



Dear Future Sponsor:

The Association of Veterans Education Certifying Officials (AVECO) is organizing our 30<sup>th</sup> annual conference. Our organizations mission is "to prepare and serve administrators and counselors of Veterans' education benefits in institutions of higher learning and other public and private agencies and organizations engaged in the support and/or administration of Veterans' education benefits" (AVECO Bylaws, 2010).

The AVECO Conference, which will be held at Renaissance Hotel Cleveland in Cleveland, Ohio July 7-11,2024 is a national event that allows us to achieve our mission with a great amount of support from federal and state agencies. The annual training conference is produced through a collaboration with various federal and state agencies, member institutions, and many experts in the military and Veterans arena.

I am writing this letter to invite you to become a Co-Sponsor or supporter of this event! Your financial contribution to our conference is an opportunity for your organization to receive exposure and join other individuals and organizations in the community who support our mission of training school certifying officials at institutions across the United States. Our members provide valuable support to veterans, active duty service members, dependents, retirees, and wounded warriors and your backing will aide in fostering their development.

AVECO thanks those who are able to provide support in the following ways:

- Become a Co-Sponsor or Event Supporter through monetary donation. Your company logo and contact information will be placed on materials to promote the event.
- Provide an in-kind proposal detailing how AVECO can partner with your organization to support AVECO's mission.

Enclosed is a sponsorship packet that gives information on the various sponsorship levels. We look forward to hearing from you, and on behalf of the AVECO Executive Board, our members, and beneficiaries, we thank you for your support.

For more information about this event, please contact Cheryl Kennedy at (314) 288-7539 or [cherylkennedy30@webster.edu](mailto:cherylkennedy30@webster.edu).

Sincerely,

Cheryl Kennedy  
Sponsorship Committee Chair, AVECO  
Enclosure: Sponsorship form



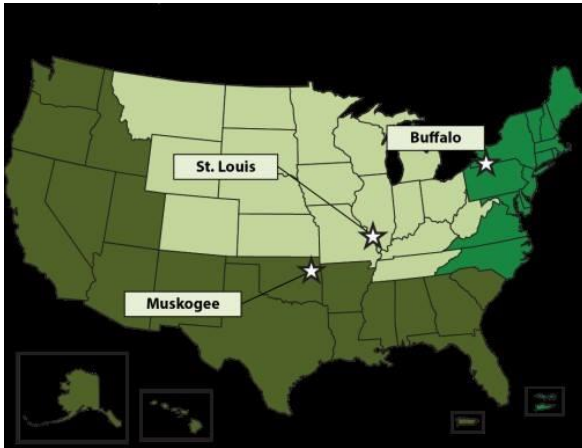
## Learning More about AVECO

### Who We Serve

We proudly serve all who have served in the uniformed services and their dependents. Thank you for your service and sacrifice to our country.

### Why We Serve

“To prepare and serve administrators and counselors of veterans’ education benefits in institutions of higher learning and other public and private agencies and organizations engaged in the support and/or administration of veterans’ education benefits” (AVECO Bylaws, 2010).



We are able to achieve this mission with a great amount of support from federal and state agencies. Our training conference is produced through collaboration with federal and state agencies, member institutions, and many experts in the military and Veterans arena.

### Why become an AVECO sponsor?

When you sponsor an AVECO event, we will work together to ensure that this collaboration complements your existing brand values, strengthens your military and veteran mission and provide you with a platform to increase the positive community perception and credibility of your position of supporting our heroes. You will immediately reach more than 450 VA and higher education school representatives who could share your company’s information and services.

Be a part of AVECO by...

- being part of a 501(c)(3) organization in support of our veterans and active duty community.
- being part of an organization that advocates for removing education barriers from military and veterans across the nation.
- being part of educating our military, veterans, and veteran families.



