

TEXAS VALOR PROJECT

Partner & Sponsor Guide

Honoring Those Who Served — Together

Who We Are

Texas Valor Project (TVP) is a 501(c)(3) nonprofit dedicated to restoring hope and healing for Veterans and First Responders living with the invisible wounds of service — especially Traumatic Brain Injuries (TBI). We fund access to cutting-edge, life-changing treatments that traditional systems don't cover, including treatment, travel, and follow-up care for those who served and protected our communities.

Our mission is simple: no hero should face their battles alone. Through community-powered events and partnerships, we create pathways to healing — and we couldn't do it without people like you standing with us.

20K+

Monthly Reach

13%

Engagement Rate

300+

Event Attendees

Why Partner With Texas Valor Project?

When you partner with TVP, you're not just sponsoring an event — you're joining a community that stands behind those who served. Here's what that means for your organization:

Direct, Documented Impact

Your investment goes directly to treatment, travel, and care — not overhead. We provide post-event impact reports so you can see exactly where your support went.

Authentic Brand Alignment

Associate your brand with values that resonate — service, resilience, and community. TVP draws audiences who respect organizations that show up for those who served.

Multi-Channel Visibility

Your brand appears across TVP's digital and physical footprint: social media (Facebook, Instagram, YouTube,

Real Community Connection

Join a growing network of North Texas businesses, civic organizations, and community leaders united around a

LinkedIn), event signage, email campaigns, and our website.

mission that matters — with 300+ engaged attendees per event.

Partnership Opportunities

TVP offers several ways to get involved, whether you're a business looking to sponsor an event, a community organization aligned with our mission, or someone ready to give. Every partnership is shaped around your goals and our needs — we'll find the right fit together.

Event Sponsorship

TVP hosts signature fundraising events throughout the year, including our Sporting Clay Shoot, Golf Tournament, Gala, and community gatherings. Sponsoring a TVP event puts your brand in front of a passionate, patriotic audience and directly fuels our mission.

Sponsorship recognition typically includes:

- Logo placement on event signage, printed materials, and digital assets
- Recognition on TVP's website and social media before, during, and after the event
- Stage or on-site verbal recognition during the program
- Opportunity to participate as a team, table, or brand representative
- Post-event impact report and media recap with your brand's placement

Specific sponsorship packages and availability vary by event. Contact us to learn what's available for upcoming opportunities.

Community & Cause Alignment Partnerships

TVP actively collaborates with organizations whose missions align with ours — veteran services, first responder support, mental health advocacy, and community building. If your organization is hosting an event, campaign, or awareness effort that serves like-minded causes, we'd love to explore how we can work together.

Community partnerships may include:

- Co-promotion on social media and email newsletters
- Shared event presence or table representation
- Mutual fundraising support and cross-promotion
- Joint storytelling and awareness campaigns

In-Kind & Swag Support

In-kind donations are a meaningful way to support TVP events without a cash commitment. We welcome contributions such as:

- Branded swag bag items (products, coupons, gift cards) for event participants
- Auction or raffle donations — experiences, products, or services
- Food, beverage, or supplies for event operations
- Professional services such as photography, printing, design, or AV

In-kind contributors receive recognition on social media and at the event. All in-kind donations are subject to the same asset and timeline guidelines in this guide to ensure your brand is properly represented.

Partnership Guidelines & Expectations

TVP is a small but mighty nonprofit. We are deeply committed to representing every partner with care and professionalism — and we ask the same in return. These guidelines exist so we can show up for each other at our best.

Required Assets & Specifications

To accurately represent your brand across print, digital, and event materials, we need the following assets from all partners:

Asset	Requirements
Logo File	AI, EPS, or high-resolution PNG with transparent background. Files must be submitted at full resolution. JPG files are not accepted for print use.
Brand Guidelines	Color codes (HEX / CMYK / PMS), preferred fonts, and any logo placement restrictions or safe-zone requirements.
Physical Swag / Items	Item type, estimated quantity, and shipping info. All items must be event-appropriate and pre-approved by the TVP marketing team.
Ad Copy / Messaging	Any preferred taglines, website URLs, or short descriptions (under 50 words) to accompany your logo in digital recognition.
Social Media Handles	Your preferred @ handle(s) on each platform so we can tag you accurately in promotional posts.

