



THE
VETERANS
PROJECT

SPONSORSHIP DECK

THE VETERANS PROJECT

The project is a photographic essay not just for the warfighter, but for civilians as well. Preservation of legacy is the number one objective, capturing the stories of veterans who have since returned home from OIF, OEF, Vietnam, Korea, and WWII. The goal of The Veterans Project is to capture the warfighter spirit, and establish an educational discourse for civilians who want to know what reintegration into polite society looks like.





“My brother was in the march (Bataan) with me as well as my wife's brothers. My brother Claude wasn't really healthy. The lack of food, dysentery, and malaria killed a lot of us. We were together until the end, though. I was with him all the time. In fact, my brother was in my arms when he died. He couldn't eat the rice diet they gave us. They cooked the rice and gave us the starch water. He died of starvation among other diseases. My tent was right next to his. When he got so bad he couldn't get around I carried his food to him. I did everything I could do to help him. I would do whatever they'd let me do to help him. Claude died in my arms and I laid him on the ground like I was supposed to, then I called them over to grab him. They dumped him in the trench.”

SSG Alfred Haws
Army, WWII Veteran



"The positive mental attitude or PMA as we called it in SERE School (Survival, Evasion, Resistance, and Escape) is your lifeline that is the essence of survival. In a positive space things feel attainable and that there are always possibilities. There are solutions for every situation, and the sun comes out every day. The stars come out every night and through that simple contentment we can dispel the fear or let down of reality in life. Really, it's just majestic to even have consciousness and be born. Already as human beings we are at the top of the spiritual totem pole. We lose it as we go along in life. Not that we didn't have the emotional wisdom or that we have to learn it, because we have it from birth. But, this modern society and life conspires to steal our joy and really turn us into robots. I stay in that space of positive mentality in order to stay alive. I was celebrating life in the middle of death and combat."

SGT Rudy Reyes
Marine Recon, OIF, OEF Veteran



“After 53 years of marriage, I began to notice that she was forgetting --and after some tests, I found out it was Alzheimers, so I moved us to The Forum. She declined over 5 years and just as the worse began, she fell, broke a hip, and died within a month. It was a blessing for all of us. She had forgotten me and the kids. In many ways, those years were harder than anything I experienced on Iwo Jima.”

PFC Paul Merriman
USMC, WWII Veteran



“The missions that I was on carried the very real risk of losing absolutely everything. Just like with any other Marine, there's a time where you have to grow thick skin and buck up and realize why you joined. It made me a much better person, and I gained the best friends/family that I could ever have. I think that's what I'm thankful for the most.”

SGT Kirstie Ennis
USMC, OEF



“What’s next?’ I didn’t know what life would be like from that point. I had nothing else in my life besides the military. There was nothing to aim towards. I was really really scared. But then in that moment, I realized I had the power of choice. It was a simple choice.”

Able Seaman CD Paul de Gelder
Australian Army Airborne, Australian Navy Clearance Diver

SPONSOR THE PROJECT

The project's detailed everyone from Medal of Honor Recipients to UFC fighters to ESPN the Magazine cover models to Emmy nominated actors. The purpose of the project is to improve veteran perception and understanding, which ultimately leads to promotion of veteran hiring. By sponsoring the project, your company is showcasing commitment to not only the veterans in your workplace specifically, but to the warfighter legacy over all. Sponsorship of the project increases your company's public perception as a veteran supporter. Together, we can highlight the silent heroes.



SPONSOR THE PROJECT

The cost of commitment to the work of capturing the legacies of these warriors is a required burden taken on very gratefully. However, this project does have a dollar amount associated with travel, vehicle expenses, equipment maintenance, labor, insurance, living expenses, and taxes. In order to make this the necessary full-time work that it is, these costs must be covered by me, the founder of The Veterans Project. With your assistance, we can make keep this project at its full time status.

-Tim K. (Founder/Storyteller)





PODCAST ADS

FEATURES

- Read and produced by Tim K.
- Featured at the beginning of the episode
- Featured on email blast announcing episode
- Featured on the website episode page
- Featured in podcast description
- Featured on instastories about the episode
- Featured in post caption in Facebook and Instagram
- Funds support capturing more legacies
- Exclusive episode gives you full attention, no competing ads

