



THE VETERANS TRUST

SPONSORSHIP & MEMBERSHIP BENEFITS

TheVeteransTrust.org

*SUPPORTING ACTIVE DUTY, VETERANS,
FIRST RESPONDERS, AND THEIR FAMILIES*





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ABOUT THE FOUNDATION

The Veterans Trust is a nonprofit dedicated to serving veterans, first responders, and their families through high-adrenaline motorsports experiences.

Our programs provide alternative mental health therapy, career transition support, and community engagement.

This year, we are hosting the world's largest military motorsports event, bringing together service members, veterans, and motorsports enthusiasts for an unforgettable experience.

EIN #46-4677773





MEET THE TEAM

The team works to provide rewarding experiences, support physical and mental health, and create connection and purpose for active duty, veterans, first responders and their families.



LEE HEDIGER
CHAIRMAN



FRED ROGER
EXECUTIVE DIRECTOR



STEPHEN KANTARZE
PROGRAMS



JASON OLIVERAS
OPERATIONS



JOHN TEMPLE
OPERATIONS



ALEX CARNAL
OPERATIONS



JUERGEN KLINGENBERG
MARKETING



AMBER DI GIORGI
MARKETING



CHRIS HARRIS
MEDIA



CORT SCHIMDT
RACE SIMULATORS



TAMSEN BEROH
SUPERCARS



CHRIS JACKSON
DRIFT



WHY SPONSOR



Exclusive Access

Engage with active-duty military, veterans, first responders, and their families



Brand Visibility

Feature your company in front of a passionate audience both on-site and through digital channels



Mission Impact

Support programs that provide mental health resources, career development, and motorsports therapy



Networking & PR Opportunities

Align your brand with military values, leadership, and community service



FEATURED EVENTS

When your company sponsors or you become an annual individual member, you'll receive access to select events that The Veterans Trust actively participates in. View upcoming events at TheVeteransTrust.org/events

01 Fort Bragg, NC - U.S. Army Base

The largest and most exhilarating motorsports event ever held on a military installation that includes professional drift cars, racing simulators and more

- *Tens of thousands of active duty soldiers and families served*

02 Fort Stewart, GA - U.S. Army Base

A bold motorsports event that includes supercars, drift cards, racing simulators and more on a military installation

- *Tens of thousands of active duty soldiers and families served*

03 Holley LS Fest, KY

A motorsports event that includes autocross, drifting, drag racing, a car show, vendors and more

- *Tens of thousands of attendees*

04 F1 Grand Prix Miami

Special Operations Support Team Member that plays a vital role in ensuring smooth and safe race operation

- *100+ veterans served*

05 US Drift Circuit

In cooperation with the circuit, participate in up to 10 US Drift events per year

- *20-50 veterans served per event*

06 VIP Track Days

Participate in approximately 15 track days at select venues throughout the U.S.

- *20-30 veterans served per event*





JOIN THE EXPERIENCE

[Click here to watch the full video](#)

[Click here to watch the teaser video](#)





UNPARALLELED MEDIA EXPOSURE

By aligning with The Veterans Trust, your brand will tap into a passionate, engaged audience, leveraging both social media virality and real-world engagement to create authentic connections and measurable impact.

HIGH-IMPACT BRAND VISIBILITY

- Partnering with The Veterans Trust presents an unmatched opportunity for your brand to gain exposure across highly engaged digital platforms, reaching millions of viewers and potential customers
- With a combined social media reach of over 10 million followers and massive monthly impressions, your brand will be prominently showcased across multiple high-traffic channels, ensuring maximum visibility and engagement

INSTAGRAM REACH & IMPRESSIONS

- With key partners like (but not limited to) the US Army (2.8M followers), Foxxteca/All Def (1.2M), Connor O'Sullivan (142K), Taxi Garage (338K), US Drift Circuit (18.2K), and TVT (1.8K), our Instagram presence generates over 250 million impressions per month
- This extensive reach ensures that your brand's messaging, activations, and content are delivered directly to engaged audiences who are passionate about motorsports, culture, and lifestyle



UNPARALLELED MEDIA EXPOSURE

By aligning with The Veterans Trust, your brand will tap into a passionate, engaged audience, leveraging both social media virality and real-world engagement to create authentic connections and measurable impact.

