

2025 National Veterans Parade Sponsorship Opportunities

Grand Marshal Legacy Sponsor | \$125,000.00

- Parade Title Sponsorship
- 11/7/25 10 Seat Table for Reagan Center Grand Marshall and his notable guests including a VIP reception prior to dinner
- 11/7/25 10 Seat Table Sponsor and invited guests premium placement including a VIP reception prior to dinner
- 11/9/25 20 VIP Parade Tent Seating at Reviewing Stand Parade Sponsorship featured on the following
- Massive Million+ Social Media Exposure
- Minimum 25 Media Mentions, radio, tv interviews, podcasts Featured full page Parade Program of weekend events
- Logo on all Social Media Posts with Title Sponsor
- 20 total 8ft banners prominent on Parade Route and Reviewing Stand
- Your Logo visible on Video Simulcast transparency
- Logo on all Parade Apparel as sponsor
- Parade Float with your company logo and messaging, with option of celebrity/notable Veteran riding along
- Public Address Announcer mentions throughout
- Opening Ceremonies Speaker Option/Speaking opportunity at Grand Marshall Dinner for 450 guests

2 Medal of Honor Sponsor | \$50,000.00

- 11/7/25 10 Seat Table Sponsor and invited guests including a VIP reception prior to dinner
- 11/9/25 10 VIP Parade Tent Seating at Reviewing Stand
- Parade Sponsorship featured on the following
- Massive Million+ Social Media Exposure
- Parade Program half page ad
- Minimum 10 Media Mentions, radio, tv interviews, podcasts
- Logo on all Social Media Posts
- Secondary Logo on all Parade Apparel as sponsor
- 10 total 8ft banners prominent on Parade Route and Reviewing Stand
- Parade Float with your company logo and messaging, with option of celebrity/notable Veteran riding along
- Public Address Announcer mentions throughout

4 Bronze Star Sponsor | \$25,000.00

- 11/7/25 10 Seat Table Sponsor and invited guests Preferred seating including a VIP reception prior to dinner
- 11/9/25 10 VIP Parade Tent Seating at Reviewing Stand
- Parade Sponsorship featured on the following
- Massive Million+ Social Media Exposure
- Parade Program ad listing
- Minimum 10 Media Mentions, radio, tv interviews, podcasts
- Logo on all Social Media Posts with Title Sponsor
- 6 total 8ft banners prominent on Parade Route and Reviewing Stand
- Secondary Logo on all Parade Apparel as sponsor
- Parade Banner for your organization or representatives to march on Parade Route
- Public Address Announcer mentions throughout

2025 National Veterans Parade Fact Sheet

- Purpose: The first and only National Parade to honor the Men & Women who have served. Our third annual Parade, will kick off the National Celebration of our Nation's 250th Anniversary
- Sunday, Nov 9th, 2025 100K expected attendance from National Archives to the White House on Constitution Avenue
- Opening Ceremonies starting at 11:00 am at National Archives with featured performers, notable guests and speakers
- Simulcast on Social Media, local TV network coverage, cable news coverage
- Participants include branches of service marching bands, university and high school marching bands, Veteran Service Organizations, Veterans Groups, Floats, historic military vehicles, members of the military, notable veteran guests and celebrities, Grand Marshall March and much more!



Learn More: nationalveteransparade.org