NAVY WOUNDED WARRIOR

ADAPTIVE SPORTS

2026 Sponsorship Proposal

navywoundedwarrior.com



Navy Wounded Warrior Program

The **Navy Wounded Warrior Program** is the Navy's dedicated organization for managing non-medical care for seriously wounded, ill, and injured Sailors and Coast Guardsmen.

Throughout the year, the program hosts a variety of camps, competitions and resource fairs that provide a sense of camaraderie and focus on recovery through adaptive sports. Each event is an opportunity to increase awareness of programs and resources available to our nation's heroes and their caregivers.

Our two largest initiatives offer generous sponsorship exposure for our invested partners. These provide opportunities to increase awareness, reach a loyal audience, and build brand goodwill:

- ***Warrior Care Month, November***
- ***Team Navy on the Road to Warrior Games***

Our sponsors can expect that 100% of their support will be used to enhance Navy Wounded Warrior's services and offerings for wounded warriors enrolled in the program.









CNIC HQ
Washington, DC
Millington, TN

Regional HQ
NCR (Bethesda, MD)
Norfolk, VA
Jacksonville, FL
Bremerton, WA
San Diego, CA
Pearl Harbor, HI

Other Military and VA Treatment Facilities
North Chicago, IL
Newport, RI / Groton, CT
Camp Lejeune, NC
Whidbey Island, Everett and Keyport,WA
Camp Pendleton, CA
Palo Alto, CA
San Antonio, TX
Tampa, FL
Portsmouth, VA

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Make an impact on the lives of wounded warriors, their families, and caregivers.

Warrior Care Month (November)

Warrior Care Month was established in 2008 as a national campaign supported by all military services to increase awareness of programs and resources available to wounded, ill & injured service members, their families, and those who care for them.

Every November, Navy Wounded Warrior program hosts a premier **Warrior Care Month** event in the Washington, DC area.

Across the U.S. our Region NWW programs will be hosting additional events in support of Warrior Care Month:

- *Wellness & Resource Fairs*
- *Wounded Warrior Month 5K*
- *Adaptive Sports Outings*
- *Warrior Care Month Family Events*

On-site attendance for all events is estimated at 1,000 participants!

In addition, the Adaptive Sports Intro Camp is held to kick-off the new year of opportunities for athletes interested in learning new sports and competing with Team Navy.

Sponsor Benefits	Gold	Silver	Bronze
	$20,000	$10,000	$5,000
Logo on Warrior Care Month Website Promotion 81 sites, 46 mobile apps, in top banner placement. Garners more than 3 million ad impressions/month	X		
Venue Signage at WCM 5K Run/ 1M Walk & Intro Camp	X		
National Sponsor Recognition on WCM design templates used across the nation	X		
Logo on 1,000 Lapel Pin Backing Cards to be distributed to NWW and key stake holders during events	X		
Video Post shared to NWW Facebook and Instagram 15-30 seconds, sponsor produced with pre-approved script	X		
Logo on Navy FFR LinkedIn Page promoting WCM	X		
Logo in Caregiver Testimonial Graphics posted on NWW Facebook & Instagram throughout November.	15	15	
Sponsor Tagged in Navy FFR Social Media Posts Facebook & Instagram, with recognition as WCM sponsor	1	1	
Sponsor Tagged in NWW Social Media Posts Facebook & Instagram, with recgognition as WCM sponsor	6	4	2
Logo with link on Navy Wounded Warrior Website November 1-30	X	X	X
Logo included in NWW Facebook Cover Image November 1-30	X	X	X

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Team Navy on the Road to Warrior Games





About the DoD Warrior Games Department of Defense (DoD) Warrior Games serves to enhance the recovery and rehabilitation of wounded warriors by providing a sense of camaraderie, new goals to work toward, and demonstrating the incredible potential of wounded warriors through competitive sports. The 2027 DoD Warrior Games will take place in Orlando, FL at Walt Disney World with more than 250 wounded, ill and injured active-duty service members and veterans representing teams from the U.S. Army, Marine Corps, Navy, Air Force, Coast Guard and U.S. Special Operations Command (SOCOM). They will compete in 11 sports: Archery, Cycling, Field, Powerlifting, Rowing, Shooting, Swimming, Sitting Volleyball, Track, Wheelchair Basketball and Wheelchair Rugby. All have been adapted to meet their needs and abilities.

Team Navy: on the Road to Warrior Games In preparation for the Warrior Games, our Team Navy athletes will participate in several camps and team trials designed to introduce and teach adaptive sports to seriously wounded, ill or injured Sailors and Coast Guardsmen enrolled in Navy Wounded Warrior.

2027 Navy Wounded Warrior Adaptive Sports Calendar

Dates	Event Name	Location
Jan 2027	Adaptive Sports Intro Camp	TBD
Feb 2027	Team Navy Trials	TBD
May 2027	Navy Team Camp	TBD
Spring 2027	Navy Team Sports Camp	TBD
Summer 2027	DoD Warrior Games	Walt Disney World in Orlando, FL

All in-person camps are subject to change based on DoD Travel Restrictions and internal approvals.

Team Navy on the Road to Warrior Games

Sponsor Benefits Promotion Period: January –June 2027	Platinum $35,000	Gold $25,000	Silver $15,000
Logo on Team Navy Training Camp T-Shirts	X	X	X
Logo on Team Navy Marketing Collaterals Placed in high-traffic areas at each event host site	X	X	X
Logo with link on Navy Wounded Warrior Website	X	X	X
Sponsor Tagged in NWW Social Media Posts Facebook & Instagram, as Team Navy sponsor; One post shared to Navy FFR Facebook page	10 each	7 each	5 each
Opportunities for Employee Engagement On-Site presence at select Road to Games events	X	X	
Logo included in NWW Facebook Cover Image	X	X	
Video Post shared to NWW Facebook and Instagram 15-30 seconds, sponsor produced with pre-approved script-shared prior to Warrior Games	X	X	
Logo in Motion Graphic for Social Media 15-seconds, highlighting Team Navy on Road to Warrior Games	X	X	
Logo on Team Navy Trials T-Shirts 150 shirts to be worn by NWW athletes, caregivers & staff	X	X	
Logo on Team Navy Website Banner Promotions 81 sites, 46 mobile apps, in top banner placement. Garners more than 3 million ad impressions/month	X		
Logo on Team Navy Warrior Games T-Shirts 150 shirts to be worn by NWW athletes, caregivers & staff	X		
Logo on Vehicle Decals to be displayed on all NWW athlete passenger vans used as primary transportation for all Road to Games events	X		
Advertisement on Back Cover of Team Navy Bio Booklet Full-color, 4x6" spiral bound book available to Warrior Games attendees	X		







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Make an **IMPACT** on the **LIVES** of **WOUNDED WARRIORS**.

For more information regarding sponsorship and advertising opportunities, please contact Veronica Scott at 760-521-2551 or veronica.v.scott.naf@us.navy.mil.

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