

# WARRIOR CARE MONTH

Show of Strength

*Partnership Package*



[navywoundedwarrior.com](http://navywoundedwarrior.com)





# Warrior Care Month

**About the Warrior Care Month:** Thank you for taking the time to consider partnering with Navy Wounded Warrior (NWW) and supporting the Department of Defense Warrior Care Month. Warrior Care Month is a national campaign across all of the Department of Defense. It was established in 2008, when former Secretary of Defense Robert F. Gates declared it would be “aimed at increasing awareness of programs and resources available to wounded, ill and injured service members, their families, and those who care for them.”

Every month is Warrior Care Month for Navy Wounded Warrior. The staff has provided tireless support to more than 10,000 seriously wounded, ill and injured service members and their families every single day. The program assists with non-medical care issues that arise, which allows service members to focus on their healing.

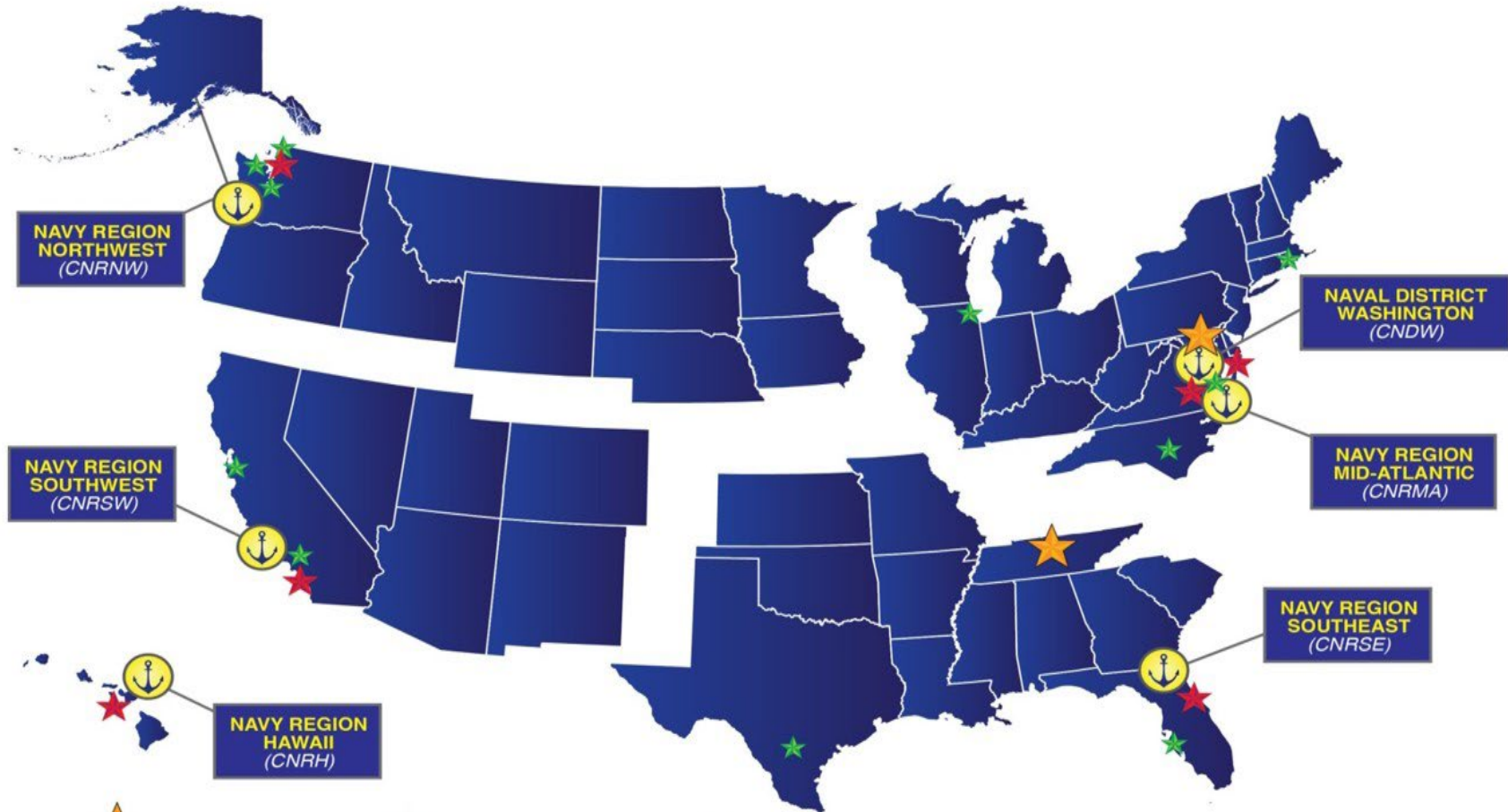
The national theme, “Show of Strength,” spotlights the tenacity of seriously wounded, ill, and injured Sailors and Coast Guardsmen during their road to recovery. Warrior Care Month also recognizes the essential support provided by the caregivers, family members and loved ones of wounded warriors, helping bring awareness to their commitment and unending contributions.

Our sponsors can expect 100% of their support, whether cash or in-kind, will help us execute and enhance our mission while directly serving wounded warriors in the U.S. Navy and U.S. Coast Guard.



Make an impact on the lives of wounded warriors, their families and caregivers.

