



# NATIONAL VETERANS WHEELCHAIR GAMES

— 43<sup>RD</sup> ANNUAL —

**PARTNERSHIP  
OPPORTUNITIES**

**JULY 25-30, 2024 • NEW ORLEANS, LA**



Co-Presented by:



VA U.S. Department  
of Veterans Affairs



#WheelchairGames

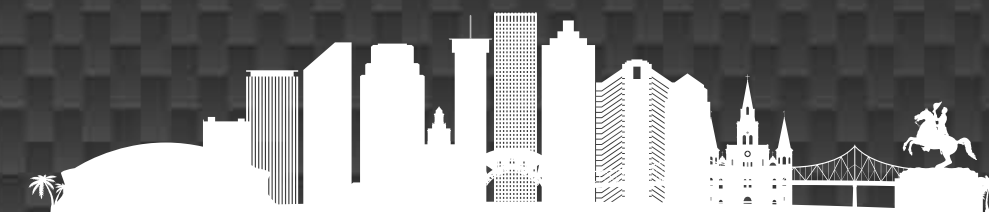




# 43 YEARS STRONG

## JOIN US IN NEW ORLEANS, JULY 25-30, 2024!

World-renowned for its distinctive music, Creole cuisine, and annual Mardi Gras celebration, New Orleans is home to the most historic districts of any U.S. city. Nicknamed the “Big Easy,” the city is located along the Mississippi River in southeastern Louisiana and is the birthplace of beloved entertainer Louis Armstrong. We hope you will join us in New Orleans to support our Veterans at the 2024 National Veterans Wheelchair Games!



### THE NATIONAL VETERANS WHEELCHAIR GAMES

is the world’s largest annual wheelchair sports event solely for military Veterans. Every year, hundreds of American heroes from World War II, the Korean War, the Vietnam War, the Gulf War, and the post-9/11 era compete in this celebration of courage and camaraderie.

### OUR HISTORY

The Wheelchair Games launched in 1981 with 7 events and 75 athletes. PVA joined the Department of Veterans Affairs in 1985 to help expand the event’s mission and reach. The Wheelchair Games have flourished as more VA therapists turn to adaptive sports to help Veterans be active in their lives and communities – and, in some cases, reach higher levels of national and international competition.

For more information, please contact [SponsorshipTeam@PVA.org](mailto:SponsorshipTeam@PVA.org)



### OUR COMPETITORS

The Wheelchair Games are open to all U.S. Veterans with spinal cord injuries, amputations, multiple sclerosis, or other central neurological conditions who require a wheelchair for athletic competition.

### YOUR OPPORTUNITY

We invite you to join the Wheelchair Games as a corporate partner. Your support will help us make this the most memorable year yet for our athletes and their families.







# WHEELCHAIR GAMES

## AT A GLANCE



6 Days



500+ Athletes

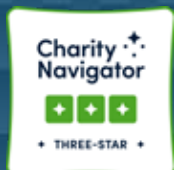


20+ Events



3,000 Volunteers

PVA is one of the **100 largest U.S. charities** (as ranked by Forbes), named **Nonprofit of the Year** by the DMA Nonprofit Foundation and voted as **“Brand of The Year”** (Military & Veteran Serving Nonprofit category) in the 2018 Harris Poll EquiTrend study.



*“The Games saved my life.  
I’ve learned there’s no obstacle  
we can’t conquer.”*



Johnny  
U.S. Navy Veteran

### Co-Presented by:



**VA** | U.S. Department  
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#### The U.S. Department of Veterans Affairs

The VA operates the nation’s largest integrated health care system and is the recognized world leader in rehabilitative and recreational therapies for Veterans living with disabilities. The **Office of National Veterans Sports Programs and Special Events** provides opportunities for Veterans to improve their independence, well-being, and quality of life through adaptive sports and therapeutic arts programs.



#### Paralyzed Veterans of America

PVA is an unstoppable force for all Veterans and people living with disabilities, providing an unparalleled range of no-cost programs and services related to Veterans’ benefits, employment, health care, medical research, advocacy, accessibility, and more. The **Sports and Recreation program** aims to expand adaptive sports opportunities so all people with physical disabilities can enjoy a lifetime of health and fitness.





