



# Rally4Vets

2026 America Grand Tour



## Sponsorship Deliverables Matrix

6,554 miles · 37 days · June 12 – July 17, 2026  
Los Angeles, CA → National Mall, Washington D.C.

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*DVEN (Disabled Veteran Empowerment Network) · 501(c)(3) EIN 99-5053861 · Placing trained service dogs with veterans living with PTSD*

robert@rally4vets.com · rally4vets.com · dven.org

# Audience Reach & Impressions

*Your brand travels with us — every mile, every city*

**2–3M**

Projected vehicle impressions  
over 37 days / 6,554 miles

**1.3M**

Additional impressions from  
return drive + 6 months LA driving

**15,000+**

Email database contacts  
(Rally4Vets / DVEN)

**14+**

Major metro markets  
across the U.S.

## HIGH-VISIBILITY MARKET EXPOSURE

Los Angeles, CA (Depart)

San Francisco, CA

Portland, OR

Yellowstone, WY

Denver, CO

San Antonio, TX

New Orleans, LA

Tampa, FL

Charleston, SC

Fayetteville, NC

Yorktown & Monticello, VA

National Mall, DC (Arrive)



# RALLY4VETS

## 2026 Rally4Vets America Grand Tour



### Celebrating America's 250<sup>th</sup>

- 37 Days
- 6,554 miles
- 114 driving hours through major metros, tourist destinations, and historic icons
- 120-day digital campaign layered on top of the 40-day drive for extended national reach
- Raising awareness of veteran issues and their contributions to their communities
- Employee or client ride-along
- Embedded social media teams
- Day and segment naming
- Extensive activation menu
- Public real-time satellite tracking for gamification
- Once-in-lifetime adventure

DVEN.org | Rally4Vets.com  
501 c3 EIN 99-5053861



### Key Stops

- Los Angeles
- San Francisco
- Eugene, OR
- Mt. Hood, OR
- Portland, OR
- Coeur d'Alene, ID
- Bozeman, MT
- Yellowstone Park
- Little Bighorn, MT
- Mt. Rushmore
- San Antonio, TX
- Houston, TX
- New Orleans, LA
- Tampa, FL
- Orlando, FL
- Jacksonville, FL
- Charleston, SC
- Fayetteville, NC
- Kitty Hawk, NC
- Yorktown, VA
- Williamsburg, VA
- Richmond, VA
- National Mall, Washington, DC

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# Sponsorship Tiers at a Glance

Five partnership levels · One mission

## PRESENTING

**\$25,000**

*1 available*

- ✓ Exclusive title
- ✓ Primary wrap position
- ✓ 20+ branded posts
- ✓ Tour-wide naming
- ✓ Ride-along any segment
- ✓ Full post-tour report
- ✓ 2027 priority hold

## ROUTE

**\$10,000**

*Up to 3*

- ✓ Secondary wrap
- ✓ 10+ branded posts
- ✓ Named in all comms
- ✓ Ride-along any segment
- ✓ Full post-tour report
- ✓ 2027 priority hold

## SEGMENT

**\$5,000**

*Up to 6*

- ✓ Tertiary wrap
- ✓ 4–6 posts in segment
- ✓ Named segment title
- ✓ Ride-along 1 person
- ✓ Segment summary report
- ✓ 30-day 2027 refusal

## LANDMARK

**\$2,500**

*Up to 12*

- ✓ Tertiary wrap
- ✓ 1–2 posts at stop
- ✓ Named landmark title
- ✓ Landmark photo delivery

## SUPPORTING

**\$1,000**

*Open*

- ✓ Logo on vehicle wrap
- ✓ Both website sponsor pages
- ✓ GPS tracker presence
- ✓ Platform content sharing

# Branding & Vehicle Visibility

Logo on vehicle wrap · Both websites · 12-month duration

DELIVERABLE	PRESENTING \$25,000	ROUTE \$10,000	SEGMENT \$5,000	LANDMARK \$2,500	SUPPORTING \$1,000
<i>Availability</i>	<i>1 available</i>	<i>Up to 3</i>	<i>Up to 6</i>	<i>Up to 12</i>	<i>Open</i>
Vehicle wrap logo position	<b>Primary — front + both sides</b>	Secondary — both sides	Tertiary — one side	Tertiary — one side	—
Wrap duration (beginning June 2026)	<b>12 months</b>	12 months	12 months	12 months	—
Logo on Rally4Vets.com	✓ Header prominence	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page
Logo on DVEN.org	✓ Header prominence	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page
Live GPS tracker — logo on landing page	✓ Featured / named	✓	✓	✓	✓

# Social Media Content

Instagram · Facebook · LinkedIn · Sponsor-tagged, all platforms

DELIVERABLE	PRESENTING \$25,000	ROUTE \$10,000	SEGMENT \$5,000	LANDMARK \$2,500	SUPPORTING \$1,000
<i>Availability</i>	<i>1 available</i>	<i>Up to 3</i>	<i>Up to 6</i>	<i>Up to 12</i>	<i>Open</i>
Branded posts — still + video from route	<b>20+ posts</b>	10+ posts	4–6 posts	1–2 posts	1 post
Oath Challenge ceremony posts	✓ All + named sponsor	✓ All ceremonies	✓ In-segment only	✓ At landmark if held	—
Named sponsor in every post caption	✓ Every post	✓ Every post	✓ Segment posts	✓ Landmark post(s)	—
Dedicated sponsor feature post	✓ 3 posts	✓ 1 post	—	—	—
Content shared across all active platforms	✓	✓	✓	✓	✓
GPS tracker feed promoted on social	✓ Featured / named	✓	✓	✓	✓

