



# CORPORATE PARTNERSHIP

THEY STOOD FOR US,  
WE STAND WITH THEM.

2022

## OUR MISSION

The Code of Support Foundation (COSF) changes lives by connecting military families, veterans, and caregivers to the resources and support they have earned through their service and sacrifice. We work to eliminate the barriers between our veterans and the millions of dollars spent on programs designed to serve them.

## OUR IMPACT

**89%**  
of veteran families report a **higher quality of life** six months after working with Code of Support

**200% RISE**  
in demand for our services since the COVID-19 pandemic hit the US

## THE WORK OF CODE OF SUPPORT CHANGING LIVES FOR MILITARY FAMILIES, VETERANS AND CAREGIVERS

### PATRIOTlink

PATRIOTlink® is the nation's first resource solution that provides users free access to DIRECT & COST-FREE SERVICES FOR TROOPS, VETERANS AND THEIR FAMILIES. Our team vets each resource on the platform to ensure it is readily available and free-of-charge to ensure that THOSE WHO HAVE SERVED, get the holistic support they need. PATRIOTlink helps transitioning veterans orient to civilian life and identify local, community-based and national resources to help them RECONNECT.

### Case Coordination

Our Case Coordination team of EXPERIENCED case managers work hand-in-hand with veterans and their families to identify and prioritize their needs, provide direct support, and build a path to self-sufficiency. THESE PEER NAVIGATORS locate and leverage the resources needed to meet both immediate and longer term needs by removing barriers and collaborating with partner organizations and agencies across the country.

### Education & Engagement

Our Education and Engagement program continues to build public awareness of the service and sacrifice of our military men and women, veterans, and their families. Code of Support provides engagement opportunities throughout the year to give others a chance to be of service to our veterans and military families.



4220 King Street, Alexandria, VA, 22302 | [www.codeofsupport.org](http://www.codeofsupport.org)  
Code of Support Foundation is an IRS tax exempt 501 (c) (3) Organization. EIN # 27-3485502

# CORPORATE PARTNERSHIP DELIVERABLES

When you become a Corporate Partner of Code of Support, you work with our team to develop a customized program.

## Sponsorship Recognition

### Access to Current Veteran & Caregiver Communities

- **Code of Support Website**
  - » Listing as Corporate Partner of COSF
  - » Logo placement on the Corporate Partner page
  - » Logo placement on COSF properties including PATRIOTlink, Case Coordination, and/or Public Education and Awareness programs
- **Social Media**
  - » Co-branding and custom posts on COSF social media properties (Facebook, Instagram, LinkedIn, Twitter, YouTube) with opportunity for coordinated cross-promotion
- **PATRIOTlink Platform**
  - » Advertising, banners, priority search results, access to de-identified data, and analytics.

\* Early Pledges received by Feb 1, 2022: early recognition at 2022 Toast to Our Troops, priority seating at events, and featured during first COSF Leadership Circle event of 2022.

## Customized Marketing & Cross-promotion

### Access to Current Veteran Service Organization Spaces

- Work directly with your marketing and communications team on pre-planned cross-promotion, co-branding, and announcements to include:
  - » Op-eds: Opportunity to co-author op-eds on issues relevant to veteran service organizations/topics
  - » Custom blog posts: Opportunity to author, or co-author, posts for the COSF blog and/or vlog
  - » COSF eNewsletter: Feature articles, mentions, and branding in the eNewsletter sent monthly to around 10,000 subscribers
- **"General Knowledge" with Alan Salisbury**
  - » A monthly "show" broadcast with Alan Salisbury, retired Major General of the U.S. Army and co-founder of COSF, broadcast from the COSF page

## Toast to our Troops & Other Events

### Sponsorship & Branding with Current Corporate and Defense Partners

- **Toast To Our Troops:**  
Thursday, September 29, 2022
  - » Annual fundraising and celebration
- **Archer's 100 Mile Challenge**
  - » Peer-to-Peer virtual race for veterans in need, race takes place during the summer
- **Seasonal recognition as available i.e., Veterans Day, Giving Tuesday, Holiday Season, etc.**
  - » Support struggling veteran families with gifts
- **Leadership Circle Virtual Roundtables**

## Show & Share Impact

### Access to Current Data & Analytics on Veteran and Military Families

- Regular reports on impact of giving on communities served
- **PATRIOTlink usage and trends**
  - » Heat-map of needs analysis vs. resources available in various communities, by demographic: geography, gender, race, ethnicity, economic means, type of healthcare, etc.
- **Case Coordination**
  - » Testimonials and anecdotal data, stories of high-touch, high-impact
- **Education and Engagement**
  - » Engage civilians who care about veterans and caregivers

## Special for "Annual Corporate Partners" confirmed by Jan. 15, 2022

### Receive Benefits of Next Highest Sponsorship Level — you receive the value of a \$10,000 sponsorship for \$5,000!

- Customized social media marketing plan, with announcement of your partnership coordinated with your team and promoted through COSF channels on a mutually-agreed upon time and date;
- Full 12-month recognition on COSF website and PATRIOTlink;
- 12 announcements in each COSF monthly newsletter;
- Mention on COSF podcast;
- Special recognition at annual TTOT event;
- All other sponsorship benefits including TTOT VIP package and tickets.

Code of Support does more with less — for every \$1 donated, COSF is able to unlock \$4 in benefits and resources for military and veteran families. These are proud heroes that could not find help on their own, and resources they've earned, but that would otherwise go unrealized. Maximize the impact of your corporate philanthropy by becoming a partner. To learn more about how we can demonstrate your commitment to our military and veteran communities, contact our advancement team at [development@codeofsupport.org](mailto:development@codeofsupport.org).