighth page ad in Newspaper Insert
- Name on event webpage sponsor list
- Acknowledgement in UWVC Online Newsletter and Social Media
- Certificate of Appreciation

\$250 Level

- 1 Exhibit table
- 1/16 Page ad in Newspaper Insert
- Name on event webpage sponsor list
- Acknowledgement via UWVC Social Media
- Certificate of Appreciation

EVENT OVERVIEW - SATURDAY, MARCH 25, 2017

NAME READING: Volunteers read the names of the 1,741 New Yorkers who lost their lives in the Vietnam War, as well as those who died in Iraq, Afghanistan and other post-9/11 operations. *At the Church of Our Lady of the Rosary, 9:00 - 11:00am.*

WREATH LAYING: Wreath laying at the Vietnam Veterans Memorial wall, with tribute to Gold Star Families. Featuring guest speakers, rifle salute and Taps. *At Vietnam Veterans Plaza; 11:30am ~ 12:30pm.*

VETERANS RESOURCE EXPO: Serving veterans of all eras; join a select group of approximately 25 veterans groups, service providers and employers. *At 55 Water Street; 12:30 ~ 4:00pm.*

\$150 Community Provider Package

For non-profit organizations with an annual budget of less than \$250K.

- 1/2 Exhibit table
- 1/16 Page ad in Newspaper Insert

NEWSPAPER INSERT PAGES

- 1/16 page \$120
- 1/8 page \$200
- 1/4 pg \$375
- 1/2 page \$650
- Full page \$1,200

Dimensions, delivery formats and other specs are available online at: uwvc.org/vietnam

EXHIBIT TABLES

- Half table \$75
- Full table \$150

Includes listing on website

COMPONENT DETAILS

NEWSPAPER INSERT: Placed in the March 23 issue of Downtown Express, which is also featured as a NY Daily News insert! (25,000 copies distributed!)

POSTER/FLYER: Distributed throughout NYC and online. The poster will be updated several times prior to the event.

LOGO/NAME: Displayed on screens and signs at the event.

EXHIBIT TABLE: On event floor; Full and half (shared) tables available. Chairs and tablecloth provided.

UWVC NEWSLETTER: Sent out monthly to UWVC supporters and volunteers.

EVENT WEBPAGE: The official 2017 Vietnam Veterans Day webpage at uwvc.org/vietnam

CONTRIBUTE ONLINE!

Packages and ads up to \$1,200 may be purchased via credit card or Paypal at: uwvc.org/vietnam.

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Packages can be customized to meet your needs; Please contact Kelly Bryan at 646.233.0853 or kbryan@uwvc.org to learn more!

DEADLINES: Newspaper Insert Pages are due 3/18, Tables are available on a first come, first serve basis.