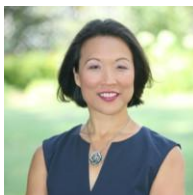




VETERANS
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meet the team




veterans and business owners

Our team has a diverse background of business and veteran service experience.

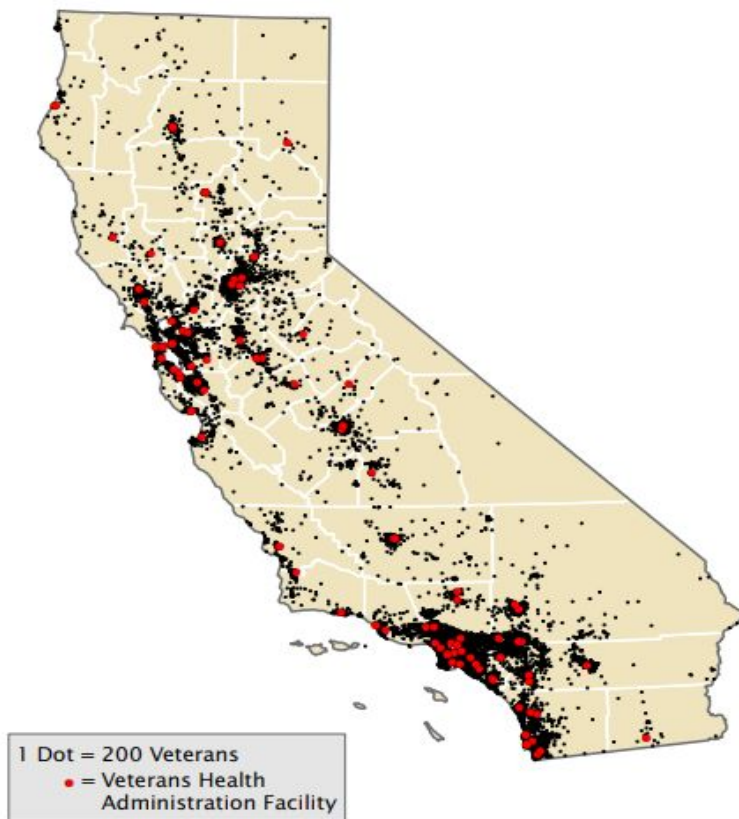
- Veteran owned businesses
- Civilian owned businesses
- Local certified
- State certified
- Federally certified
- Business development
- Marketing
- Media
- Technology
- Politics
- Security
- Veteran services



“One of the biggest problems we see when working with veterans is that they **do not know what resources are available** for them, their families and their business.”

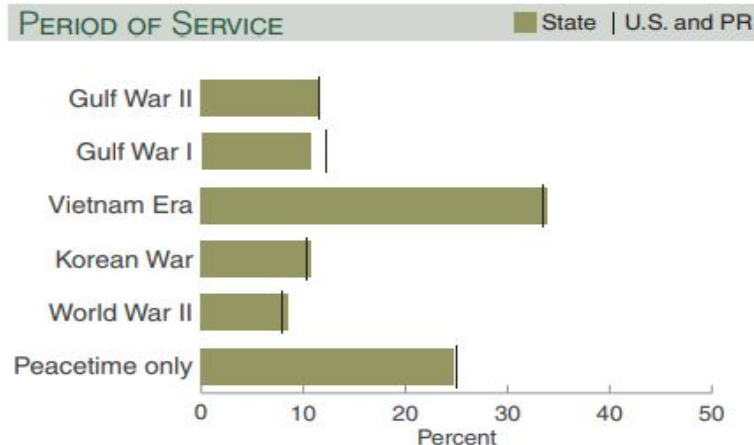


Veteran Statistics | California



	California	United States
Veteran Population	1,893,539	21,369,602
Percent female	6.9	7.3
Unemployment rate for veterans	7.4	5.3
Number of homeless veterans	12,096	49,865
Median household income (In 2014 inflation-adjusted dollars)	\$73,722	\$61,884
Number of veteran-owned businesses	254,873	1,356
		2,540,706

* VA = Department of Veterans Affairs



<https://www2.census.gov/library/visualizations/2015/comm/vets/ca-vets.pdf>



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organizational statements



our mission

The Veterans Chamber of Commerce mission is to provide all military veterans the support, resources and education that will further develop their business and personal lives.



our vision

It is our vision that all 19mm+ veterans will be connected to every resource available to them and to their business.