# MEET THE ATHLETES

"The Games gave me a lot of confidence to live;  
*they gave me a purpose and a drive.*"

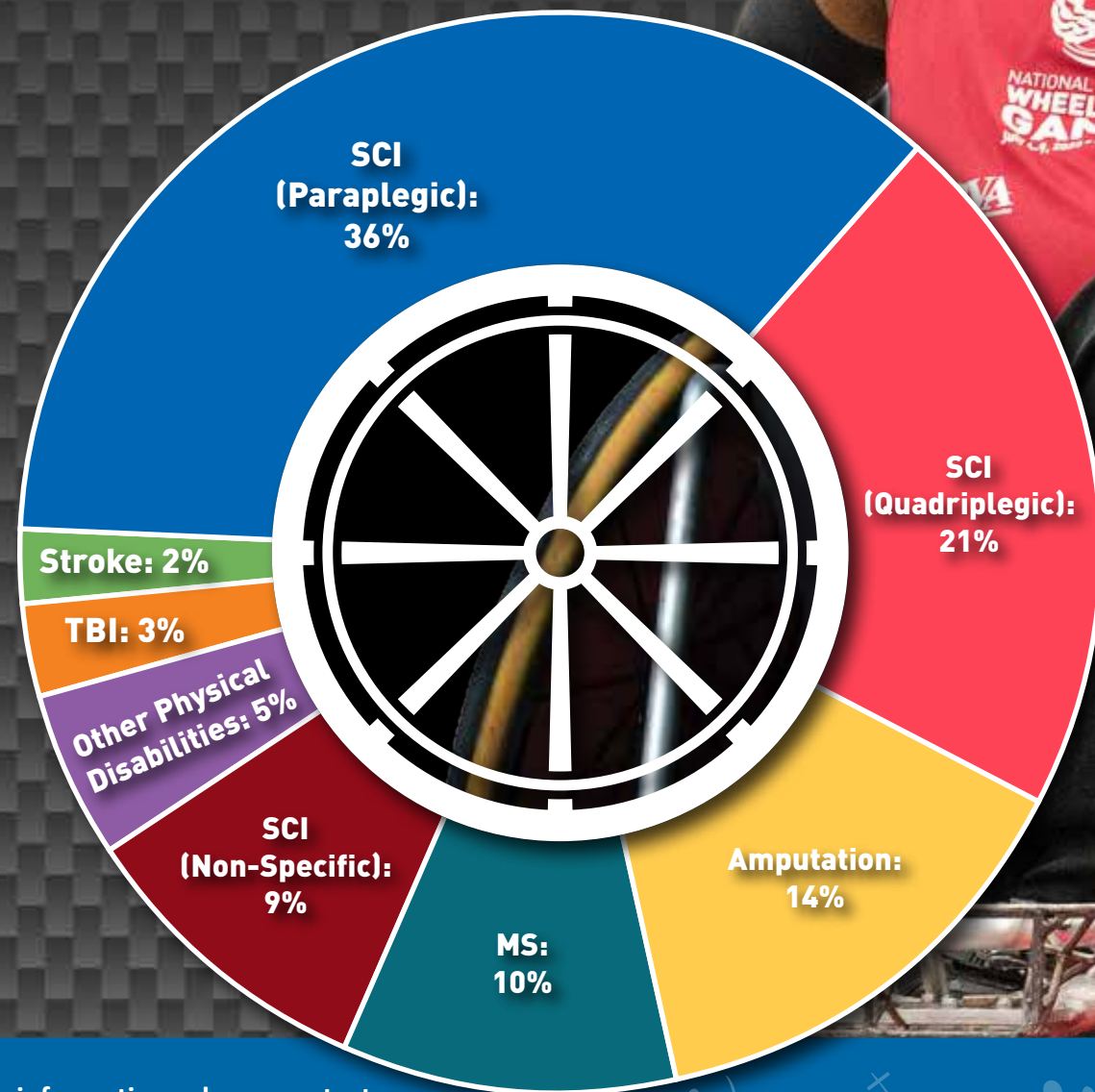
Josh  
U.S Air Force Veteran



Veterans from all eras

Ages 20 to 89 26% New Athletes

12% Women



Support each branch  
of service



U.S. Air Force



U.S. Army



U.S. Marine Corps



U.S. National Guard



U.S. Navy



U.S. Space Force



Allied Force

For more information, please contact  
[sponsorshipteam@pva.org](mailto:sponsorshipteam@pva.org).





