



Dear Future Sponsor:

The Association of Veterans Education Certifying Officials (AVECO) is organizing our 28th 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 Doubetree by Hilton Crystal City in Arlington, Virginia July 11-14, 2022 is a regional event that allows us to achieve our mission with a great amount of support from the Department of Veterans Affairs Regional Processing Offices. Our training conference is a collaboration of VA officials, Education Liaison Representatives, State Approving Agencies, institutions, and many experts in the military and Veterans arena.

I am writing this letter to invite you to become a Co-Sponsor or Support 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 our 20+ states. Our members provide valuable support to active duty service members, dependents, retirees, and wounded warriors and your backing will aide in fostering their development.

Thank you to who contribute to making our conference a success.

You can 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 information to clients or patrons about how AVECO supports your community.

Enclosed is a sponsorship packet that gives information on the various sponsorship levels. Beyond your sponsorship, we welcome you to join us by participating in AVECO. 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 Keith Dailey at (618) 744-1555, kdailey@park.edu.

Sincerely,

Keith Dailey
Vice President, AVECO
Enclosure: Sponsorship form

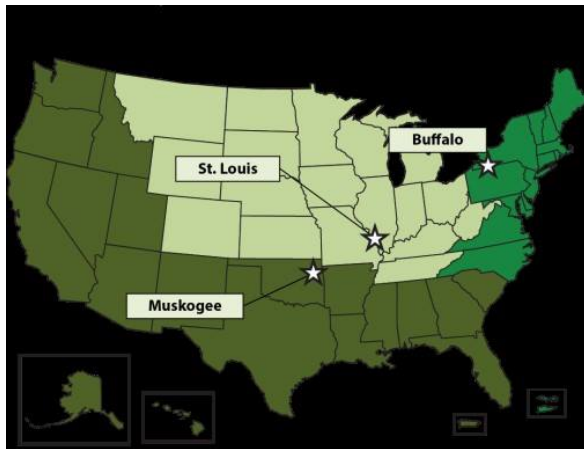


Who We Serve

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 the Department of Veterans Affairs Regional Processing Offices. Our training conference is a collaboration of VA officials, Education Liaison Representatives, State Approving Agencies, institutions, and many experts in the military and Veterans arena.

Why become an AVECO sponsor?

When you sponsor an AVECO event, we will 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 and more that 800,000 GI Bill beneficiaries.

BE a part of AVECO by...

- being a part of the Veterans Education Program
- being part of a 501c3 organization in support of our veterans
- 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 DC conference which include:

- Hero
 - Brave
 - Valor
 - Advocate
 - Battle Buddy
-
- Hero: All day snacks (3 days) - \$15,000
 - Table runners featuring:
 - Company logo
 - Company contact information
 - Conference Registration Bags – Display your company name or logo with the AVECO logo on each bag available at registration.
 - Conference App – Your Company will have exclusive advertising 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
 - Representative and SWAG table
 - Brave: Lunch Buffet - \$10,000
 - Table runners featuring:
 - Company logo
 - Company contact information
 - 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
 - SWAG table
 - Valor: Dinner Buffet -
 - Table runners featuring:
 - Company logo
 - Company contact information
 - 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
 - SWAG table
 - Advocate: Breakfast Buffet - \$8,000
 - Table runner featuring 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)
 - SWAG table



- Battle Buddy: Movie Night Snacks - \$3,000
 - Table runner
 - Company logo
 - Company contact information
 - SWAG table

2021-2022 AVECO BOARD of DIRECTORS

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Treasurer

Position being covered by Danielle Downs as present.

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Updated 5/9/2022

*Past President



Sponsorship Agreement Form

The Association of Veterans Education Certifying Officials (AVECO) is an organization that strives "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) Thank you for supporting AVECO as our newest sponsor in our efforts to provide professional continuing education opportunities to our members in higher education.

To solidify our agreement Please complete the Sponsorship Registration Form below. To ensure timely processing and printing of products, please ensure that you have submitted your registration at least **one** month prior to the start of the conference.

