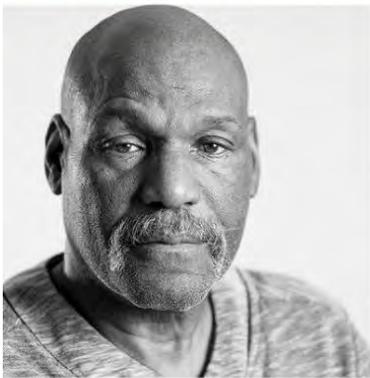




# Nation's Finest 50 Award

Honoring people who have made the world better for Veterans



## SPONSORSHIP PACKAGE



Guiding Veterans home since 1972  
[NationsFinest.org](http://NationsFinest.org)

## NATION'S FINEST 50 OVERVIEW

To recognize 50 years of achievement, the non-profit organization **Nation's Finest** is celebrating 50 people who have made a difference in the lives of Veterans over the past 50 years. The Awards will honor individuals who - either through their personal actions or their leadership - have gone above and beyond for Veterans and their families as they return to civilian life after service to our country.

The national call for nominations ran from November 10, 2022, through March 10, 2023. 200+ nominations were received and are currently being reviewed to select the final 50 award winners by our prestigious **Nation's Finest Blue Ribbon Panel** (see press release <https://nationsfinest.org/nominations-open-for-nations-finest-50/> ). To view those nominated please see: <https://nationsfinest50.us.launchpad6.com/2022/gallery>

The final 50 will be presented with the **Nation's Finest 50** award in a live and streamed event on May 31, 2023, at the Washington Hilton from 5pm-7pm, to be held in partnership with the National Coalition of Homeless Veteran's Annual Conference. A gallery of the Nation's Finest 50 will be created and unveiled at the event, which will then travel to other Veterans events around the US from June to November 2023. The recipients will be formally announced during this press event and posted on the **Nation's Finest 50** website and in various, far-reaching media. Elected officials, government officials and national influencers are expected to attend.

### BACKGROUND

**Nation's Finest** has been on the front line delivering timely and effective services to Veterans for 50 years. We were one of the first - if not the first - organization to provide housing and employment assistance to Vietnam Veterans. The Veterans we serve now span all eras of modern conflict.

**Nation's Finest** supports America's military Veterans and their families by taking a comprehensive approach to housing, health, career, and self-sufficiency to ensure they reach their full potential.

Originally established as Flower of the Dragon by two Vietnam Veterans, the organization came into existence as a full-service community-based organization in 1972. Since then, the agency has been **recognized by the White House** as a national model for effective service to Veterans and their families and shared, by White House request, across the country.

In the past 50 years, **Nation's Finest** has served over 150,000 Veterans and provided over \$275,000,000 in direct benefits to Veterans.



## **AWARD QUALIFICATIONS**

To be considered the **Nation's Finest 50 Award**, an individual should meet one or more of the following criteria and have exhibited that support in the last 50 years, from 1972 - 2022 (posthumous awards are acceptable):

- Going above and beyond, without requirement of recognition, in support of our nation's Veterans and their families.
- Provided consistent advocacy on behalf of our nation's Veterans and their families.
- Provided personal hands-on support and caregiving for Veterans and their families.
- Developed tools to enhance the opportunities for Veterans to succeed.
- Provided ongoing financial support for Veterans and/or Veterans service agencies to ensure maximum opportunity for success.

## **SELECTION OF NATION'S FINEST 50**

The ***Nation's Finest 50 Blue Ribbon Panel*** will review nominations from March 10 – April 16, 2023. Finalists will be announced late April, with the final 50 recipients announced on May 31, 2023, in a moving ceremony, both live and streamed. Sponsors will receive recognition during this time.

## **VIDEO CREATION AND FINAL PACKAGE FOR NATION'S FINEST 50**

**Nation's Finest 50** recipients will receive their award in an inspirational live and streamed ceremony. A traveling exhibit and videos will also be created and packaged to support a large public announcement and to share with numerous social media audiences across multiple platforms in dozens of sectors. The visiting exhibit will travel to communities across the US from June 2023-Veteran's Day 2023.