Submission Deadlines

These deadlines allow TVP to properly represent your partnership in all materials. Late submissions may result in your brand missing certain print or digital placements. We never want that to happen — the earlier, the better.

Deliverable	Deadline (Before Event)	Notes
Logo & Brand Guidelines	6 weeks out	Required for all print & digital assets
Physical Swag / Event Items	8 weeks out	Accounts for production & delivery lead time
Social Media Graphics & Copy	4 weeks out	For pre-event promotional posts & announcements
Video Content / Script Approvals	6 weeks out	1 round of revisions included
Auction / Raffle Items & Descriptions	3 weeks out	Include item description and estimated value

Deadlines are set per event. Your TVP marketing contact will share specific dates upon partnership confirmation.

Social Media & Digital Representation

TVP takes pride in thoughtfully representing our partners online. Here's how we approach it — and what we ask of you:

What TVP Commits To:

- Feature your logo and/or handle in event promotional posts
- Tag your organization in relevant posts where applicable
- Maintain professional, on-brand representation of your partnership across all channels
- Share post-event content that highlights your participation and impact

What We Ask of You:

- Provide your correct social media handles at the time of asset submission
- Share and engage with TVP content when we feature your partnership — this amplifies the impact for both organizations
- Use @texasvalorproject when referencing or promoting your partnership publicly
- Do not publish co-branded content using TVP's name, logo, or imagery without prior written approval from our team

Co-Branded Content & Approval Process

We love when partners want to amplify our shared work. Any content that co-brands TVP — using our name, logo, photos, or story — requires approval before it goes live. Here's the process:

1

Submit draft content to info@texasvalorproject.org at least 5 business days before your intended publish date.

2

TVP reviews and responds within 3 business days with approval or requested edits.

3

Once approved, you are free to publish. One round of revisions is included in all partnerships.

What to Expect From TVP

We treat every partnership like it matters — because it does. Here is what you can count on when you partner with Texas Valor Project:

Before the Event	<ul style="list-style-type: none"> • Personalized partnership confirmation and asset submission checklist • Feature on TVP’s website sponsor/partner section • Social media recognition posts leading up to the event • Inclusion in email campaigns to our subscriber list
Event Day	<ul style="list-style-type: none"> • Logo and branding displayed on signage, programs, and materials per your agreement • Verbal recognition from the stage or emcee • A designated TVP point of contact available for any day-of needs
After the Event	<ul style="list-style-type: none"> • Treatment Impact Report: Stories, stats, and outcomes funded by your support • Media Recap: Photos and videos featuring your brand’s on-site presence • Social Metrics Summary: Reach, engagement, and impressions from partnership content • Thank-you recognition post on TVP social media channels

Ready to Partner With Us?

We’d love to hear from you. Fill out the form on our website at texasvalorproject.org/partner and our marketing team will follow up within 2–3 business days to explore how we can work together.

Partner Interest Form

Contact Name *

Organization / Business Name *

Email Address *

Phone Number

Website or Social Media Handle (optional)

Type of Partnership (check all that apply) *

- Event Sponsor
- Donor / Individual Giving Partner
- Community / Cause Alignment Partnership
- In-Kind or Swag Donation
- Auction / Raffle Contribution
- Other (describe below)

Which Event(s) Are You Interested In?

- Clay Shoot
- Golf Tournament
- Gala
- Community / Awareness Event
- Not sure yet — tell me what's coming up

Tell us about your interest, any questions, or how you'd like to be involved:

How did you hear about Texas Valor Project?

** Required fields. Your information is kept confidential and used only by the TVP marketing team to follow up on your inquiry.*

Thank you for standing with our heroes.

Your support changes lives.

info@texasvalorproject.org • texasvalorproject.org • @texasvalorproject