



MERITORIOUS

VETERANS, GUNS & CIGARS

2022 Sponsorship Program

DISTINGUISHED PISTOL | MEBANE, NC | VETERANS DAY 2022 | 11AM - 8PM ET



Veterans, Guns & Cigars is Meritorious' signature in-person event, bringing together military-connected executives, transitioning veterans, and special operations warriors, who network over competition shooting. Sponsored active duty and transitioning veterans attend at no cost. On Veterans Day 2021, Meritorious sponsored 25 veterans. Our 2022 goal is to sponsor 40 veterans through the support of local, veteran-friendly businesses in North Carolina.

WHO ATTENDS

Veterans, Guns & Cigars welcomes 60 to 80 attendees with an intentional, even split between two demographics:

- Sponsored active duty and transitioning veterans who seek mentors, business connections, and the healing power of camaraderie.
- Military-connected executives who seek peer-to-peer networking, as well as hire, do business with, and mentor veterans.

HOW TO GET INVOLVED

Organizations can support through (1) sponsorship, (2) fundraising, (3) donations, and (4) volunteering. We encourage local business leaders to purchase tickets and attend. Please see page two for a detailed breakdown of opportunities.

WHY GET INVOLVED

- By sponsoring transitioning, decorated veterans, you directly enable these heroes to benefit from positive camaraderie, peer support, business networking, and the great outdoors.
- Be at the forefront of your local community. Empower customers, partners, and allies to help you fundraise.
- Engage employees through a meaningful workforce giving and corporate matching opportunity.
- Enjoy networking with other business executives and companies with a shared affinity for helping our military service members thrive in the civilian sector.
- All attendees and sponsors gain free access to the Meritorious member portal to reconnect, network, mentor, post career opportunities, showcase businesses, and more.

ABOUT MERITORIOUS

Meritorious is an all-in-one SaaS platform making it easier for military-connected professionals, business owners, and veteran friendly organizations to find each other and collaborate while engaging transitioning veterans and military spouses. Meritorious provides active-duty service members, veterans, military spouses, and veteran advocates access to a member portal, networking events, mentors and recruiters, communities, and mobile app with geolocation.





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SPONSOR LUNCH, NETWORKING HAPPY HOUR, OR DINNER - \$1000 EACH

- Logo displayed on event signage
- Recognition in newsletter to veterans and businesses nationwide
- Optional: Inclusion in event swag bag (sponsor must provide 80 units, item subject to approval)
- These are non-exclusive sponsorship levels

Contact us for more information on Presenting Sponsor, Down-Range Sponsor, and activations (including product demos during open range time and competitions).

WORKPLACE GIVING AND CORPORATE MATCHING **START FUNDRAISING**

Engage employees, celebrate veterans who work within your company, and support the local veteran community. We ask participating companies to consider pledging support for a minimum of four veterans (fundraising goal of \$2,000). Each veteran is sponsored at \$500, which includes guns, ammo, open range time, competition shooting, meals, drinks, cigar, networking, and accommodations. Campaigns average 30 days in length. Ideas include:

- Employees make a personal donation to be entered in a company sponsored raffle.
- Employees engage through an activity like a walk-a-thon, with each employee setting a personal fundraising goal that contributes to the company wide goal.
- Companies solicit donations in storefronts or online, tapping into customers, partners, and allies.

Click "Start Fundraising" to easily set up an individual or team webpage. QR codes provided upon request.

MAKE A DONATION **CLICK HERE**

Individuals and companies can donate. Each veteran is sponsored at \$500, which covers costs of guns, ammo, open range time, competition shooting, meals, and more.

- \$1000 - \$2500: recognition in national newsletter
- \$2501 - \$5000: the above, plus logo on event website
- \$5000+: the above, plus recognition at event, one event ticket, and speaking opportunity.

PURCHASE TICKETS **CLICK HERE**

Companies can purchase tickets for employees to attend, including military affinity group leaders, and recruiters who hire veterans.

VOLUNTEER

We seek companies that can enlist 6 to 12 volunteers to attend the event and assist with setup / breakdown, check-in, vendor liaison, act as runners, etc. We ask companies to consider donating funds for hours accrued.