01

business

Government certifications for contracting at the city, county, state and federal levels. Financial tools, matchmaking, capability statements...

02

education

Providing Trade Skills to High level technical skills. Our learning management system is available via desktop or iOS & Android mobile app.

03

wellness

Physical & mental health resources, homeless, respite & caregiving services...

04

family

Family services, residential and housing services, caregiving, camps for kids...

05

employment

Services include employment opportunities, job placement, workforce development, resume building and more...

06

resources

From veteran discounts to free road bikes, our resources extend beyond the first five pillars.





strategy the four cornerstones

01

community

forum, Facebook group, events

02

communication

pay-per click advertising, email, forum, podcast, iOS & Android apps, google publisher, outreach

03

technology

learning management system, communication assets

04

education

certification classes, business, marketing, resource gathering



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startup timeline

phase 1 - setup

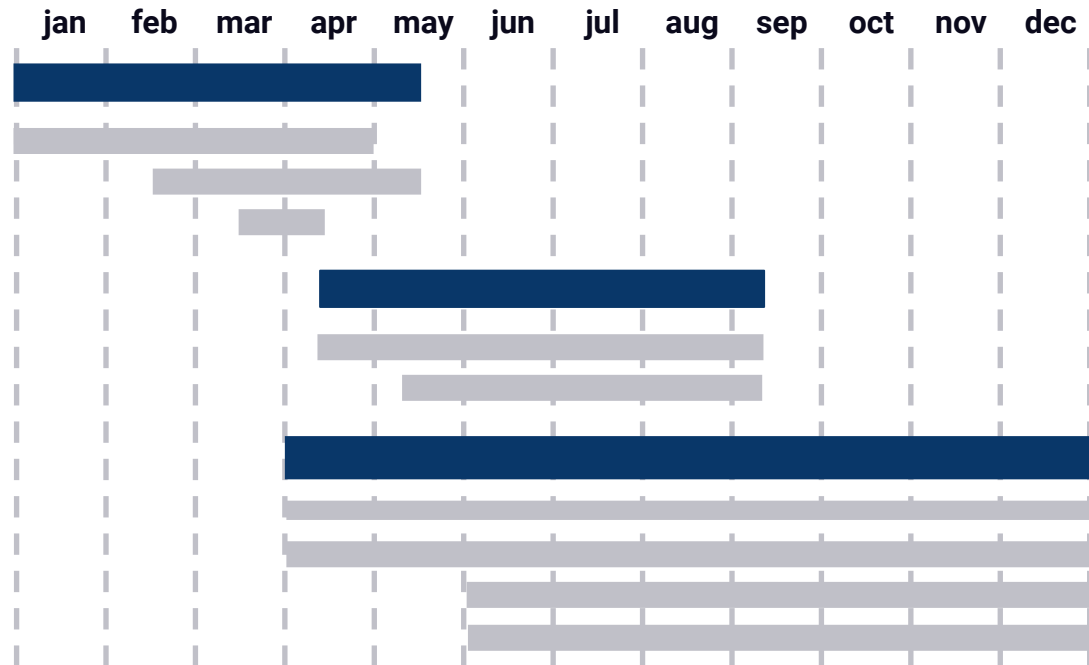
- Step 1.1 – Entity
- Step 1.2 – Website
- Step 1.3 – Digital Properties

phase 2 - develop

- Step 2.1 – LMS/Training
- Step 2.2 – Com. Channels

phase 3 - promote

- Step 3.1 – Outreach
- Step 3.2 – Partnerships
- Step 3.3 – PPC
- Step 3.4 – Package Offering



