

THE DONOVAN & BANK



FOUNDATION

GUIDE TO
CORPORATE
SPONSORSHIP



www.donovanbank.org

BOTTOM LINE UP FRONT

The Donovan & Bank Foundation's sponsorship program offers opportunities for meaningful engagement and impact, with levels tailored to align with sponsors' goals.

Our basic expectation for corporate sponsorship ranges from \$5,000 to \$50,000. Our meticulous vetting process ensures partnerships rooted in shared values, while our philosophy emphasizes authenticity and impactful contributions.

Whether through general support, program-specific initiatives, event sponsorships, or in-kind donations, every contribution is valued and plays a crucial role in advancing our mission of supporting special operators and their families.

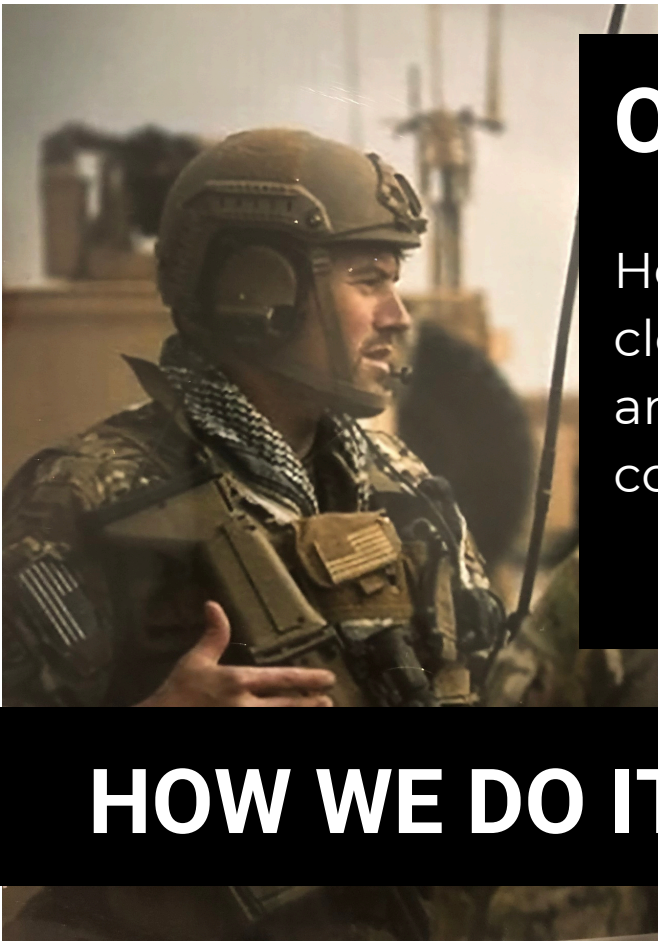


OUR CORPORATE SPONSORSHIP PHILOSOPHY

Corporate Sponsorship is a critical part of the Donovan & Bank Foundation fundraising strategy.

We partner with organizations:

- From a variety of industries and interests
- Who align with our values
- Who are passionate about our mission



OUR MISSION

Help Special Operators bring closure to their warrior story and transition to a life of peace, contentment and balance

HOW WE DO IT

We accomplish our mission through four interrelated and mutually supporting programs



The **JANUS Program** delivers transition assistance products and services including one-on-one counseling, transition workshops, leadership seminars and wellness innovation education



The **Special Operations Events Program** gives civilians the chance to experience Special Operations training and provides networking and career opportunities for transitioning Special Operators.



The **Donovan and Bank Society** is the clearinghouse for Donovan & Bank advocates, supporters, volunteers and beneficiaries. It connects them for mentorship, shared learning, camaraderie and opportunities to give back.



The **Wellness Program** helps Special Operators and family members address the physiological and psychological wear and tear of 20+ years in Special Operations through personal accountability and access to holistic wellness resources and capabilities.

INTRODUCTION

At the Donovan & Bank Foundation, we believe in partnerships that are rooted in shared values. Our approach to corporate sponsorship is not just about financial support; it's about building enduring relationships with organizations that resonate with our mission and principles.

Central to this ethos is the meticulous vetting process we undertake for each potential sponsor. We go beyond financial metrics to assess the character and integrity of our partners, ensuring that their values align seamlessly with ours. This careful assessment ensures that every partnership is not just beneficial but also meaningful and aligned on a deeper level.

We understand that impactful partnerships often start small and grow organically over time. That's why we embrace the "grow with us" model, welcoming small growing organizations that are eager to make a difference. Whether you're considering a modest initial contribution or envisioning a long-term collaboration, we're committed to nurturing your growth alongside ours.

Our target audience for corporate sponsors includes organizations that value impact, support for special operators as they prepare for their next chapter, and initiatives focused on wellness, transition support, and financial literacy.

