

DEPARTMENT OF DEFENSE
WARRIOR
GAMES
Army • Marine Corps • Navy • Air Force • Space Force • SOCOM



2025 Department of Defense Warrior Games | Colorado Springs

Corporate Sponsorship Opportunities



Vision

The Warrior Games serve as *a celebration of achievement, inclusion, recovery, and respect* for our wounded Warriors, their families, and their caregivers. An *enduring structure and standards are established* for the United States Army to support the DoD Warrior Games and Invictus Games.

Mission

The 2025 Department of Defense Warrior Games will leverage the power of sport and inter-Service competition during *a safe, world-class experience* that honors the wounded warriors of the United States Armed Forces.

About the Warrior Games

The Department of Defense (DoD) Warrior Games was created in 2010 to leverage Paralympic-style sports as a means to aid the recovery process of wounded, ill, and injured service members and veterans.

The Warrior Games showcase the resilient spirit of these athletes – all of whom have made sacrifices in service to the nation. Athletes compete from all branches of the United States Military. These military adaptive sports build strength, endurance, and camaraderie. The athletes are inspirational, demonstrating that they can overcome obstacles and achieve greatness.

The United States Army will host the 2025 DoD Warrior Games from July 18-26, 2025, on the campus of Colorado College in Colorado Springs, CO. The Warrior Games will deliver a world-class experience that is focused on the athletes, competition, and recovery.

The 2025 Department of Defense Warrior Games will leverage the power of sport and inter-Service competition during **a safe, world-class experience** that honors the wounded warriors of the United States Armed Forces.



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Sports Competition

- **Colorado College:**
Hub of the Warrior Games & Location of majority of Sporting Events
- Greater Colorado Springs area: Archery, Precision Air Sports (Shooting)
- Five DoD Service Teams

Shaping Operations

- Competition Begins: 18 July
- Opening Ceremony: 18 July
- Sponsor Row: 18 – 23 July
- Medal Ceremonies: Senior Leaders & DVs Present Throughout Competition
- Entertainment and Immersive Experiences
- Closing Ceremony: 26 July



One Purpose

Colorado College
Colorado Springs, CO
July 18 – 26, 2025

Stakeholders

The Athletes



DoD & Services



DoD Warrior Care Programs



Planning & Execution



2025 Warrior Games Corporate Sponsorship Packages

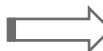


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Platinum Sponsor \$2 Million (up to 3)

- ❑ Platinum logo placement (and company hyperlink) with 60-second video of CEO support message on Warrior Games website (DoDWarriorGames.com).
- ❑ Sponsor may display Warrior Games information on the company's website and internal company publications (use of likeness), including lock-up logo (Subject to DoD approval of content).
- ❑ Organic content posts (w/tag) on official Warrior Games social media channels (Facebook, Instagram, Twitter); includes up to four (4) posts leading up to the start of the Warrior Games. (Content & scheduling subject to approval)
- ❑ Platinum level recognition in Warrior Games press release that acknowledges all sponsors of the event.

Platinum Benefits Continued



Platinum Sponsor [Continued]

- ❑ One-minute live address from CEO/executive at Opening and Closing Ceremony. Potential additional engagement opportunities **may** be available during Opening and Closing Ceremony.
- ❑ Two-minute sideline livestreamed interview with CEO/executive prior to start of one (1) team sport championship game.
- ❑ Recognition as a "Platinum sponsor" of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing ceremonies. (Video produced internally by the DoD)
- ❑ Platinum Sponsor logo placement on digital screens located at sporting event venues acknowledging sponsors of the DoD Warrior Games.
- ❑ Verbal recognition in live announcements during competition sports.
- ❑ Platinum level logo exposure included on step and repeat banners located at key common areas, and logo included on "Thank You" sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- ❑ Logo included on signage used at on-site and off-site sport competitions, i.e. boundary toblerones, directional signage, and venue signs. (Potential for "added value" additional logo exposure on other key event signage at discretion of the DoD signage plan)
- ❑ Company on-site booth activation and display space at "sponsor row" exposition from 18 - 23 July, with complimentary meals for sponsor row staff. (Limitations apply)
- ❑ Additional opportunity for a static display at on or off-site sports competition area, and opportunity for activation/display during athlete apparel and swag distribution event. (timeframes and locations TBD)
- ❑ Opportunity to provide "welcome letter" from CEO at athlete arrival.
- ❑ Airing of SPONSOR-produced 60-second educational public service announcement video that includes closed captions on video screens prior to the Opening and Closing Ceremonies and on video screens at sporting competitions.
- ❑ Organic content posts (w/tag) on official Warrior Games social media channels (Facebook, Instagram, Twitter); includes up to three (3) posts during the Warrior Games. (Content & scheduling subject to approval)
- ❑ Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.
- ❑ Opportunity to provide assistance with handing out medals for select sporting competitions (up to 10 medal presentations).
- ❑ Up to 12 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremonies.



