

DEF: Distributed

DEF 2020

October 23, 2020



OUR STORY

The annual #DEF2020 conference has officially moved forward as a virtual one-day event on October 23rd. This decision to move our annual event to a virtual platform was not made lightly. After careful deliberation and discussion, we decided that due to the circumstances we are facing with COVID-19, we want to make our event safe and reliable for as many people as possible. Our community spans wide and far, and we want to make our annual event fun, informative, and stress-free; we believe converting to a virtual conference would help ensure those elements while providing unique opportunities as well as access for the DEF Community.

OUR IMPACT

The last seven years have seen this diverse group of virtuous insurgents spread into a growing national network of over 1,500 members, with 80 events per year across 40 local communities. Our flagship event remains the annual conference, even with the impact of Covid-19. We will still boast speakers, panels, workshops, tech competitions, and a pitch competition.

The annual conference's unique mix of junior and senior military leaders, policy experts, creatives, veterans, academics, and entrepreneurs creates a perfect environment for disruptive thinkers to develop new ideas with unmatched energy and engagement, even if it is going to be virtual!

All of this supports our vision for a culture of innovation in the national security community. We do not create just another beltway event or defense conference. **This is the Virtuous Insurgency. This is DEF 2020.**

OPPORTUNITIES

We will bring together the brightest and sharpest emerging and established national security leaders to explore the ways in which we can cultivate and ultimately empower a culture of innovation that promotes our nation's security.

As a 501(c)(3) with an all-volunteer team, our events are only made possible through a combination of ticket sales, donations, hard work, and generous sponsors and partners. Would you consider supporting us in 2020?

SUPPORT DEF

We have many sponsorship tiers, which we've named around our core DEF mission statement of "Inspire. Connect. Empower."

As a token of appreciation for your support DEF sponsors will have the opportunity to display their logo and information on event advertisements and distributed content, in addition to further benefits based on the applicable level of sponsorship.

We appreciate all offers of support and hope to partner with like-minded people and organizations to make a profound difference. If any of these offerings do not fit your organization but you would still like to contribute to DEF's mission, please let us know! We are more than happy to customize a sponsorship package or work with a partner that can help support our organization and/or inspire our members.

To get in touch, please send us an email at: giving@def.org.

SPONSOR TIERS

EMPOWER (\$15,000)

CONNECT (\$10,000)

INSPIRE (\$7,500)

DISRUPT (\$6,500)

INNOVATE (\$3,500)

MOTIVATE (\$1,500)

HOOYAH, OORAH, & HOOAH (\$500)



DEF SPONSORSHIP AGREEMENT

Please complete and sign the form below, and provide a digital copy to:
giving@def.org. Thank you for your support!

SPONSORSHIP TIERS

- _____ **EMPOWER (\$15,000)**
- _____ **CONNECT (\$10,000)**
- _____ **INSPIRE (\$7,500)**
- _____ **DISRUPT (\$6,500)**
- _____ **INNOVATE (\$3,500)**
- _____ **MOTIVATE (\$1,500)**
- _____ **HOOYAH, OORAH, HOOAH (\$500)**
- _____ **OTHER (_____)**



Funds provided are to be used to support DEF events throughout our organization and/or specific events depending on sponsor expectations.

FINANCIAL DETAILS

PREFERRED METHOD OF PAYMENT

- _____ **ACH TRANSFER**
- _____ **CC PAYMENT**
- _____ **CHECK**
- _____ **PAYPAL**
- _____ **OTHER: _____**

DO YOU REQUIRE AN INVOICE?

- _____ **YES**
- _____ **NO**
- _____ **OTHER DOCUMENT REQUIRED:**

ORGANIZATION DETAILS

ORGANIZATION NAME: _____

(Please list exactly as you want it displayed on the website and printed materials)

PRIMARY POINT OF CONTACT: _____

(This person will receive updates and planning information from the DEF team)

TITLE: _____

EMAIL: _____

PHONE: _____

ADDRESS: _____

AUTHORIZED SIGNATURE: _____ **DATE:** _____