SPONSORSHIP LEVEL SELECTION

Please select your sponsorship category below. You may refer to the official AVECO sponsorship packet for details. Each level includes placement of your company's logo and website link on the AVECO website and the conferencing app, exhibitor space at conference onsite and online, and marketing placement at the selected event selected below:

- Hero Level:** All day snacks (3 days) - \$15,000
- Brave Level:** Lunch Buffet \$10,000
- Valor Level:** Dinner Buffet - \$10,000
- Advocate Level:** Breakfast Buffet - \$8,000
- Battle Buddy Level:** Movie Night Snacks (This event has been converted to a Welcome Reception for 2022)

Please type or print.

Organization: _____

Contact Name: _____ Title: _____

Business Address: _____

City, State, Zip: _____

Phone: _(____)_____ Email: _____

Total Amount of Due: \$_____

PAYMENT

Payment Method (circle/check one): Visa MC Check*

*Make checks payable to **AVECO** (address below). FEIN: 13-4216708

If you wish to make an ACH payment please email Danielle Downs at aveco.org@gmail.com to obtain AVECO's banking information.

Card No: _____ Exp: ____/____ CCV: _____

Name on Card: _____

Signature: _____

MARKETING

Please forward you company's logo to the attention of Andrea Wheeler at aveco.org@gmail.com with the below file parameters.

Recommended image dimensions: 700px x 210px (Max 1000px x 1000px)



Company website address to be used as hyperlink is _____.

Preferred company contact for member questions _____ Phone (____)_____

Any marketing materials outside of logo placement at events must be provided by the sponsor.

TERMS AND CONDITIONS

The Sponsorship Agreement (the "Agreement") is entered into effective as of the date set forth on the signature page of this form (the "Effective Date") by and between Association of Veterans Education Certifying Official, a 501(c)(3) non-profit corporation ("AVECO") and _____ ("Sponsor"). agree to terms listed and participation level selected above. By signing this agreement both parties agree to the following:

1. SPONSOR DELIVERABLE.

- a. **Sponsor Payments.** Sponsor will provide to AVECO the deliverable set forth in the [Sponsorship Level Selection](#), [Payment](#) and [Marketing](#) sections of the form within ten (10) business days following the Effective Date.
- b. **AVECO Use of Sponsor Name and Logos.** The sponsor grants AVECO the non-exclusive right to use the Sponsor name and logos as part of conference communications, event marketing, advertising and marketing materials solely in connection with the AVECO Conference. Any such use shall be subject to the Sponsor's prior review and written consent. Sponsor reserves all rights not otherwise expressly granted herein. The license gives AVECO limited rights to use the Sponsor's name and logos. AVECO does not become owner of, and Sponsor retains title to, such Sponsor names and logos.

2. AVECO DELIVERABLE.

- a. **AVECO Deliverables.** After the Sponsor deliverables have been received and, if applicable, installed by AVECO, AVECO will provide to Sponsor the will adhere to the terms set in the Sponsorship Level Selection section of the Agreement form hereto and the [Sponsorship Information Packet](#) found on the AVECO website.
- b. **Sponsor Use of AVECO Name and Logos.** AVECO grants Sponsor the non-exclusive right to use the AVECO's name and logos as part of press releases, marketing, advertising and promotional materials solely in connection with the Sponsor's sponsorship with AVECO. Any such use shall be subject to AVECO's prior review and written consent. AVECO reserves all rights not otherwise expressly granted herein. The license gives AVECO

limited rights to use the Sponsor's name and logos. AVECO does not become owner of, and Sponsor retains title to, such Sponsor names and logos. At no times is the Sponsor authorized to use AVECO's logo or name on any series of products, services or promotions or similar commercial purposes, and parties may enter into a separate agreement on mutually acceptable terms with respect to any such commercial rights.

2. **Exclusivity.** AVECO may enter into similar agreements with other businesses or organizations wishing to serve as a sponsor and utilize the same terms and conditions as stated above.

I _____ (*Representative with Signing Authority*) acting on behalf of _____ (*Company/Sponsor Name*) agree to the terms and conditions included in all sections of the Agreement and Terms/Conditions.

Signature _____

Printed Name _____

Date [Effective Date]: _____