Platinum Benefits



Gold Sponsor \$1 Million

- ❑ Gold logo placement (and company hyperlink) with 60-second video of CEO support message on Warrior Games website (DoDWarriorGames.com).
- ❑ Organic content posts (w/tag) on official Warrior Games social media channels (Facebook, Instagram, Twitter); includes up to two (2) posts leading up to the start of the Warrior Games. (Content & scheduling subject to approval)
- ❑ Recognition in Warrior Games press release that acknowledges all sponsors of the event.
- ❑ Two-minute sideline livestreamed interview with CEO/Executive prior to start of (1) team sport championship game.
- ❑ Recognition as a "Gold Sponsor" of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing Ceremony. (Video produced internally by the DoD)
- ❑ Gold Sponsor logo placement on digital screens located at sporting event venues acknowledging sponsors of the DoD Warrior Games.
- ❑ Verbal recognition in live announcements during competition sports. (sports TBD)
- ❑ Logo included on "Thank You" sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- ❑ Logo included on event signage used at on-site and off-site sport competitions, i.e. boundary tobleron, directional signage, and venue signs. (Potential for "added value" additional logo exposure on other key event signage at discretion of the DoD signage plan)
- ❑ Company on-site booth activation and display space at "sponsor row" exposition from 18 - 23 July, with complimentary meals for sponsor row staff. (Limitations apply)
- ❑ Additional opportunity for a static display at on or off-site sports competition area, and opportunity for activation/display during athlete apparel and swag distribution event. (timeframes and locations TBD)
- ❑ Organic content posts (w/tag) on official Warrior Games social media channels (FB, Instagram, Twitter); (up to one (1) post during the games. (Content & scheduling subject to approval)
- ❑ Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.
- ❑ Opportunity to provide assistance with handing out medals for select sporting competitions (up to 5 medal presentations).
- ❑ Up to 8 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremonies.



Silver Sponsor \$500,000

- ❑ Silver logo placement (and company hyperlink) on Warrior Games website (DoDWarriorGames.com).
- ❑ Organic content posts (w/tag) on official Warrior Games social media channels (Facebook, Instagram, Twitter); including one (1) post leading up to the start of the Warrior Games. (Content & scheduling subject to approval)
- ❑ Recognition in Warrior Games press release that acknowledges all sponsors of the event.
- ❑ Recognition as a “Silver Sponsor” of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing Ceremony. (Video produced internally by the DoD)
- ❑ Silver Sponsor logo placement on digital screens located at sporting event venues acknowledging sponsors of the DoD Warrior Games.
- ❑ Verbal recognition in live announcements during sports competition. (sports TBD)
- ❑ Logo included on “Thank You” sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- ❑ Logo included on event signage used at on-site and off-site sport competitions, i.e. boundary toblorones, directional signage, and venue signs. (Potential for “added value” additional logo exposure on other key event signage at discretion of the DoD signage plan)
- ❑ Company on-site booth activation and display space at “sponsor row” exposition from 18 - 23 July, with complimentary meals for sponsor row staff. (Limitations apply)
- ❑ Additional opportunity for a static display at on or off-site sports competition area. (timeframes and locations TBD)
- ❑ Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.
- ❑ Up to 6 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremonies.





Bronze Sponsor \$100,000

- ❑ Bronze logo placement (and company hyperlink) on Warrior Games website (DoDWarriorGames.com).
- ❑ Recognition in Warrior Games press release that acknowledges all sponsors of the event.
- ❑ Recognition as a "Bronze Sponsor" of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing Ceremony. (Video produced internally by the DoD)
- ❑ Bronze Sponsor logo placement on digital screens located at sporting event venues acknowledging sponsors of the DoD Warrior Games.
- ❑ Logo included on "Thank You" sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- ❑ Logo included on event signage used at on-site and off-site sport competitions, i.e. boundary tobleroners, directional signage, and venue signs. (Potential for "added value" additional logo exposure on other key event signage at discretion of the DoD signage plan)
- ❑ Company on-site booth activation and display space at "sponsor row" exposition from 18 - 23 July, with complimentary meals for sponsor row staff. (Limitations apply)
- ❑ Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.
- ❑ Up to 4 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremonies.

Supporting Sponsor \$50,000

- ❑ Supporting level logo placement (and company hyperlink) on Warrior Games website (DoDWarriorGames.com).
- ❑ Recognition in Warrior Games press release that acknowledges all sponsors of the event.
- ❑ Recognition as a "Supporting Sponsor" of the Warrior Games in produced sponsor thank you video to air prior to the start of Opening and Closing Ceremony. (Video produced internally by the DoD)
- ❑ Logo included on "Thank You" sponsor banners at on-site and off-site sporting competition facilities and key common areas.
- ❑ Company on-site booth activation and display space at "sponsor row" exposition from 18 - 23 July, with complimentary meals for sponsor row staff. (Limitations apply)
- ❑ Logo included on printed Warrior Games pocketbook guide that features sports schedules, map, key resources, and other event details, distributed to participants, including teams and families.
- ❑ Up to 2 VIP invitations/seating distributed from Command Protocol for key functions such as Opening and Closing Ceremonies.





On-Site Sponsor Row \$25,000

- ❑ Company on-site booth activation and display space at “sponsor row” exposition from 18 - 23 July, with complimentary meals for sponsor row staff. (Limitations apply)
- ❑ Logo recognition included on limited way-finding signage promoting sponsor row.



Non-Profit Sponsor \$10,000

(Must provide not-for-profit tax status)

- Company on-site booth activation and display space at “sponsor row” exposition from 18 - 23 July, with complimentary meals for sponsor row staff. (Limitations apply)
- Limited logo recognition included on way-finding signage promoting sponsor row.



Corporate Sponsorship Contacts

US Army Installation Management Command

G9, Family and MWR Programs

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Commitments by 16 MAY 2025