OPPORTUNITIES



THE JANUS TRANSITION PROGRAM

The JANUS Transition Program is designed to support retiring special operators as they navigate the transition from military service to civilian life. Sponsorship of this program enables us to conduct transition workshops at special forces bases across the country, providing essential guidance and resources to help these individuals prepare for the challenges of post-military life. Sponsors of the JANUS Transition Program are recognized for their commitment to supporting special operators in their journey towards peace, contentment, and balance.



SPECIAL OPERATIONS EVENTS

Our Special Operations Events are a portfolio of unique events, each offering civilians and transitioning special operators immersive experiences tied to Special Forces operations and training. Sponsorship opportunities within this portfolio allow companies to align their brand with these impactful events while supporting our mission of helping special operators find closure to their warrior story. Sponsors may choose to support specific events or the entire portfolio, gaining visibility and recognition for their contribution to honoring Special Forces heritage and empowering individuals in transition.



THE WELLNESS PROGRAM

The Wellness program focuses on identifying and addressing wellness gaps among special operators that may impede their pursuit of peace, contentment, and balance. Sponsorship of this program enables us to provide access to cutting-edge treatments for traumatic brain injury, post-traumatic stress, and other wellness challenges faced by special operators. By supporting the Wellness Program, sponsors play a crucial role in improving the quality of life for special operators and their families, demonstrating a commitment to holistic support for the special operations community.

SPONSORSHIP BENEFITS

Public Recognition: Sponsors receive public acknowledgment and recognition on the foundation's website, social media platforms, and promotional materials, showcasing their commitment to supporting our community.

Exclusive Events: Sponsors are invited to participate in exclusive donor appreciation events, networking opportunities, and special gatherings, providing direct interaction with foundation leadership and our beneficiaries.

Brand Visibility: Sponsors gain brand visibility through logo placement on event signage, marketing materials, and participant swag, enhancing brand awareness among a diverse audience.

Community Impact: Sponsors play a crucial role in making a tangible impact on the lives of special operators and their families, contributing to meaningful programs that support wellness, transition support, and financial literacy.

Employee Engagement: Sponsors can engage their employees through volunteer opportunities, participation in foundation events, and team-building activities, fostering a sense of purpose and camaraderie within their organization.

Networking and Collaboration: Sponsors have the opportunity to network and collaborate with like-minded organizations, industry leaders, and experts in the military and veteran support community, expanding their professional connections and influence.

Tailored Recognition: We ensure sponsors receive acknowledgment and appreciation commensurate with their level of support.

SPONSORSHIP STANDARDS

At the Donovan & Bank Foundation, we hold ourselves to high standards guided by our core values of toughness, audacity, love, humor, stewardship, and abundance. When vetting potential sponsors, we look beyond financial metrics to ensure alignment with these values, seeking partners who share our commitment to making a positive impact in the lives of special operators and their families.

Our values guide us in every aspect of our work, from the programs we offer to the partnerships we form. We believe in having the audacity to be contrarian in the veteran support space, a genuine love of our mission and our community, the humor to find joy in challenging situations, and the stewardship of resources to maximize their impact. Additionally, we embrace a mindset of abundance, believing that even though we specialize in helping special operators, we will help anyone who finds their way to our door.

By aligning with sponsors who embody these values, we ensure that our partnerships are not only mutually beneficial but also contribute to a shared vision of a better future for our military community. We invite sponsors who resonate with our values to join us in our mission and make a lasting difference together.

SOCIAL MEDIA PERSPECTIVES

Unlike many organizations, we do not rely heavily on social media platforms as a primary means of communication or outreach. We believe social media's value and impact are often overstated, and does not align with our approach to fostering meaningful connections and partnerships.

Our philosophy regarding social media is rooted in our commitment to authenticity, meaningful engagement, and direct communication. We prioritize personal interactions, direct outreach, and relationship-building efforts that go beyond the digital realm. We believe this approach sets us apart and underscores our dedication to substantive, impactful initiatives that make a difference in the lives of Special Operators.

While we appreciate all forms of support, sponsors should note that if they value seeing our partnership heavily promoted through social media, they might not be a good fit for the Donovan & Bank Foundation.

SPONSORSHIP CATEGORIES

The Donovan & Bank Foundation stands out for its ability to achieve significant impact with limited resources—a testament to our efficiency and dedication. While many organizations require substantial funding to operate, we have consistently demonstrated the ability to do more with less. With an annual budget of approximately \$800,000, we maximize every dollar to deliver essential programs and support to our military community.

GENERAL SUPPORT

General support provides the Donovan & Bank Foundation with essential funding to sustain our core operations and programs. This support allows us to cover basic operational costs, such as staff salaries, administrative expenses, and program development. It provides the foundation with flexibility and stability, ensuring that we can continue our mission of supporting special operators in transition, providing wellness resources, and delivering impactful events and workshops.