YOUTUBE REACH & ENGAGEMENT

- YouTube offers an additional layer of long-form, high-engagement content exposure, with partners including Foxxteca/All Def (4.59M subscribers), US Army (2M), and Taxi Garage (123K).
- With a staggering 50 million monthly impressions, your brand will be integrated into dynamic video content that lives beyond the event, creating lasting impressions and ongoing audience engagement

WHY THIS MATTERS FOR YOUR BRAND

- 250M+ monthly Instagram impressions place your brand in front of a highly targeted and engaged audience
- 50M+ monthly YouTube impressions provide long-form storytelling opportunities with extended reach
- Strategic partnerships with influential platforms and personalities amplify your brand's credibility and presence
- Content-driven exposure ensures that your brand is organically integrated into high-visibility moments



ANNUAL SPONSORSHIP PACKAGES

For companies wanting to actively participate with The Veterans Trust

TITLE SPONSOR

Exclusive - \$100,000

- Event Naming Rights: "[Your Company] presents [Event Name]"
- Comprehensive branding on all promotional materials, event signage, and merchandise
- Prime booth space and VIP hospitality access
- Speaking opportunity during opening ceremonies
- Custom brand activations (e.g., sponsor-branded vehicle, giveaways, and military ride-alongs)
- National media exposure through press releases, interviews, and social media features

PRESENTING SPONSOR

Limited Spots - \$50,000

- Naming rights for key event sections (e.g., "XYZ Pit Zone" or "XYZ Fan Experience")
- Logo placement on banners, website, and marketing materials
- Branded content and social media takeovers
- Engagement opportunities such as product demos, contests, and meet-and-greets
- VIP passes and networking opportunities

SUPPORTING SPONSOR

Limited Spots - \$25,000

- Large logo placement on event signage and digital platforms
- Branded vehicle decals or trackside signage
- Booth space and VIP access
- Mentions in event press releases and social media campaigns





ANNUAL SPONSORSHIP PACKAGES

For companies that want exclusive branding and high-level engagement

4-STAR ★★★★★ - \$10,000/YR

- ***VIP Event Access:** Exclusive ticket to THREE TVT motorsports events and behind-the-scenes experiences of your choice for you and a guest. (add'l guests \$250/event)
- **Branded Recognition:** Featured in event programs and name listed on the website events page as a Veteran Advocate Sponsor
- **Special Experiences:** Opportunity to participate in a ride-along or exclusive meet-and-greets at selected events
- **Insider Updates:** Exclusive sponsor newsletter with impact stories/upcoming event details
- **Sponsor Swag:** Apparel or memorabilia as a thank-you for your commitment
- ***Premium Logo Placement:** On trackside signage, event uniforms, and major event marketing materials (Must provide all materials)
- ***VIP Access:** Six or more VIP tickets, with enhanced experiences like exclusive lounge access and private sponsor dinners
- ***Exclusive On-Site Activation:** Tailored sponsor activation 20x20 space (e.g., branded race car, driver appearances)
- **Special Recognition:** Mention in pre-event press releases / event-day announcements
- ***Content Creation:** Co-branded video features or dedicated social media campaigns
- ***Networking Opportunities:** Invitations to private sponsor events and executive-level engagements

** indicates additional benefit from other sponsorship tiers*





ANNUAL SPONSORSHIP PACKAGES

For companies looking to deepen their engagement with increased visibility

3-STAR ★★ - \$7,500/YR

- ***VIP Event Access:** Exclusive ticket to TWO TVT motorsports events and behind-the-scenes experiences of your choice for you and a guest (add'l guests \$250/event)
- **Branded Recognition:** Featured in event programs and name listed on the website events page as a Veteran Advocate Sponsor
- **Special Experiences:** Opportunity to participate in a ride-along or exclusive meet-and-greets at selected events
- **Insider Updates:** Exclusive sponsor newsletter with impact stories and upcoming event details
- **Sponsor Swag:** Apparel or memorabilia as a thank-you for your commitment
- ***Enhanced Logo Placement:** Prominently featured in event signage and on digital platforms
- ***VIP Access:** Four VIP tickets, and exclusive meet-and-greet opportunities
- ***Event Booth:** One 10x20 booth space at select events for product demos or promotional activities (Sponsor to provide tent/booth)
- ***Special Recognition:** Mention in pre-event press releases / event-day announcements

** indicates additional benefit from other sponsorship tiers*





ANNUAL SPONSORSHIP PACKAGES

For companies seeking a cost-effective partnership with strong brand visibility

2-STAR ★★ - \$5,000/YR

- ***VIP Event Access:** Exclusive ticket to ONE TVT motorsports event and behind-the-scenes experiences of your choice for you and a guest (add'l guests \$250/event)
- ***Branded Recognition:** Featured in event programs and name listed on the website events page as a Veteran Advocate Sponsor
- **Special Experiences:** Opportunity to participate in a ride-along or exclusive meet-and-greets at selected events
- **Insider Updates:** Exclusive sponsor newsletter with impact stories and upcoming event details
- **Sponsor Swag:** Apparel or memorabilia as a thank-you for your commitment.
- **Logo Placement:** On The Veterans Trust website
- ***VIP Access:** Two VIP tickets to motorsports events and networking opportunities
- ***Company Highlight:** Social media shout-out and email mention