# Navy Wounded Warrior Geographic Footprint



**★ CNIC HQ**  
Washington, DC  
Millington, TN

**★ Regional HQ**  
NCR (Bethesda, MD)  
Norfolk, VA  
Jacksonville, FL  
Bremerton, WA  
San Diego, CA  
Pearl Harbor, HI

**★ Other Military and VA Treatment Facilities**  
North Chicago, IL  
Newport, RI / Groton, CT  
Camp Lejeune, NC  
Whidbey Island, Everett and Keyport, WA  
Camp Pendleton, CA  
Palo Alto, CA

San Antonio, TX  
Tampa, FL  
Portsmouth, VA



# Sponsorship Opportunities

Gold Level \$20K

## Gold Level: \$20,000

### Web:

- **Exclusive to GOLD Level:** Sponsor's logo will be included on the Warrior Care Month internal website promotion displayed on Navy MWR's global enterprise network of 81 websites and 46 mobile applications in prominent top banner location. The sites garner more than 3 million ad impressions per month. For a complete list of websites, visit [www.navymwr.org](http://www.navymwr.org).
- Sponsor's logo with click-through will be displayed on the Navy Wounded Warrior (NWW) website, recognizing them as a sponsor of Warrior Care Month, Nov. 1 – 30, 2023.

### Gold Level Brand Inclusion:

- **Exclusive to GOLD Level:** Inclusion on venue signage during the Warrior Care Month introductory adaptive sports camp taking place at The St. James sports complex in Springfield, VA, November 5 – 11, 2023.
- **Exclusive to GOLD Level:** Sponsor's logo will be recognized as the national sponsor on Warrior Care Month design templates that will be used by Navy Wounded Warrior's regional offices to promote Warrior Care Month activities on Naval installations throughout the nation.
- **Exclusive to GOLD Level:** Sponsor's logo will be included on 1,000 lapel pin backing cards, promoting Warrior Care Month. Cards will to be distributed to Navy Wounded Warriors and key stake holders during Warrior Care Month events and activities.



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# Sponsorship Opportunities

Gold Level \$20K

## Gold Level: \$20,000

### Social Media:

- **Exclusive to GOLD Level:** One sponsor-produced 15-30 second video post, using a script pre-approved by Navy Wounded Warrior, will be shared on the Navy Wounded Warrior Facebook and Instagram pages. The video should show the sponsor's support for Warrior Care Month. Navy Wounded Warrior can provide sample talking points. Video participants can include sponsor's staff members and/or leadership.
- **Exclusive to GOLD Level:** Sponsor's logo will be included in a minimum of one (1) post promoting Warrior Care Month on Navy FFR's LinkedIn page ([www.linkedin.com/company/us-navy-ffr](http://www.linkedin.com/company/us-navy-ffr)).
- Sponsor's name/logo will be included on NWW's Facebook page cover image promoting Warrior Care Month, November 1 – 30, 2023.
- Sponsor's logo will be included in a minimum of fifteen (15) caregiver testimonial graphics posted on NWW's Facebook and Instagram pages throughout the month of November. Testimonials will highlight individual wounded warrior's stories of recovery and personal triumphs.
- Sponsor will be tagged in six (6) social media posts on NWW's Facebook and Instagram platforms and recognized as a sponsor of Warrior Care Month.
- Sponsor will be tagged in one (1) social media post on Navy FFR's Facebook page and recognized as a sponsor of Warrior Care Month.



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# Sponsorship Opportunities

Silver Level \$10K

## Silver Level: \$10,000

### Web:

- Sponsor's logo with click-through will be displayed on the Navy Wounded Warrior (NWW) website, recognizing them as a sponsor of Warrior Care Month, Nov. 1 – 30.

### Silver Level Social Media:

- Sponsor's name/logo will be included on NWW's Facebook page cover image promoting Warrior Care Month, Nov. 1 – 30.
- Sponsor's logo will be included in a minimum of fifteen (15) caregiver testimonial graphics posted on NWW's Facebook and Instagram pages throughout the month of November. Testimonials will highlight individual wounded warrior's stories of recovery and personal triumphs.
- Sponsor will be tagged in four (4) social media posts on NWW's Facebook and Instagram platforms and recognized as a sponsor of Warrior Care Month.
- Sponsor will be tagged in one (1) social media post on Navy FFR Facebook page and recognized as a sponsor of Warrior Care Month.



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# Sponsorship Opportunities

Bronze Level \$5K

## Bronze Level: \$5,000

### Web:

- Sponsor's logo with click-through will be displayed on the Navy Wounded Warrior (NWW) website, recognizing them as a sponsor of Warrior Care Month, Nov. 1 – 30.

### Social Media:

- Sponsor's name/logo will be included on NWW's Facebook page cover image promoting Warrior Care Month, Nov. 1 – 30.
- Sponsor will be tagged in two (2) social media posts on NWW's Facebook and Instagram platforms and recognized as a sponsor of Warrior Care Month.



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Make an **IMPACT** on  
the **LIVES** of  
**WOUNDED WARRIORS.**



For more information regarding sponsorship and advertising opportunities,  
please contact Shannon Revelle at 202-271-5552 or email [shannon.d.revelle.naf@us.navy.mil](mailto:shannon.d.revelle.naf@us.navy.mil).