# Ride-Along & Event Access

Join the convoy · Sponsor-organized stops · Rally4Vets shows up and promotes

DELIVERABLE	PRESENTING \$25,000	ROUTE \$10,000	SEGMENT \$5,000	LANDMARK \$2,500	SUPPORTING \$1,000
<i>Availability</i>	<i>1 available</i>	<i>Up to 3</i>	<i>Up to 6</i>	<i>Up to 12</i>	<i>Open</i>
Ride-along segments available	<b>Any / all segments</b>	Any / all segments	Purchased segment only	—	—
Persons in party (at sponsor's travel cost)	<b>Up to 3</b>	Up to 2	1 person	—	—
Sponsor-organized event: Rally4Vets attendance	✓ Full team · featured	✓ Full team · named	✓ Full team · named	✓ Robert Hess if routing permits	—
Sponsor-organized event: social coverage	<b>Pre · during · post</b>	Full event coverage	Full event coverage	Post-event post	—
Oath Challenge: sponsor named as host partner	✓ All events	✓ All events	✓ Segment events	✓ At landmark if held	—

*Note: Rally4Vets does not produce or fund events. Sponsors who organize stops along the route will have full Rally4Vets participation and social coverage.*

# Naming & Recognition

Tour-wide · Segment · Landmark · Media pitches · Outbound communications

DELIVERABLE	PRESENTING \$25,000	ROUTE \$10,000	SEGMENT \$5,000	LANDMARK \$2,500	SUPPORTING \$1,000
<i>Availability</i>	<i>1 available</i>	<i>Up to 3</i>	<i>Up to 6</i>	<i>Up to 12</i>	<i>Open</i>
"Presented by" designation — tour-wide	✓ Exclusive	—	—	—	—
Named segment designation	✓ All segments	—	✓ Purchased segment	—	—
Named landmark designation	✓ All stops	—	—	✓ Purchased landmark	—
Named in outbound sponsor communications	✓	✓	—	—	—
Named in Oath Challenge media pitches to local press	✓ All stops	✓ All stops	✓ Segment stops	✓ Named landmark	—

# Post-Tour Reporting & Content Delivery

Delivered within 60 days of tour completion · July 2026

DELIVERABLE	PRESENTING \$25,000	ROUTE \$10,000	SEGMENT \$5,000	LANDMARK \$2,500	SUPPORTING \$1,000
<i>Availability</i>	<i>1 available</i>	<i>Up to 3</i>	<i>Up to 6</i>	<i>Up to 12</i>	<i>Open</i>
Post-tour sponsor report	<b>Full report</b>	Full report	Segment summary	Landmark summary	—
Individual content assets (hi-res photos + video clips)	✓ All content	✓ All content	✓ Segment content	✓ Landmark photo(s)	—
Impressions · post metrics · media coverage recap	✓	✓	✓ Segment only	✓ Landmark only	—
Oath Challenge ceremony recap	✓ Full tour	✓ Full tour	✓ Segment	✓ If held at landmark	—
Testimonial / impact quote from Robert Hess	✓ Written + video	✓ Written	—	—	—

# 2027 Annual Tour & Multi-Year Partnership

Rally4Vets intends to run this route annually · Build equity over time

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<i>Availability</i>	<i>1 available</i>	<i>Up to 3</i>	<i>Up to 6</i>	<i>Up to 12</i>	<i>Open</i>
Right of first refusal — 2027 Annual Tour	✓ Hold until Jan 31, 2027	✓ Hold until Jan 31, 2027	✓ 30-day right of refusal	—	—
Multi-year partnership discussion (pricing negotiated)	✓ Priority · CEO-level	✓ Priority	—	—	—
Named DVEN & Rally4Vets partner on DVEN.org and Rally4Vets.com for tour year	✓	—	—	—	—

## Brand equity compounds

Your logo stays on the vehicle and both websites for 12 months — driving impressions long after the tour ends.

## Veterans remember advocates

Military community loyalty is built over time. A multi-year presence becomes part of the mission story.

## 2027 terms negotiated together

First-right sponsors have a seat at the table when 2027 route, cities, and events are planned.



# Join the Mission!

Support America's veterans. Celebrate America's 250<sup>th</sup>.



**Robert Hess, Founder & CEO**

**Email:** [robert@rally4vets.com](mailto:robert@rally4vets.com) · [robert@dven.org](mailto:robert@dven.org)

**Web:** [rally4vets.com](http://rally4vets.com) · [dven.org](http://dven.org)

**DVEN:** 501(c)(3) EIN 99-5053861

PRESENTING

**\$25,000**

*1 available*

Contact to reserve

ROUTE

**\$10,000**

*Up to 3*

Contact to reserve

SEGMENT

**\$5,000**

*Up to 6*

Contact to reserve

LANDMARK

**\$2,500**

*Up to 12*

Contact to reserve

SUPPORTING

**\$1,000**

*Open*

Contact to reserve