

SPONSORSHIP OPPORTUNITIES

for the

NATIONAL VETERANS PARADE & 5K WALK/RUN



Sunday, November 8, 2026
8:00am



Sunday, November 8, 2026
12:00pm

202-674-8490

[e] info@nationalveteransparade.org

[w] nationalveteransparade.org

MAIL CHECKS TO:

National Veterans Parade Foundation
1101 Connecticut Ave, NW, Suite 450
Washington, D.C. 20036



501c3 #92-2400150



NATIONAL VETERANS PARADE & 5K

HONOR. REMEMBER. UNITE.

The National Veterans Parade Foundation, founded in 2023, brings together Veterans, Veteran Service Organizations, Gold Star Families, active-duty service members, and the community to honor the men and women who have served and sacrificed for our nation.

Each year, thousands gather in Washington, D.C. for a patriotic parade and this year's inaugural 5K race that celebrates service, strengthens community, and highlights veteran workforce and leadership initiatives. Our Veterans Parade spectators attend as a right of passage and thanks as a representation of their ancestors who have served, as well as a thank you to all who have, and will serve our Country.

We invite your organization to join us as a corporate partner in this nationally visible and mission-driven event.



Parade Grand Marshal Robert Kiyosaki, is a U.S. Marine Corps veteran, entrepreneur, and globally recognized financial educator. A graduate of the United States Merchant Marine Academy, he served as a helicopter gunship pilot in the United States Marine Corps. After his military service, he built a successful business career and became best known as the author of *Rich Dad Poor Dad*, one of the most influential personal finance books of all time. Through his companies and speaking, Kiyosaki has dedicated his work to promoting financial literacy, entrepreneurship, and wealth-building strategies for individuals seeking financial independence.



WHY PARTNER WITH US

As a Non Profit 501 c3, we accept no Federal Funding, and as such, we are able to work closely with corporate partners with no government restrictions to develop customized sponsorships.

These highly visible and impactful partnerships create meaningful brand alignment. With 8.5 Million unique visitors on last year's Fox Sports NFL Pre-Game coverage, our on line simulcast, and our expected National Network live coverage, the 8:00 am to 4:00pm Sunday coverage offers content to viewers in an impactful way.

National Visibility

Engage with a broad, non-partisan, and influential audience, including:

- Military leaders and families • Federal and government stakeholders
- Corporate and community leaders • Patriotic consumers and supporters

Veteran Workforce & Leadership

Align your brand with initiatives that support:

- Veteran hiring and career transition • Leadership development
- Entrepreneurship and innovation

Employee Engagement

Create meaningful opportunities for your team through:

- Corporate race teams • Volunteerism
- Veteran engagement • Custom Corporate Messaging Video

Demonstrate your commitment to service, community, and national unity.



PREMIER SPONSORSHIP OPPORTUNITIES

★ **Title Sponsor** Investment: \$100,000

- Naming rights to Parade & 5K
- Customized parade float with up to 8 seating
- Prominent logo on all marketing and media
- Program Recognition, Full Page Ad, Web Site, Social Media, Press Release, Media Interviews & mentions throughout
- Parade and 5K Route Banners
- Parade and 5K apparel branding
- Start and finish line branding
- Parade reviewing stand recognition and branding
- Speaking opportunity at Parade Opening ceremony
- Corporate race team
- VIP Tent Seating at Reviewing Stand
- Year-round partnership visibility



≡ **Presenting Sponsor** Investment: \$50,000

- Customized parade float with up to 8 seating (Corporate or Veterans Service Organization Theme)
- Prominent logo on all marketing and media
- Parade and 5K Route Banners
- Parade and 5K apparel branding
- Parade reviewing stand recognition and branding
- Speaking opportunity at Parade Opening ceremony
- Corporate race team
- VIP Tent Seating at Reviewing Stand
- Year-round partnership visibility



EXPERIENCE & IMPACT SPONSORSHIPS

★ Gold Star Family Sponsor

Investment: \$25,000

- Sponsorship of Gold Star Mother's Float, along with your Corporate Branding
- Media and Parade Program ad, as well as Parade recognition reviewing stand announcements
- Support recognition and travel for Gold Star Families and honor their sacrifice.



☰ Fallen Hero Tribute Sponsor

Investment: \$15,000

- Sponsor a Veteran Service Organization that benefits recovering wounded service members.
- Support mental health and wellness initiatives for Veterans and their families.
- Parade Program Ad and Web Site Listing



★ Veteran Wellness Sponsor

Investment: \$10,000

- Sponsor a Veteran Service Organization that benefits recovering wounded service members.
- Support mental health and wellness initiatives for Veterans and their families.
- Parade Program Ad and Web Site Listing

continued...



EXPERIENCE & IMPACT SPONSORSHIPS

Military Family Zone Sponsor Investment: \$5,000

- Sponsor Veteran and Active Duty Organization such as Blue Star Families
- Provide family-focused activities and support services. Our Blue Star Families scheduled to be represented honor those who have Sons and Daughters currently serving.
- Parade Program Ad and Web Site Listing

CUSTOM PARTNERSHIPS

Customized Sponsorship that fits your corporate goals and budget

The National Veterans Parade recognizes that sponsorship goals, budgets, and priorities vary from individual to individual and organization to organization. We are proud to work collaboratively with our partners to design meaningful sponsorship opportunities that align with your brand, values, and desired level of engagement. The following benefits can be combined to create a customized partnership that honors those who have served while maximizing your organization's visibility and impact.

- Veteran Roundtable Event with Business Community Veterans who seek to mentor their fellow Veterans
- Grand Marshal Reception on Saturday, November 7th, 2026 with Sponsorship designation
- National Field Show for Bands on Saturday, November 7th, 2026 with Sponsorship designation
- Parade Banners on the Parade Route
- Sponsoring a marching band in the Parade
- Sponsoring a Veteran Service Group with Parade Float
- Sponsoring pageant contestant's Parade vehicle
- Select items from any of the Sponsor Categories above



5K RACE SPONSORSHIPS

These opportunities provide strong brand visibility and employee engagement:

-  **Start/Finish Line Sponsor** Investment: \$10,000
-  **Post Race Village Sponsor** Investment: \$10,000
-  **Medal and Ceremony Sponsor** Investment: \$5,000
-  **Race Bib Sponsor** Investment: \$5,000
-  **Hydration Sponsor** Investment: \$2,500
-  **Timing & Results Sponsor** Investment: \$2,500



For a no-obligation discussion, or to have a proposal written specifically to fit your Corporate goals and budget, please contact us.





VETERANS PARADE

WASHINGTON, D.C.

Sunday, November 8, 2026
8:00am

Sunday, November 8, 2026
12:00pm

202-674-8490

[e] info@nationalveteransparade.org

[w] nationalveteransparade.org

MAIL CHECKS TO:

National Veterans Parade Foundation
1101 Connecticut Ave, NW, Suite 450
Washington, D.C. 20036

501c3 #92-2400150

