

# 34TH NATIONAL VETERANS WHEELCHAIR GAMES

PHILADELPHIA 2014  
AUGUST 12-17, 2014



SPONSORSHIP OPPORTUNITIES TO

SUPPORT OUR VETERANS

PHILADELPHIA ★ AUGUST 12-17, 2014



**JOIN FORCES** with other influential leaders  
to make a powerful impact as a **SPONSOR**

of the 34th National Veterans Wheelchair Games

being held in Philadelphia. Your support means everything to our nation's brave heroes as they rediscover their strength and potential at the largest annual wheelchair sporting event in the world today.





**ENGAGE, ENCOURAGE, ENERGIZE**  
**IN MAKING 2014 THE BEST GAMES EVER!**





Get ready for the

## LARGEST ANNUAL WHEELCHAIR SPORTING EVENT IN THE WORLD

About 600 veterans, from the “Greatest Generation” to the latest generation, compete in as many as 17 events over five days.

Each year this event is proudly co-presented by the Department of Veterans Affairs and Paralyzed Veterans of America.

Since 1981, the National Veterans Wheelchair Games have strived to foster **BETTER PHYSICAL AND MENTAL HEALTH** for veterans with disabilities through sports competition.

Life-altering injuries or disease have a major impact, leaving our veterans vulnerable to psychological, emotional, and physical trauma— affecting their families as well.





**INVACARE**  
Yes, you can.

**Basketball**

Game



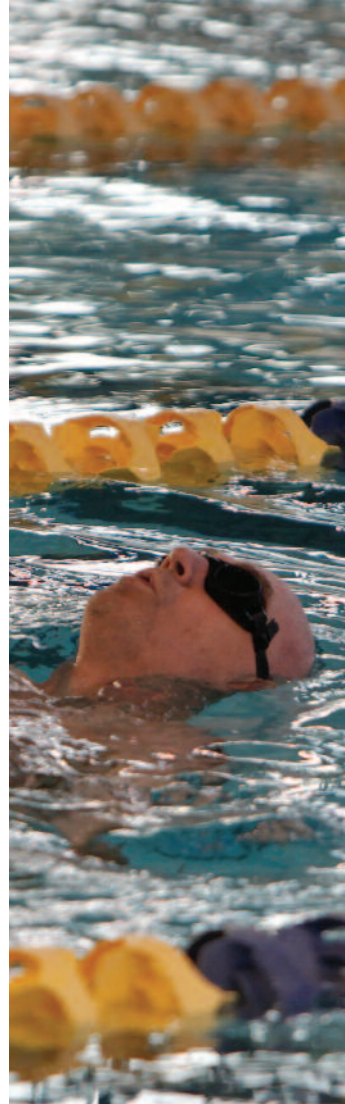




- ★ Your sponsorship helps **INCREASE COMMUNITY AWARENESS** so others may learn that disability does not mean inability.
- ★ Offers you an opportunity to take a **LEADERSHIP ROLE** in your community in support of veterans!
- ★ **ALIGNS YOUR BRAND** with other local, regional and national partners!
- ★ Provides access to **BUSINESS TO BUSINESS** opportunities through VIP networking events!
- ★ Gives your employees **VOLUNTEER ENGAGEMENT** at the Games!

**LEAD BY EXAMPLE** and become a sponsor today!

From archery to quad rugby, swimming to track and field, the Games are an exciting combination of **COMPETITION,** **CAMARADERIE,** and **COURAGE.** The spirit of the Games inspires the athletes to achieve their personal best—in work and in life.







**EXHIBIT AT THE EXPO...** This one day kick-off event to the Games offers a unique opportunity to showcase your brand. Come to personally engage with hundreds of wheelchair athletes, coaches, caregivers, health-care providers, and rehabilitation professionals.



The National Veterans Wheelchair Games is not just about winning medals. **IT'S ABOUT TAKING PART IN LIFE.**

Studies show that participation in rehabilitative sports achieves significantly higher success in moving forward in life, garnering a sense of confidence, dignity, and pride that can lead to empowerment.





ball

James A. Haley  
Veterans' Hospital

Tampa, Florida 2018





# SPONSORSHIP OPPORTUNITIES—PHILADELPHIA 2014

SPONSOR LEVELS	NATIONAL HOST \$100,000	SUSTAINING HOST \$75,000	PLATINUM \$50,000	GOLD \$30,000	SILVER \$20,000	BRONZE \$13,000
<b>Promotion &amp; Branding</b>						
Sporting Event Host	Exclusive 1st choice & 2nd event assigned	2 events assigned	1 event assigned	1 event assigned		
Recognition at VIP Events	x	x	x			
Website Linkage	x	x	x	x		
Listing in official Games Video	x	x	x	x	x	x
Use of Official Games logo	x	x	x	x		
Complimentary EXPO exhibit booth	20' x 20' island	20' x 10'	20' x 10'	10' x 10'	10' x 10'	10' x 10'
"Presented by..." spots in webcasts	x	x	x			
Live announcement at selected VIP Events	x	x	x			
Participation in athlete Awards Presentation	x	x	As available			
Onsite interviews for "Speedy TV" webcasts	x	x				
Speaking opportunity at VIP Sponsor Reception	x					
<b>Print Recognition</b>						
Company logo/description in EXPO Guide (1,000 copies)	x	x	x	x	x	x
Signage appropriate to sponsor level	x	x	x	x	x	x
National and/or local press releases	x	x	x			
Logo placement on Games Website	x	x	x	Listing	Listing	Listing
Ad in Official Games Program (1,800 copies)	Full-page color	Full-page color	Full-page B/W	Half-page B/W	Qtr-page B/W	Listing
Ad in pre-Games issue of <i>PN</i> magazine (readership 90,000)	Full-page color	Full-page color	Half-page color	Qtr-page color		
Logo on official Games T-shirt and/or Games memorabilia (1,200 pieces)	Primary logo placement	Secondary logo placement	Tertiary logo placement			
PVA/VA Two-page spread "thank you" ad in <i>PN</i> magazine, including sponsor logos (readership 90,000)	x	x	x			
"Presented by..." recognitions during the Games web radiocast	x					
<b>Networking Opportunities</b>						
VIP Sponsor Reception	12 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets
Opening Ceremonies VIP Reception	12	10	8	6	4	2
Closing Ceremonies VIP Reception/Celebration	12	10	8	6	4	2



JOIN US FOR THE 34TH NATIONAL VETERANS WHEELCHAIR GAMES

WHERE HEROES MAKE HISTORY  
AUGUST 12-17, 2014





Defining  
**EXCELLENCE**  
in the 21st Century

**Department of Veterans Affairs**  
810 Vermont Ave., NW  
Washington, DC 20420  
[www.va.gov](http://www.va.gov)



**Paralyzed Veterans of America**  
801 Eighteenth Street, NW  
Washington, DC 20006  
[www.pva.org](http://www.pva.org)

**FOR SPONSORSHIP  
OPPORTUNITIES,  
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[www.wheelchairgames.va.gov](http://www.wheelchairgames.va.gov)  
[www.wheelchairgames.pva.org](http://www.wheelchairgames.pva.org)