

DEPARTMENT OF DEFENSE WARRIOR GAMES

Army • Marine Corps • Navy • Air Force • Space Force • SOCOM



SERVICE TO THE NATION

Vision

The Warrior Games serve as ***a celebration of achievement, inclusion, recovery, and respect*** for our wounded Warriors, their families, and their caregivers. An ***enduring structure and standards are established*** for the United States Army to support the DoD Warrior Games and Invictus Games.

Mission

The 2024 Department of Defense Warrior Games will leverage the power of sport and inter-Service competition during ***a safe, world-class experience*** that honors the wounded warriors of the United States Armed Forces.

About the Warrior Games

The Department of Defense (DoD) Warrior Games was created in 2010 to leverage Paralympic-style sports as a means to aid the recovery process of wounded, ill, and injured service members and veterans.

The Warrior Games showcase the resilient spirit of these athletes – all of whom have made sacrifices in service to the nation. Athletes compete from all branches of the United States Military and from the nations of our allies and partners. These military adaptive sports build strength, endurance, and camaraderie. The athletes are inspirational, demonstrating that they can overcome obstacles and achieve greatness.

The United States Army will host the 2024 DoD Warrior Games from June 21-30, 2024, returning to ESPN Wide World of Sports Complex at Walt Disney World Resort near Orlando, Florida. The Warrior Games will deliver a world-class experience that is focused on the athletes, competition, and recovery.

The 2024 Department of Defense Warrior Games will leverage the power of sport and inter-Service competition during **a safe, world-class experience** that honors the wounded warriors of the United States Armed Forces.



Sports Competition

- **ESPN Wide World of Sports:**
Hub of the Warrior Games & Location of majority Sporting Events
- Greater Orlando area: Swimming, Precision Air Sports (Shooting)
- Five DoD Service Teams, plus International Teams

Shaping Operations

- Competition Begins: 21 June
- Opening Ceremony: 22 June
- Medal Ceremonies: Senior Leaders & DVs Present Throughout Competition
- Entertainment and Immersive Experiences
- Closing Ceremony: 30 June



One Purpose

**ESPN Wide World of Sports
Walt Disney World Resort
Kissimmee, Florida
June 21-30, 2024**

Stakeholders

The Athletes



DoD & Services



DoD Warrior Care Programs



Planning & Execution



2024 Warrior Games Corporate Sponsorship Packages

Platinum Sponsor

\$2 Million (limited to 3)

Pre-event opportunities:

- Platinum logo placement (and company hyperlink) with 60-second video of CEO support message on Warrior Games website (DoDWarriorGames.com).
- Sponsor may display Warrior Games information on the company's website and internal company publications (use of likeness), including lock-up logo (Subject to DoD approval of content).
- Organic content posts (w/tag) on official Warrior Games social media channels (Facebook, Instagram, Twitter); includes up to four (4) posts leading up to the start of the Warrior Games. (Content & scheduling subject to approval)
- Platinum level recognition in Warrior Games press release that acknowledges all sponsors of the event.

During the event opportunities:

- One-minute live address from CEO/executive at Opening and Closing Ceremony. Potential additional engagement opportunities **may** be available during Opening and Closing Ceremony.
- Two-minute live address from CEO/executive at start of one (1) team sport championship game.
- Recognition as a "Platinum sponsor" of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing ceremonies. (Video produced internally by the DoD)
- Platinum Sponsor logo placement on digital screens located at sporting event venues acknowledging sponsors of the DoD Warrior Games.
- Verbal recognition in live announcements during competition sports. (sports TBD)
- Platinum level logo exposure included on step and repeat banners located at key common areas, and logo included on "Thank You" sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- Logo included on signage used at on-site and off-site sport competitions, i.e. Boundary toberlones, directional signage, and venue signs. (Potential for "added value" additional logo exposure on other key event signage at discretion of the DoD signage plan)
- Company on-site booth activation and display space at "sponsor row" exposition during competition days, with additional static display at off-site sports competitions, and opportunity for activation/display during athlete arrival times for swag distribution. (timeframes and locations TBD)
- Opportunity to provide "welcome letter" from CEO at athlete arrival.
- Airing of SPONSOR-produced 60-second educational public service announcement video that includes closed captions on video screens prior to the Opening and Closing Ceremonies and on video screens at sporting competitions.
- Organic content posts (w/tag) on official Warrior Games social media channels (Facebook, Instagram, Twitter); includes up to three (3) posts during the Warrior Games. (Content & scheduling subject to approval)
- Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.

Hospitality:

- Opportunity to provide assistance with handing out medals for select sporting competitions (up to 10 medal presentations).
- Up to 12 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremony, & 10 VIP parking passes.

*Broadcast livestreaming capabilities under consideration (TBD). On-site sponsor signage and other verbal recognition viewed by a television audience provides substantial added value.

Gold Sponsor \$1 Million

Pre-event opportunities:

- Gold logo placement (and company hyperlink) with 60-second video of CEO support message on Warrior Games website (DoDWarriorGames.com).
- Organic content posts (w/tag) on official Warrior Games social media channels (Facebook, Instagram, Twitter); includes up to two (2) posts leading up to the start of the Warrior Games. (Content & scheduling subject to approval)
- Recognition in Warrior Games press release that acknowledges all sponsors of the event.