** indicates additional benefit from other sponsorship tiers*





ANNUAL SPONSORSHIP PACKAGES

For companies seeking an entry-level partnership with impactful recognition

1-STAR ★ - \$2,500/YR

- **VIP Event Access:** Exclusive ticket to ONE TVT motorsports event and behind-the-scenes experiences of your choice (add'l guests \$250/event)
- **Branded Recognition:** Name listed on the website events page as a Veteran Advocate Sponsor
- **Special Experiences:** Opportunity to participate in a ride-along or exclusive meet-and-greets at selected events
- **Insider Updates:** Exclusive sponsor newsletter with impact stories and upcoming event details
- **Sponsor Swag:** Apparel or memorabilia as a thank-you for your commitment
- **Logo Placement:** On The Veterans Trust website
- **VIP Access:** One VIP ticket to motorsports events and networking opportunities





ANNUAL INDIVIDUAL MEMBERSHIP PROGRAM

For individuals who are passionate supporters and want to contribute to the mission while gaining exclusive access.

CHAMPION

\$3,500

- **VIP Event Access:** Exclusive ticket to THREE TVT motorsports events and behind-the-scenes experiences for you and a guest (add'l guests \$500/event)
- **Branded Recognition:** Name listed on the website as a Veteran Advocate Member
- **Special Experiences:** Opportunity to participate in a ride-along or exclusive meet-and-greets at your selected event
- **Insider Updates:** Exclusive sponsor newsletter with impact stories and upcoming event details
- **Sponsor Swag:** Apparel or memorabilia as a thank-you for your commitment

FRIEND

\$2,500

- **VIP Event Access:** Exclusive ticket to TWO TVT motorsports events and behind-the-scenes experiences for you and a guest (add'l guests \$500/event)
- **Branded Recognition:** Name listed on the website as a Veteran Advocate Member
- **Special Experiences:** Opportunity to participate in a ride-along or exclusive meet-and-greets at your selected event
- **Insider Updates:** Exclusive sponsor newsletter with impact stories and upcoming event details
- **Sponsor Swag:** Apparel or memorabilia as a thank-you for your commitment

VETERAN ADVOCATE

\$1,500

- **VIP Event Access:** Exclusive ticket to ONE TVT motorsports event and behind-the-scenes experiences of your choice (add'l guests \$500/event)
- **Branded Recognition:** Name listed on the website as a Veteran Advocate Member
- **Special Experiences:** Opportunity to participate in a ride-along or exclusive meet-and-greets at your selected event
- **Insider Updates:** Exclusive sponsor newsletter with impact stories and upcoming event details
- **Sponsor Swag:** Apparel or memorabilia as a thank-you for your commitment



CO-BRANDING OPPORTUNITIES

For companies with established brands



Industry-Specific Sponsorships

- Automotive & Performance Sponsor: Branding on race vehicles, safety gear, and crew uniforms
- Technology & Innovation Sponsor: Featured in simulation training and motorsports safety advancements
- Military Community Sponsor: Direct impact on veteran outreach and career transition programs



Digital & On-Site Promotional Opportunities

- Branded Content Series: "Veterans in Motorsports" sponsor feature
- Live Streaming Exposure: Branding included in event livestreams and digital broadcasts
- Social Media Takeovers: Sponsors receive dedicated digital promotion
- VIP Military Ride-Alongs: Private track experiences for executives and select guests



Loyalty Incentives for Multi-Year Sponsors

- Priority access to premium sponsorship tiers
- Discounted rates for multi-year commitments
- Exclusive networking and military appreciation events

For these opportunities, call for details and pricing



SUPPORTERS - PAST & PRESENT



Motorsports

- 4Play Wheels
- FARA
- FASS Diesel Fuel Systems
- Full Send Sims
- Hendrick Motorsports
- Joe Heck Racing
- South Florida Motorsports
- Taxi Garage
- The Human Baton
- Toyo Tires
- US Drift Circuit
- VP Racing Fuels



Military

- US Army
- 101st Airborne
- 82nd Airborne



Driving Groups

- Chin Track Days
- Performance Driving Group
- Skip Barber Racing School



Veteran Organizations

- Atkinson Family Foundation
- United Way of Broward County's Mission United
- Nova Southeastern University
- Wounded Warrior Project
- StackUp Gaming



Companies

- Ally Construction
- Art Farm
- Baker Concrete
- BBX Capital
- Actioncoach Michael
- First Nation Group
- Flight Creative Group
- Mail Terminal Services
- Memorial Healthcare System
- Nancy Rose Performance
- Provenance Wealth Advisors
- Resolve Marine Group
- Ryder
- Saglo Companies
- Titan Builders US





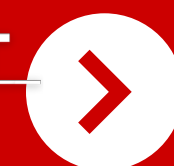
THE VETERANS TRUST

JOIN US!

TheVeteransTrust.org

The Veterans Trust® is a Tax Exempt 501(c)(3)
Nonprofit located in Fort Lauderdale, FL
EIN #46-4677773

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THE VETERANS TRUST](#)



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