PROGRAM SPECIFIC SUPPORT:

Specific program support allows sponsors to directly contribute to targeted initiatives within the Donovan & Bank Foundation. By sponsoring specific programs such as the JANUS Transition Program, Special Operations Events portfolio, or the Wellness program, sponsors can align their contributions with their areas of interest or expertise. This targeted support ensures that resources are allocated efficiently and effectively, maximizing the impact of each donation.

EVENT SUPPORT:

Event support provides sponsors with the opportunity to engage directly with participants and showcase their commitment to the Donovan & Bank Foundation's mission. By sponsoring events such as Shachnow's Journey, Project Diane, or Area B, sponsors not only contribute to the success of these immersive experiences but also gain visibility and recognition within a targeted audience.

IN-KIND DONATIONS:

In-kind donation support allows sponsors to contribute goods or services that are directly beneficial to the Donovan & Bank Foundation's operations and programs and can include items such as equipment, supplies, professional services, or expertise that enhance our ability to deliver impactful initiatives.

SPONSORSHIP LEVELS

At the Donovan & Bank Foundation, we believe that every donation, regardless of size, is meaningful and impactful. We do not have a set donation expectation, as we value and appreciate contributions of all scales. The list of sponsorship levels and ranges provided in this guide is designed to offer potential sponsors some ideas and perspective on how they can support our mission. Whether you choose to contribute at a level listed here or customize your partnership based on your goals and capacity, your support plays a vital role in helping us make a difference in the lives of special operators and their families.

General Support:

Bronze Tier: \$5,000 - \$10,000

Silver Tier: \$10,000 - \$25,000

Gold Tier: \$25,000 - \$50,000

Program-Specific Support:

JANUS Transition Program Sponsorship: \$10,000 - \$50,000

Special Operations Events Portfolio Sponsorship: \$25,000 - \$100,000

Wellness Program Sponsorship: \$10,000 - \$50,000

Event Sponsorship:

Shachnow's Journey: \$10,000 - \$25,000

Project Diane: \$5,000 - \$15,000

Project Sykes: \$7,500 - \$20,000

Area B: \$15,000 - \$30,000

The X-2 Program: \$15,000 - \$20,000

The Passing of the Yarborough: \$10,000 - \$20,000

The Special Operations Experience: \$25,000 - \$100,000

THANK YOU

Thank you for taking the time to explore the Donovan & Bank Foundation's corporate sponsorship opportunities. Your interest and consideration reflect a commitment to making a meaningful impact in the lives of special operators and their families.

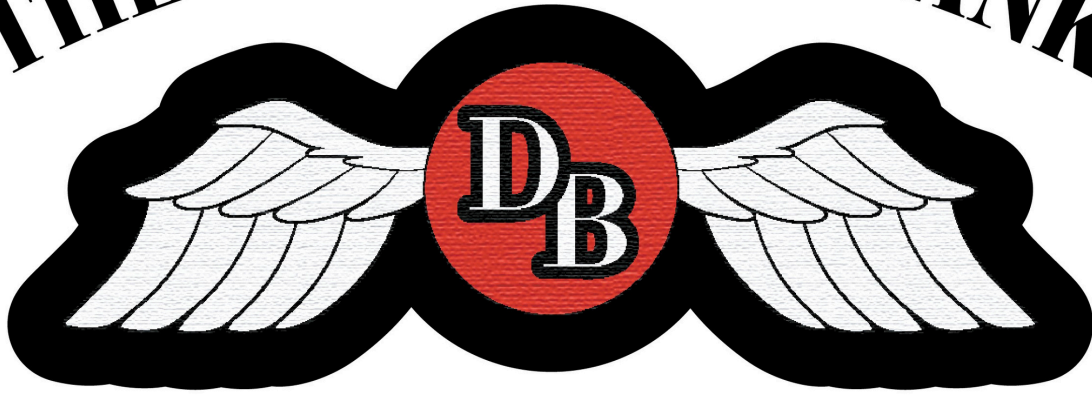
As you navigate through this guide, we encourage you to envision the impact your support can have. Whether you choose to contribute through general support, program-specific initiatives, event sponsorships, or in-kind donations, your partnership fuels our mission and helps us create a better world for those who dedicated themselves to preserving our way of life.

Our foundation is built on values of toughness, audacity, love, humor, stewardship, and abundance, guiding us in every partnership we form and every initiative we undertake. We believe in the power of authentic connections, meaningful engagement, and collaborative efforts.

We invite you to join us in our mission, whether as a sponsor, a partner, a supporter or an advocate. Together, we can provide special operators with the peace, contentment, and balance they so richly deserve.

Thank you for considering supporting the Donovan & Bank Foundation. We look forward to the opportunity to work with you.

THE DONOVAN & BANK



FOUNDATION



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