During the event opportunities:

- Two-minute live address from CEO at start of (1) team sport championship game.
- Recognition as a “Gold Sponsor” of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing Ceremony. (Video produced internally by the DoD)
- Gold Sponsor logo placement on digital screens located at sporting event venues acknowledging sponsors of the DoD Warrior Games.
- Verbal recognition in live announcements during competition sports. (sports TBD)
- Logo included on “Thank You” sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- Logo included on event signage used at on-site and off-site sport competitions, i.e. boundary toblorones, directional signage, and venue signs. (Potential for “added value” additional logo exposure on other key event signage at discretion of the DoD signage plan)
- Company on-site booth activation and display space at “sponsor row” exposition during competition days, with additional static display at off-site sports competitions, and opportunity for activation/display during athlete arrival times for swag distribution. (timeframes and locations TBD)
- Organic content posts (w/tag) on official Warrior Games social media channels (FB, Instagram, Twitter); (up to one (1) post during the games. (Content & scheduling subject to approval)
- Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.

Hospitality:

- Opportunity to provide assistance with handing out medals for select sporting competitions (up to 5 medal presentations).
- Up to 8 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremony, & 8 VIP parking passes.



*Broadcast livestreaming capabilities under consideration (TBD). On-site sponsor signage and other verbal recognition viewed by a television audience provides substantial added value.

Silver Sponsor \$500,000

Pre-event opportunities:

- Silver logo placement (and company hyperlink) on Warrior Games website (DoDWarriorGames.com).
- Organic content posts (w/tag) on official Warrior Games social media channels (Facebook, Instagram, Twitter); including one (1) post leading up to the start of the Warrior Games. (Content & scheduling subject to approval)
- Recognition in Warrior Games press release that acknowledges all sponsors of the event.

During the event opportunities:

- Recognition as a “Silver Sponsor” of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing Ceremony. (Video produced internally by the DoD)
- Silver Sponsor logo placement on digital screens located at sporting event venues acknowledging sponsors of the DoD Warrior Games.
- Verbal recognition in live announcements during sports competition. (sports TBD)
- Logo included on “Thank You” sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- Logo included on event signage used at on-site and off-site sport competitions, i.e. boundary toblorones, directional signage, and venue signs. (Potential for “added value” additional logo exposure on other key event signage at discretion of the DoD signage plan)
- Company on-site booth activation and display space at “sponsor row” exposition during competition days, with additional static display at off-site sports competitions (timeframes and locations TBD)
- Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.

Hospitality:

- Up to 6 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremony, & 6 VIP parking passes.



*Broadcast livestreaming capabilities under consideration (TBD). On-site sponsor signage and other verbal recognition viewed by a television audience provides substantial added value.

Bronze Sponsor \$100,000

Pre-event opportunities:

- Bronze logo placement (and company hyperlink) on Warrior Games website (DoDWarriorGames.com).
- Recognition in Warrior Games press release that acknowledges all sponsors of the event.

During the event opportunities:

- Recognition as a “Bronze Sponsor” of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing Ceremony. (Video produced internally by the DoD)
- Bronze Sponsor logo placement on digital screens located at sporting event venues acknowledging sponsors of the DoD Warrior Games.
- Logo included on “Thank You” sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- Logo included on event signage used at on-site and off-site sport competitions, i.e. boundary toblones, directional signage, and venue signs. (Potential for “added value” additional logo exposure on other key event signage at discretion of the DoD signage plan)
- Company on-site booth activation and display space at “sponsor row” exposition during competition days. (timeframes and locations TBD)
- Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.

Hospitality:

- Up to 4 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremony, & 4 VIP parking passes.



* Broadcast livestreaming capabilities under consideration (TBD). On-site sponsor signage and other verbal recognition viewed by a television audience provides substantial added value.

Supporting Sponsor \$50,000

Pre-event opportunities:

- Supporting level logo placement (and company hyperlink) on Warrior Games website (DoDWarriorGames.com).
- Recognition in Warrior Games press release that acknowledges all sponsors of the event.

During the event opportunities:

- Recognition as a “Supporting Sponsor” of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing Ceremony. (Video produced internally by the DoD)
- Logo included on “Thank You” sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- Company on-site booth activation and display space at “sponsor row” exposition during competition days.
- Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.

Hospitality:

- Up to 2 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremony, & 2 VIP parking passes.



On-site Sponsor Row \$25,000

During the event opportunities:

- Company on-site activation and display space at “sponsor row” exposition during competition days, June 21-30, 2024. (10 consecutive days)
- Logo recognition included on limited way-finding signage promoting sponsor row.



Non-Profit Sponsor \$10,000

(Must include not-for-profit tax status)

During the event opportunities:

- On-site activation and display space at “sponsor row” exposition during competition days, June 21-30, 2024. (10 consecutive days)
- Limited logo recognition included on way-finding signage promoting sponsor row.

Corporate Sponsorship Contacts

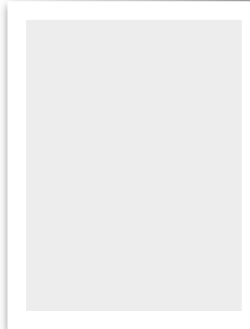
[New DWG Account Executive-TBD]

Account Executive

Commercial Sponsorship & Advertising

U.S. Army Installation Management Command

G9 Family & MWR Programs



Andrew J. Duffy

Program Coordinator

Commercial Sponsorship & Advertising

U.S. Army Installation Management Command

G9 Family & MWR Programs

andrew.j.duffy11.naf@army.mil



Commitments required by 19 APR 2024!



U.S. ARMY



No DoD or Federal Endorsement of Sponsors Intended

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