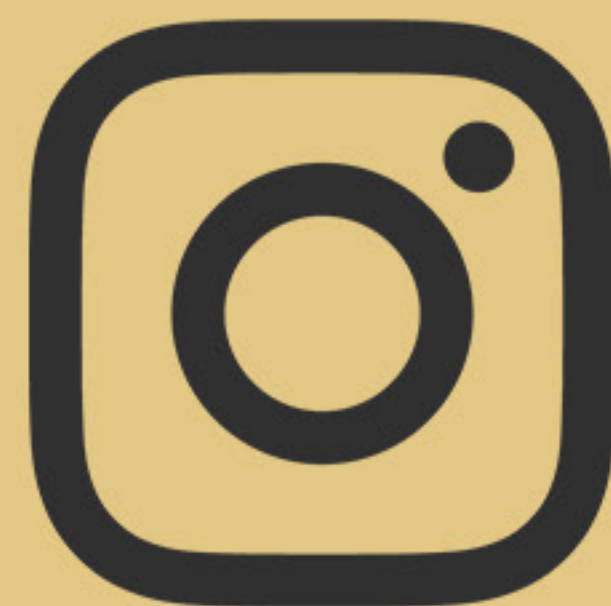
PRICING

15 SECOND SLOT - \$299

30 SECOND SLOT - \$499

EXCLUSIVE EPISODE - \$999





INSTASTORIES

FEATURES

- Advertise on The Veterans Project Instagram stories
- Available for 24hrs
- “Swipe Up” feature to easily link to your site or landing page
- Can include Tim’s message or your choice of text and images
- Dynamic message display options (moving text, fade in, music, etc.)
- 15 seconds of exposure per slide
- 2 slides available per 24hrs
- Stories can be shared on your account
- Discounted rates for larger commitment of dates
- Instastories can be sponsored for any number of days

PRICING

1-10 DAYS - \$99 PER DAY

11-20 DAYS - \$89 PER DAY

21-30 DAYS - \$79 PER DAY



PROJECTS BRAVO PACKAGE

\$2,749

FEATURES

- 1 of 2 sponsor slots on a project, sharing with another sponsor
- Featured on the bottom of the project on the website
- Featured on the sponsors page on the website during the project
- Featured on the email blast for the project
- Featured on the social media posts in the caption
- Featured in the Instastories about the project
- Featured in an introduction post for the project
- Project and sponsorship runs for about a month
- Social media posts every day with Instastories

FUNDING COVERS

- Travel costs
- Lodging costs
- Photography equipment
- Treating the Veteran to dinners
- Interviewing Veteran
- Editing photos
- Writing and editing transcript
- Creating posts
- Broadcasting the story



PROJECTS ALPHA PACKAGE

\$4,999

FEATURES

- Exclusive sponsorship coverage for entire project
- Featured on the bottom of the project on the website
- Featured on the sponsors page on the website during the project
- Featured on the email blast for the project
- Featured on the social media posts in the caption
- Featured in the Instastories about the project
- Featured in an introduction post for the project
- Project and sponsorship runs for about a month
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FUNDING COVERS

- Travel costs
- Lodging costs
- Photography equipment
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- Interviewing Veteran
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- Writing and editing transcript
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SPONSORS



