

**2023 New Jersey  
Department Convention  
Sponsorship & Advertising Opportunities**



**VFW State Headquarters**  
171 Jersey St Bldg. 5 2<sup>nd</sup> Floor  
Trenton NJ 08611



**Our Mission:** To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military, and our communities. To advocate on behalf of all veterans.

**Our Vision:** Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

**Our Core Values:**

- Always put the interests of our members first
- Treat donors as partners in our cause
- Promote patriotism
- Honor military service
- Ensure the care of veterans and their families
- Serve our communities
- Promote a positive image of the VFW
- Respect the diversity of veteran opinions

**Our Purpose:** Established in 1899, the Veterans of Foreign Wars is the longest-lasting and largest combat veterans organization that supports millions of service members and their families – entirely for free.

Today, membership stands at more than **1.5 million members of the VFW**. However, the VFW's reach extends far beyond its membership, auxiliary members and family members. The VFW highlights those veterans who are actively involved in their communities helping others through the **#StillServing** social media campaign which is a way to showcase and honor their ongoing commitment.

# VFW STATE CONVENTION

The annual VFW State Convention has many opportunities to engage members through sponsorship, advertising, and exhibitions. The VFW is a respected organization where many government and corporate leaders have come to speak before our attendees.

The VFW looks forward to hosting your organization at the State Convention.

<b>Convention Sponsorship/Vendor Opportunities</b>	<b>Eyes of Freedom \$3,500</b>	<b>Patriotic \$2,000</b>	<b>Freedom \$1,000</b>	<b>Hero \$750</b>	<b>Vendor \$400</b>	<b>Ad \$200</b>
<b>Sponsor of Opening Session</b>	x					
<b>5 min address to Opening Session attendees</b>	x	x				
<b>60 second ad at opening session</b>	x	x	x			
<b>Prime table placement</b>	30'	20'	10'	10'	10'	
<b>Registration bags insert</b>	x	x	x	x	Addt'l \$100	
<b>Back cover ad</b>	x					
<b>Inside front cover ad</b>		x				
<b>Inside back cover ad</b>			x			
<b>Full page ad</b>				x	x	x
<b>VFW social media post</b>	x	x	x			
<b>Banner</b>	8 x 10	6 x 10	5 x 10	4 x 10		
<b>Company logo on signage</b>	x	x	x			
<b>Dinner (2) with State &amp; National Officers</b>	x					
<b>Company logo at the display</b>	x					

# CONVENTION PROGRAM ADS

**DEADLINE: MAY 5, 2023**

- For full page: 8 ½” x 11”
- For half page: 7 ½” x 4 ¾”
- Resolution: Min. of 300dpi
- Colors: 4-color process only. **No spot colors**
- Accepted Format: PDF optimized for print. **No Word documents will be accepted.**

# COMPANY LOGO REQUIREMENTS

**DEADLINE: MAY 5, 2023**

Please submit a color company logo in Illustrator vector format. Logo must be at least 8” x 8” at 300 dpi.

# VIDEO REQUIREMENTS

**DEADLINE: MAY 5, 2023**

- Videos should be mp4 format in the highest quality available
- 30-60 seconds in length
- Dimensions: 1920 x 1080

Please contact us for further information. We look forward to your participation.