## Event Sponsorship Opportunities

We offer four sponsorship opportunities to promote your brand and showcase new product to AVECO members at our Cleveland conference which include:

- Hero
  - Brave
  - Valor
  - Advocate
  - Battle Buddy
- 
- Hero: All day snacks (3 days) - \$15,000
    - Company logo signage displayed
    - Access to conference app, Whova
    - Display your company name or logo with the AVECO logo on agreed upon swag item.
    - Conference App – Your Company will have a banner ad in the mobile app available to all attendees. We will highlight your company as one of the top sponsors of the AVECO conference in the mobile app and in materials promoting the conference to attendees
    - Exhibitor space at conference and conference app profile
  - Brave: Lunch Buffet - \$10,000
    - Company logo/signage displayed
    - Conference Water Bottles – keep attendees hydrated by providing water bottles to attendees as they check-in at registration. Bonus you will be helping the conference “go green” by sponsoring the reusable water bottles
    - Exhibitor space at conference and conference app profile
  - Valor: Dinner Buffet - \$8,000
    - Company logo signage displayed
    - Conference Registration Bags – Display your company name or logo with the AVECO logo on each bag available at registration.
    - Conference App – Exclusive advertising of your company in the mobile app available to all attendees. We will highlight your company as the top sponsor of AVECO in the mobile app and in materials promoting the mobile app to attendees
    - Exhibitor space at conference and conference app profile
  - Advocate: Breakfast Buffet - \$5,000
    - Company logo signage displayed with SCO Boot camp “First-Time Conference Attendees Kick-off Network Event” on Monday morning. As the sponsor, you can provide materials to be distributed during this event such as pens, pads, etc. with your logo and contact information for attendees. (Approximately 350 required)
    - Exhibitor space at conference and conference app profile
  - Battle Buddy: Welcome Reception - \$3,000
    - Company logo signage displayed
    - Table tents
    - Exhibitor space at conference and conference app profile



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Andrea Wheeler  
DeVry University  
Phone - 630-645-6157  
andrea.wheeler@devry.edu

Vice-President

Kari Mickinkle  
Syracuse University  
Phone-315-443-4761  
[kmickink@sy.edu](mailto:kmickink@sy.edu)

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Danielle Downs\*  
Lake Land College  
Phone - 217-234-5255  
ddowns@lakelandcollege.edu

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Salisbury University  
Phone - 410-543-6189  
smjames@salisbury.edu

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Tyler Dionne  
University of Maryland, Global  
Campus  
Phone- 301-985-7749  
[tyler.dionne@umgc.edu](mailto:tyler.dionne@umgc.edu)

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Toby Frevert  
Towson University  
Phone- 410-704-2992

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Brian Lewis-Hardy  
Intellectual Point  
[brian@intellectualpoint.com](mailto:brian@intellectualpoint.com)

Member at Large

Sarah Helmick  
Kent State University  
Phone - 330-672-8586  
shelmick@kent.edu

Member at Large

Sheri Gross  
College of DuPage  
Phone - 630-942-2444  
grosss384@cod.edu

Member at Large

Cheryl Kennedy  
Webster University  
Phone - 314-288-7539  
cherylkennedy30@webster.ed

Member at Large

Kimberly Archer  
Dallas College-Brookhaven  
Campus  
Phone-972-860-4687  
[Karcher@dallascollege.edu](mailto:Karcher@dallascollege.edu)

Member at Large

Michelle Hill  
The CDL School  
Phone- 800-423-5837 ext 307  
mhill@cdlschool.com

Member at Large

Stesha Colby-Lynch  
Stephen F Austin State  
University  
Phone-936-468-6494  
Stesha.Colby-Lynch@sfasu.edu

AVECO Registered Agent

Jeffrey P. Duke  
Duke Legal, LLC  
7733 Forsyth Blvd, Suite 1100  
St Louis, MO 63105  
Phone - 314-296-6080  
Fax - 314-584-5074

Past President

Kristina Taylor  
Parkland College  
2400 W Bradley Ave  
Champaign, IL 61821  
Phone - 217-351-2228  
Fax - 217-353-2640  
ktaylor@parkland.edu  
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\*Past President