



Veterans Breakfast Club 2021 Sponsorship Program

The Veterans Breakfast Club (VBC) harnesses the power of storytelling to connect, heal, educate, and inspire. Our nationwide community of listening gathers online for live programs, follows our weekly podcast/videocast *The Scuttlebutt*, and subscribes to our quarterly VBC Magazine. We welcome sponsors and advertisers to support our mission.

VBC LIVE SPONSORSHIPS (TWO PROGRAMS PER WEEK)

All sponsorships include a 2-minute presentation on the program, logo placement in all VBC social media posts for the week and in our two weekly e-blasts.

One Week: \$275

(2.25"x4" magazine ad for additional \$250)

Four Weeks: \$990

(10% discount) (2.25"x4" magazine ad for additional \$250)

Twelve Weeks: \$2,800

(15% discount) (4"x4.5" magazine ad for additional \$400)

VBC Live Premier Sponsorship for Twelve Weeks: \$3,800 includes full-page magazine ad (8"x10.5"), premier logo placement in all emails and social media posts and top of program branding.

VBC SCUTTLEBUTT SPONSORSHIP (ONE SHOW PER WEEK)

All sponsorships include a 60-second ad on the show, logo placement in all Scuttlebutt social media posts for the sponsored week and in our two weekly e-blasts.

One Week: \$175

(2.25"x4" magazine ad for additional \$250)

Four Weeks: \$630

(10% discount) (2.25"x4" magazine ad for additional \$250)

Twelve Weeks: \$1,785

(15% discount) (4"x4.5" magazine ad for additional \$400)

VBC Scuttlebutt Premier Sponsorship for Twelve Weeks: \$2,700 includes fullpage magazine ad (8"x10.5"), premier logo placement in all emails and social media posts and top of program branding. Opportunity to appear on one full episode and join the discussion.

VBC MAGAZINE AD RATES

32+ pages full color gloss. Total circulation: 8,500 (6,500 mailed, 2,000 hand-distributed). Published quarterly.

2.25"x4" = \$275

4"x4.5" (two business card size) = \$475

5"x8" (1/2 page) = \$775

8"x10.5" (full page) = \$1,200

SPECIAL EVENTS AND CUSTOM EVENT HOSTING

The VBC also hosts special virtual events throughout the year with special sponsorship opportunities. These include veteran comedy nights, trivia nights, dinners, and a gala—all live and interactive. In addition, we also host custom events such as biweekly information sessions and webinars or company veteran events. Let us know if you're interested in discussing these options. Contact Todd DePastino at todd@veteransbreakfastclub.org or 412-623-9029.



VETERANS BREAKFAST CLUB 2021 PROGRAMS AT A GLANCE

Our LIVE veterans storytelling programs bring together people from all over our region, nation, and beyond. In addition to our live events, we produce a pre-recorded show, The Scuttlebutt. We host live events on Zoom and simulcast on Facebook Live and YouTube Live.



VETERANS BREAKFAST CLUB

Wednesdays at 9am ET on Zoom, simulcast on Facebook and YouTube. Interactive veterans storytelling with special guests, topics, and a dose of history and headlines.



VBC LIVE HAPPY HOUR

Mondays at 7pm ET on Zoom, simulcast on Facebook and YouTube. Interactive veterans storytelling with special guests, topics, and a dose of history and headlines.



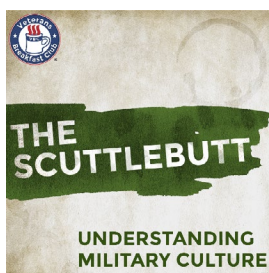
GREATEST GENERATION LIVE: WWII ROUNDTABLE

Fourth Tuesdays at 7pm ET, simulcast to Facebook and YouTube. All things WWII, including veterans' stories, authors, experts, and History vs. Hollywood.



A VETERAN'S STORY

Second Thursdays at 7pm ET on Zoom, simulcast on Facebook and YouTube. Renowned journalist and Vietnam veteran Pete Mecca orchestrates a lively group conversation around remarkable veterans of all eras, branches, and backgrounds.



THE SCUTTLEBUTT

Released Mondays on YouTube and podcast listening apps. The Scuttlebutt brings veterans and experts together for informed conversations about the military experience, past and present. Each episode covers the latest military headlines, dives deep into a military subject, before ending with some Scuttlebutt!