## **2023 SPONSORSHIP PACKAGE NATION'S FINEST 50**

Show your appreciation for our Veterans and the people who work tirelessly to support them – become a sponsor of the **Nation's Finest 50 Award Celebration**. Following are the sponsorship benefits we offer in recognition of your generosity and dedication to Veterans:

## PRESENTING SPONSOR

\$100,000

- **Exclusive** sponsor.
- **Premier branding opportunity** with logo placement and link on the **Nation's Finest** homepage for the life of the website, thereby becoming a permanent part of the **Nation's Finest** web presence.
- Premier branding opportunity with logo placement on all event materials related to the **Nation's Finest 50** award program, including the nomination platform website and all collateral.
- **2 Minute Speaking Opportunity** at the podium for the May 31, 2023, awards presentation, with a **Presenting Sponsor table** featured prominently in the event, featured with the gallery of 50 Awardees.
- **10 Tickets to May 31<sup>st</sup> Awards Ceremony in Washington, DC.**
- **CEO Video Interview** to be featured on **Nation's Finest** website and across social media, focused on commitment to Veterans and tied to the announcement of awardees.
- Podcast Interview on the **Nation's Finest Podcast** (newly designed podcast launching in 2023).
- Donor recognition during the **Nation's Finest 50** celebration event on May 31, 2023, and in **Nation's Finest community programs** in numerous local programs leading up to Veteran's Day 2023.
- Donor recognition and participation in **press announcements** of the **Nation's Finest 50** finalists, and awardees at the May 31<sup>st</sup> event.
- **Social Media** recognition across **Nation's Finest** platforms.

## PLATINUM SPONSOR

\$50,000

- Excellent branding opportunity with key logo placement with link on **Nation's Finest** website for the life of the website and all **Nation's Finest 50** event materials.
- **Video Interview** to be featured on **Nation's Finest 50** page on the **Nation's Finest** website, focused on commitment to Veterans.
- **CEO video Interview** to be featured on **Nation's Finest** website and across social media, focused on commitment to Veterans.
- **5 Tickets to May 31<sup>st</sup> Awards Ceremony in Washington, DC.**
- Donor recognition during the **Nation's Finest 50** celebration event on May 31, 2023, and in **Nation's Finest community programs** in numerous local programs leading up to Veteran's Day 2023.
- **Platinum Sponsor Table** at the award ceremony event on May 31<sup>st</sup> in Washington, DC.
- Donor recognition and participation in **press announcements for the Nation's Finest awardees.**
- **Social Media** recognition across **Nation's Finest** platforms.

## **GOLD SPONSOR**

\$25,000

- Great branding opportunity with key logo placement with link on **Nation's Finest 50** page of the **Nation's Finest** website and all event materials.
- Video Interview focused on commitment to Veterans, disseminated across all **Nation's Finest** social media platforms.
- **3 Tickets to May 31<sup>st</sup> Awards Ceremony in Washington, DC.**
- Donor recognition during the **Nation's Finest 50** celebration event on May 31, 2023, and in **Nation's Finest community programs** in numerous local programs leading up to Veteran's Day 2023.
- **Gold Sponsor table at the award ceremony event on May 31<sup>st</sup> in Washington, DC.**
- Donor recognition and participation in **press announcement** of the **Nation's Finest 50** winners.
- **Social Media** recognition across **Nation's Finest** platforms.

## **SILVER SPONSOR**

\$10,000

- Branding with key logo placement and link on **Nation's Finest 50** page of the **Nation's Finest** website.
- **2 Tickets to May 31<sup>st</sup> Awards Ceremony in Washington, DC.**
- Recognition during the **Nation's Finest 50 Award Celebration** event on May 31, 2023, and at **Nation's Finest locations** in communities across California, Nevada, and Arizona leading up to Veteran's Day 2023.
- **Silver Sponsor table at the Award Celebration event on May 31<sup>st</sup> in Washington, DC.**
- **Social Media** recognition across **Nation's Finest** platforms.

## **BRONZE SPONSOR**

\$5,000

- Branding opportunity with key logo placement with link on **Nation's Finest 50** page of the **Nation's Finest** website.
- **1 Ticket to the May 31<sup>st</sup> Award Celebration event in Washington, DC.**
- **Social Media** recognition across **Nation's Finest** platforms.

**THANK YOU FOR YOUR INTEREST IN SUPPORTING NATION'S FINEST!**



## Nation's Finest 50 Donation Form

I/We would like to support **Nation's Finest 50** as a sponsor.

Enclosed is our donation of \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please make your check payable to **Nation's Finest 50** and forward your tax-deductible contribution to:  
**Nation's Finest, 2455 Bennett Valley Road C105, Santa Rosa, CA 95404**

Or pay by credit card:  Visa  Mastercard  American Express

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Nation's Finest is a 501c3 nonprofit organization. All donations are tax-deductible.  
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