CONTENT REACH

INSTAGRAM 42K

POST LIKES	2,091
COMMENTS	34
POST SAVED	40

EXAMPLE POST
SFC TIM KENNEDY
FOUNDER & PROJECT ACCOUNTS

FACEBOOK 5,874

PEOPLE REACHED	15,321
POST CLICKS	2,087
SHARES	91

EXAMPLE POST
MOH RECIPIENT LEROY PETRY

WEBSITE

VISITS	41.6K
PAGEVIEWS	60.1K
SEARCH	45%
DIRECT	32%
SOCIAL	21%

STATS FROM JAN - SEP 2020

PODCAST ANALYTICS

*APPLE PODCASTS & SPOTIFY
AS OF OCTOBER 1, 2020*

32K

SUBSCRIBERS

86

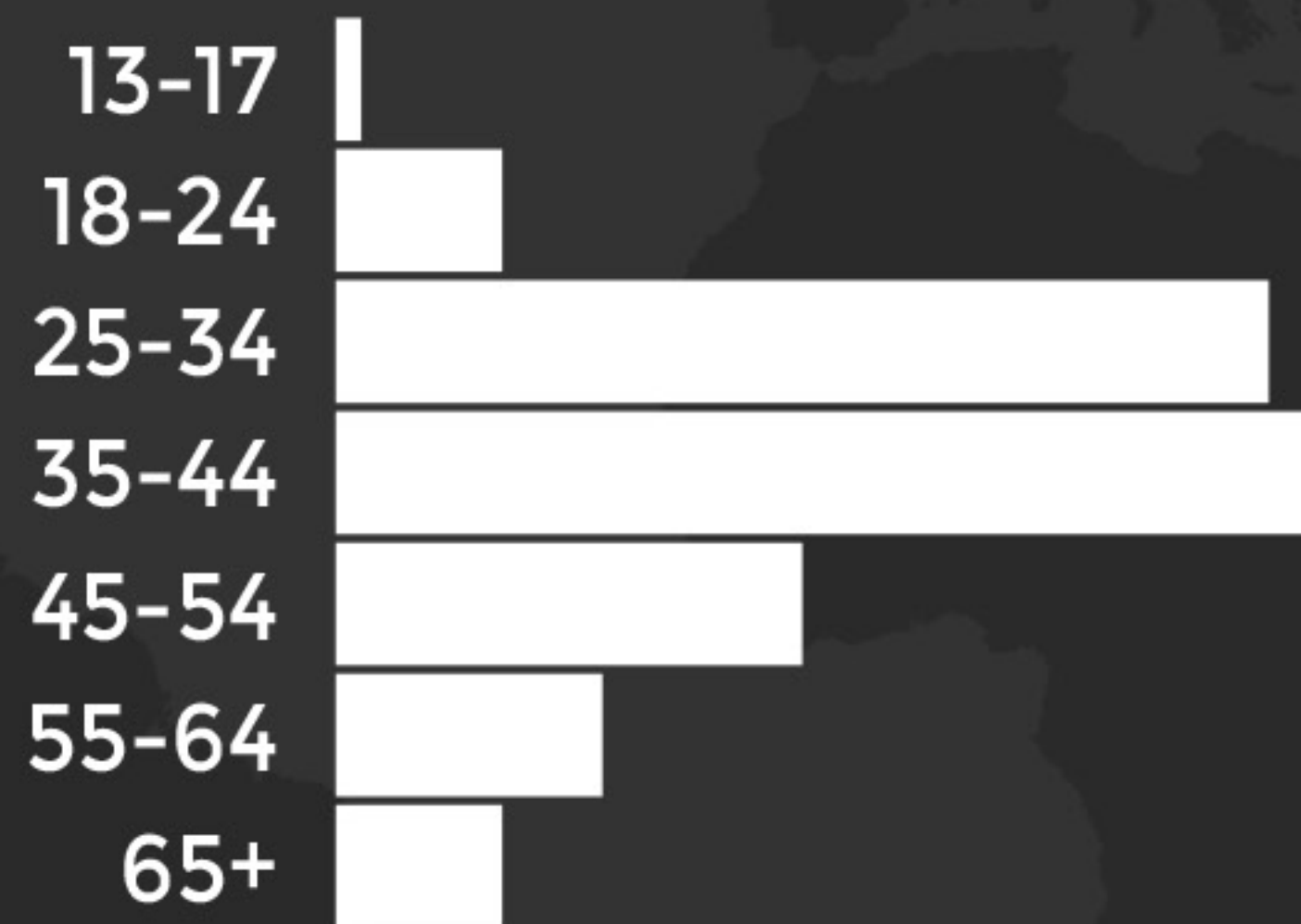
MINUTES AVERAGE
LISTENING TIME

95%

AVERAGE
CONSUMPTION



DEMOGRAPHICS



FEATURED ON

TIME

THE BLAZE



Health®

LIFE ON THE LINE



HOUSTON CHRONICLE

Alcalde



Star-Telegram FORT WORTH



SOFREP



TickPick blog

TASK & PURPOSE



TIM K.

Tim K. is the founder of The Veterans Project, photographic essays for the warfighter, and the civilian. It serves as a collective database for the stories of veterans who have returned home from Iraq, Afghanistan, Vietnam, Korea, and WWII. The goal of The Veterans Project is to capture the warfighter spirit, and establish an educational discourse for civilians as veteran's transition from service and reintegrate into polite society.

Tim attended Southwestern Assemblies of God University where he received his Bachelor's Degree in Digital Media Communications. He deployed to Iraq with his infantry unit, Delta Company 3/141 (Texas ARNG) in 2009-2010. After his completion of service and an honorable discharge, he finished his academic career with a Master's at UT Dallas in Emerging Media and Communication.

At UTD, he first picked up a camera, found a love for photography and created The Veterans Project. For the past four years, Tim's traveled the country to cover the legacies of his fellow veterans. Since the project's inception, it's been seen and shared through Sundance Film Festival, USA Today, The Department of Veteran Affairs, the Blaze, PTSD Journal Magazine, The Houston Chronicle, Independent Journal Review, Task and Purpose, We Are the Mighty, ONNIT Academy, Austin Fitness Magazine, the 2017 Army Ball's official program, and Health Magazine.

Tim resides in San Antonio, Texas (Military City USA) and spends his free time hiking the backwoods of the "best state in the world."

THANK YOU

All sponsorship packages can be adjusted according to your needs and we are always interested in your input, suggestions, and ideas. Our hope is that together, we can capture and preserve the legacies of these heroes. Please contact us with any questions or inquiries. We would love to hear from you and discuss how we can work together. Thank you for taking the time to review this deck and your consideration of sponsoring The Veterans Project. This is only possible with your help.

**FOR QUESTIONS OR MORE INFO
PLEASE CONTACT**

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BLAKE@THEVETSPROJECT.COM

**TO SPEAK WITH THE FOUNDER
PLEASE CONTACT**

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FOUNDER | STORYTELLER
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 @THEVETERANSPROJECT
 @THEVETSPROJECT



THE VETERANS PROJECT PODCAST 
THEVETSPROJECT.COM 