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2019 budget projection

● income
\$605,000

● expense
\$599,587

Reference: <https://goo.gl/czfkds>

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Cash Flow Projection														
2	Veteran Chamber of Commerce														
3	Starting date	Jan-19													
4	Cash balance alert minimum	2,500													
5															
6		Beginning	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Total
7	Cash on hand (beginning of month)	50,000				50,000	61,577	43,522	64,746	47,191	57,135	52,580	75,024	59,969	
8															
9	CASH RECEIPTS														
10	Platinum Sponsor (50K x 1) - 5 by 2024					0	50,000	0	50,000	0	50,000	0	50,000	0	200,000
11	Gold Sponsor (25K x 1) - 10 by 2024					0	25,000	0	0	0	0	0	0	0	25,000
12	Silver Sponsor (10K x 5) - 15 by 2024					0	0	0	10,000	10,000	1,000	10,000	10,000	0	41,000
13	Bronze Sponsor (5K x 10) - 30 by 2024					0	5,000	5,000	5,000	10,000	10,000	10,000	10,000	0	55,000
14	Community Sponsor (2K x 24) - 40 by 2024					0	4,000	4,000	4,000	4,000	4,000	4,000	4,000	0	24,000
15	Free Membership (minimal)	0.00													
16	Membership Fee - Veterans (Sponsored) LACo Certified Local SBE Status CA DGS Certified SBE Status TARGET 500 VOSB - Sponsor PENDING Target 25 per month	175.00				50,000	4,375	4,375	4,375	4,375	4,375	4,375	4,375	4,375	85,000
17	Membership Fee (1-3 employees) LACo Certified Local SBE Status CA DGS Certified SBE Status TARGET 500 VOSB - Sponsor PENDING Target 25 per month	200.00					5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	40,000
18	Event Sponsor - Procurement AM Power Breakfast					0	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	20,000
19	Event Sponsor - Annual Veteran Business					0	0	0	0	25,000	25,000	0	0	0	50,000
20	Event Sponsor - Quarterly Business Mixer					0	0	5,000	0	0	5,000	0	0	5,000	15,000
21	Event Sponsor - Care Package Holiday Drive					0	0	0	10,000	10,000	10,000	10,000	10,000	0	50,000
22	TOTAL CASH RECEIPTS		0	0	0	50,000	16,875	100,875	40,875	95,875	66,875	120,875	45,875	66,875	605,000
23	Total cash available	50,000	0	0	0	100,000	78,452	144,397	105,621	143,066	124,010	173,455	120,899	126,844	
24															
25	CASH PAID OUT														
26	Advertising - Constant Contact/FB Ads					3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	31,500
27	Chambervire					150	150	150	150	150	150	150	150	150	1,350
28	CEO					6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	54,000
29	Executive Director					6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	54,000
30															

