

VETERANS BREAKFAST CLUB

Creating Communities of Listening



A hand is holding a tablet that displays a grid of approximately 15 small video call windows. Each window shows a different person, likely participants in a virtual meeting or community event. The names of some participants are visible below their respective windows, including James Martin, Jeff Kennedy, Jim Skel, Robert Maza, Francis Hynes, Adam Zaffino, Chad Rittle, Ken Rozycki, Lawrence Jones, and Rich Gotch. The background of the tablet screen is dark, and the overall scene is dimly lit, focusing attention on the screen's content.

To create communities of listening around veterans and their stories to ensure that this living history will never be forgotten. We believe that through our work, people will be connected, educated, healed, and inspired.

OUR MISSION



Since 2008, the Veterans Breakfast Club has gathered Americans together for veteran storytelling events. Thousands have come to listen and learn, to share and heal, and to say thank you to those who've served.

We hold our events in-person and online. All are welcome, and you don't need to be a veteran to attend.



zoom



Folks join us from across the nation and around the world. We've heard stories from people of all eras, branches, and backgrounds, from a 100-year-old Pearl Harbor survivor to a fresh West Point graduate. Students come to ask questions. Vietnam veterans reunite with buddies. Gold Star Families remember their loved ones, so that we could know them, too.

At VBC events, you never know who will show up and or what will happen. But you can always expect a few tears and a lot of laughter.



How can YOU support our community of listening?

By sponsoring our programs! Sponsors receive:

- Branding on social media, e-blasts, and publicity
- Speaking time on live programs
- Ad in VBC Magazine

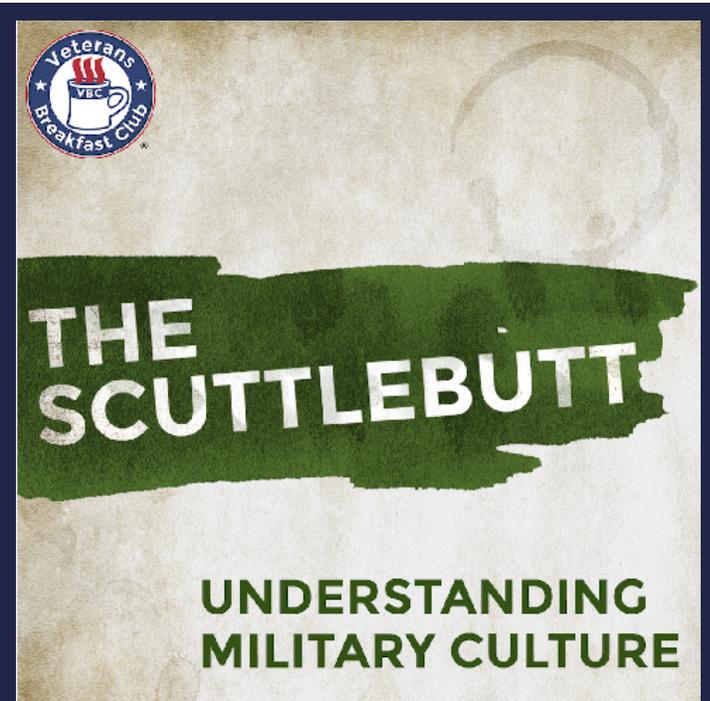


- **All sponsorships** include a 2-minute presentation on the program, logo placement in all VBC social media posts for the week and in our two weekly e-blasts.
- **VBC Live Premier Sponsorship for Twelve Weeks: \$3,800** includes full-page magazine ad (8"x10.5"), premier logo placement in all emails and social media posts and top of program branding.
- **Twelve Weeks: \$2,800** (15% discount) (4"x4.5" magazine ad for additional \$400)
- **Four Weeks: \$990** (10% discount) (2.25"x4" magazine ad for additional \$250)
- **One Week: \$275** (2.25"x4" magazine ad for additional \$250)

VBC LIVE PROGRAM SPONSORSHIPS

2 PROGRAMS PER
WEEK





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.
- **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.
- **Twelve Weeks: \$1,785** (15% discount) (4"x4.5" magazine ad for additional \$400)
- **Four Weeks: \$630** (10% discount) (2.25"x4" magazine ad for additional \$250)
- **One Week: \$175** (2.25"x4" magazine ad for additional \$250)



- 32+ pages full color gloss. Total circulation: 8,500 (6,500 mailed, 2,000 hand-distributed). Published quarterly.
- 8"x10.5" (full page) = \$1,200
- 5"x8" (1/2 page) = \$775
- 4"x4.5" (two business card size) = \$475
- 2.25"x4" = \$275

VBC MAGAZINE AD RATES



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.



- **VBC HAPPY HOUR** Every Monday night at 7pm ET on Zoom; simulcasted to Facebook and YouTube. BYOB(verage). Veterans stories, conversations, special topics, and guests. Past themes include the celebrating the Navy birthday, stories from boot camp, Gold Star Families and Spouses, Donut Dollies in the Vietnam War, and many, many more.
- **VETERANS BREAKFAST CLUB** Every Wednesday at 9am ET on Zoom; simulcasted to Facebook and YouTube. Just like our usual veterans storytelling breakfasts, but made virtual! BYOB(reakfast)! We invite veterans to tell their stories on Zoom, which we often accompany with photos of them in the service. We'll share military cartoons we've found, check in on military-related headlines, and talk about interesting history tidbits.
- **GREATEST GENERATION LIVE** Every 4th Tuesday of the month at 7pm ET; simulcasted to Facebook and YouTube. Conversations about all things WWII, including the stories of WWII veterans.
- **A VETERAN'S STORY** Join us for our new VBC program with Vietnam veteran and author [Pete Mecca](#). *A Veteran's Story*, will feature in-depth interviews with remarkable veterans of all eras, branches, and backgrounds. Episodes will launch Thursday, May 13 at 7:00pm in our Zoom room and will continue the second Thursday of each month.
- **THE SCUTTLEBUTT*** Released as a podcast and video every Monday! The Scuttlebutt brings together special guests, veterans and non-veterans, for an informed conversation about the military experience, past and present. Each episode covers the latest military headlines, armed forces phraseology, and a deep-dive into a military subject, before ending with some water-cooler chatter--the Scuttlebutt!

*The Scuttlebutt is a prerecorded program



A BIT ABOUT OUR PROGRAMS

HOSTED ON ZOOM;
SIMULCASTED TO
FACEBOOK AND
YOUTUBE



JOIN US!

todd@veteransbreakfastclub.org

veteransbreakfastclub.org

412.623.9029