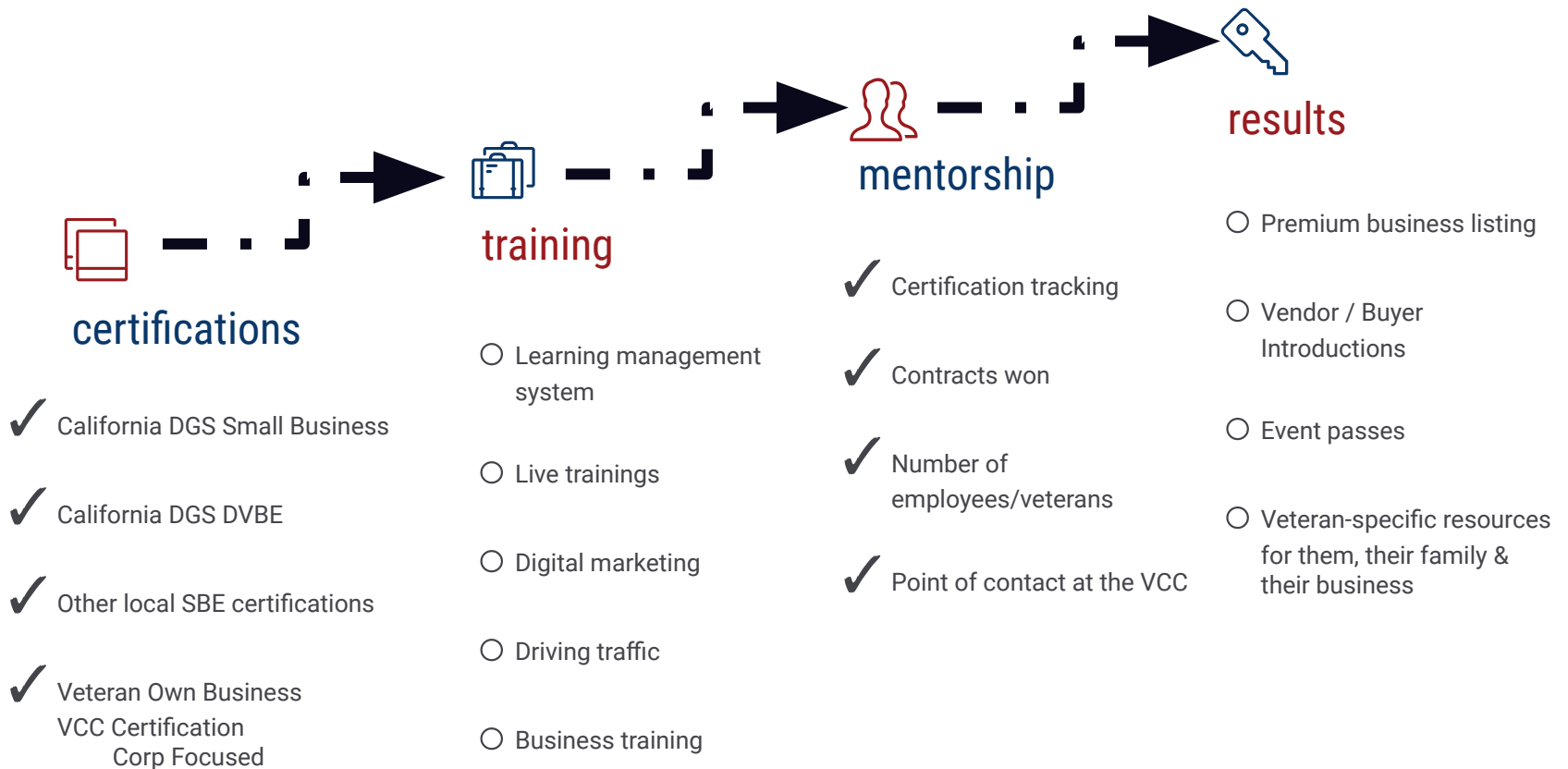
+ ☰ Cash Flow -2019 ▼



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how your sponsorship will help: membership for 500 veterans



title sponsor annual benefits



branding

- ✓ All VCC marketing materials
- ✓ Newsletters
- ✓ VCC website
- ✓ Printed materials



advertising

- Podcast Plug - 10 episodes
- Forum Ads
- Dedicated sub-forum
- Member referrals



recognition

- ✓ First right to introduction at events (sponsor highlight)
- ✓ MC recognition at events



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**next
steps...**

Founding Partners

Presenting Founding Partner

\$50,000

- Lifelong recognition as "Founding Partner" of VCC
- Brand inclusion in VCC publicity, PR & marketing, eNewsletter, and printed materials for the next 12 months
- Recognition as "Presenting Sponsor" of all programs & events for 12 months
- Full credit for successes achieved by VCC during our startup phase
- Donor profile in blog or video promoting the importance of working with VSBs
- Brand inclusion in member outreach campaign for 12 months
- Exhibit table at all VCC programs & events for 12 months
- Major sponsor of launch event, which includes: remarks, branding, exhibit table, social media coverage
- Inclusion in "Thank You" blog or video to be promoted on the VCC website
- Logo inclusion as Founding Partner in our monthly email Newsletter
- Logo inclusion in Physical Training t-shirts provided to all VCC members

Strategic Founding Partner

\$25,000

- Available to 4 partners ONLY
- Lifelong recognition as "Strategic Founding Partner" of VCC
- Brand inclusion in VCC publicity, PR & marketing, eNewsletter, and printed materials for the next 12 months
- Recognition as "Platinum Sponsor" of all programs & events for 12 months
- Donor profile in blog or video promoting the importance of working with VSBs
- Brand inclusion in member outreach campaign for 12 months
- Platinum sponsor of launch event, which includes: branding, exhibit table, social media coverage
- Inclusion in "Thank You" blog or video to be promoted on the VCC website
- Logo inclusion as Founding Partner in our monthly email Newsletter
- Logo inclusion in Physical Training t-shirts provided to all VCC members

Social Impact Partner

\$20,000

- Available to 2 partners only
- Lifelong recognition as "Social Impact Partner" of VCC
- Brand inclusion in VCC publicity, PR & marketing, eNewsletter, and printed materials for the next 12 months
- Recognition as "Gold Sponsor" of all programs & events for 12 months
- Donor profile in blog or video promoting the importance of working with VSBs
- Gold sponsor of launch event, which includes: branding, social media coverage, exhibit table
- Inclusion in "Thank You" blog or video to be promoted on the VCC website



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**next
steps...**

Supporting Partners

GOLD PARTNER

\$15,000

- Brand inclusion in VCC publicity, PR & marketing, eNewsletter, and printed materials for 12 months
- Year-long recognition as GOLD PARTNER in all programs & events
- Brief donor profile in blog or video promoting sponsor's work with Veterans, Veterans Business Owners and Veteran family members
- Brand inclusion in member outreach campaign for 12 months
- Major sponsors & supporting partners of launch event, which includes: branding, exhibit table, social media coverage
- Two-minute inclusion in "Thank You" blog or video to be promoted on our website
- Logo inclusion as Gold Partner in our monthly email Newsletter
- Logo inclusion in physical training t-shirts provided to all VCC members
- Sponsorship of 25 Premier Level VCC Memberships provided Free of charge to Veteran Business Owners

SILVER PARTNER

\$10,000

- Brand inclusion in VCC publicity, PR & marketing, eNewsletter, and printed materials for 12 months
- Recognition as "SILVER PARTNER" of all programs & events for 12 months
- Brief donor profile in blog or video promoting sponsor's work with Veterans, Veterans Business Owners and Veteran family members
- Brand inclusion in member outreach campaign for 12 months
- Major sponsors & supporting partners of launch event, which includes: branding, exhibit table, social media coverage
- One-minute inclusion in "Thank You" blog or video to be promoted on our website
- Logo inclusion as Silver Partner in VCC's monthly email Newsletter
- Logo inclusion in Physical Training t-shirts provided to all VCC members
- Sponsorship of 15 Premier Level VCC memberships provided Free of charge to Veteran Business Owners

BRONZE PARTNER

\$5,000

- Brand inclusion in VCC publicity, PR & marketing, eNewsletter and printed materials for 12 months
- Recognition as "BRONZE PARTNER" of all programs & events for 12 months
- Brand inclusion in member outreach campaign for 12 months
- Major sponsors & supporting partner of launch event, which includes: branding, exhibit table, social media coverage
- Logo inclusion as BRONZE PARTNER in VCC's monthly email Newsletter
- Logo inclusion in Physical Training t-shirts provided to all VCC members
- Sponsorship of 10 Premier Level VCC memberships provided Free of charge to Veteran Business Owners

GOVT/COMMUNITY PARTNER

\$2,500

- Brand inclusion in VCC publicity, PR & marketing, eNewsletter, and printed materials for 12 months
- Recognition as "COMMUNITY PARTNER" of all programs & events for 12 months
- Sponsorship of 10 Premier Level VCC memberships provided Free of charge to Veteran Business Owners



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next
steps...

Sponsorship Contact

This serves as our commitment to sponsor the Veterans Chamber of Commerce receiving the benefits identified above. I am able to make this commitment on behalf of my organization.

Sponsorship Level ☐ \$50k ☐ \$25k ☐ \$20k **For** ☐ 1 year ☐ 2 years
☐ \$15k ☐ \$10k ☐ \$5k ☐ \$2.5k

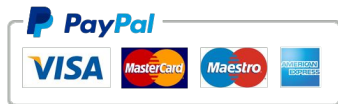
Name (Typed/Printed): _____

Title: _____

Company Name: _____

Signature: _____

Date: _____



our contacts

address

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Los Angeles, 90022

phone

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Executive Director

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