# CHANGING LIVES

## THROUGH SPORTS AND RECREATION

“It’s not just sports. This was a platform of re-discovery for me.  
Why do I come back? *Because it’s my family.*”

Tricia  
U.S. Army Veteran



### Benefits of sports fitness for individuals living with disabilities:

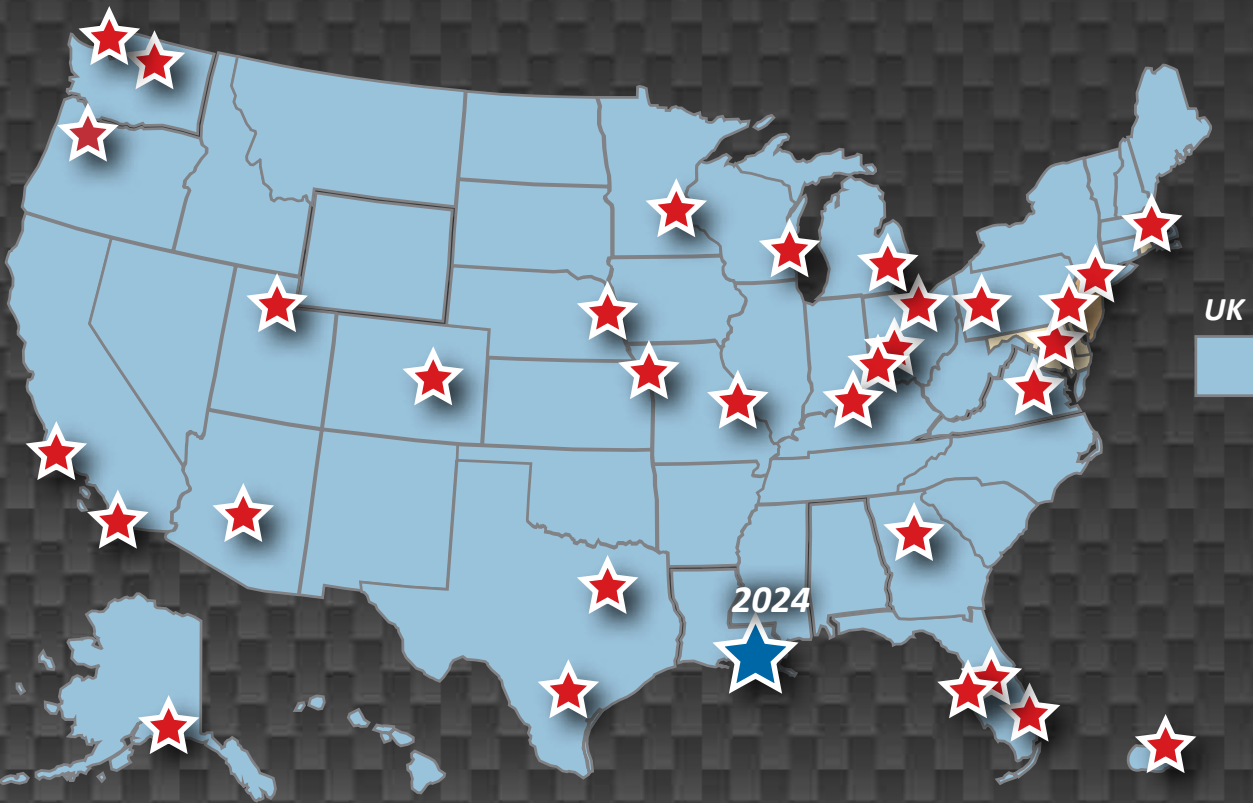
- |   |  |
|---|--|
| Maintain body weight  | Reduce anxiety and depression  |
| Combat chronic health conditions such as obesity, hypertension, and type 2 diabetes | Enjoy new experiences and new friendships  |
| Gain energy   | Counter the stigma of disability   |
| Sleep better  | Increase their likelihood of employment, with less absenteeism and more productivity |
| Improve mood and self-esteem  |  |

Sources: Mayo Clinic, National Institutes of Health

# TOGETHER, WE’LL MAKE HISTORY

## ...and Leave a Legacy

The Wheelchair Games are made possible by the VA and PVA’s ever-growing network of national and local partners. With each community we visit, we strengthen the infrastructure for adaptive sports – generating a ripple effect felt by Veterans and people of all ages living with disabilities for years to come.





# 2024 NATIONAL VETERANS WHEELCHAIR GAMES

## EVENTS FOR EXCLUSIVE SPONSORSHIP

### Below are 12 medal events available for exclusive sponsorship at the \$60,000 level

*All events are in-person unless noted.*

- Adaptive Sports  
*In-Person & Virtual*
- Air Pistol
- Air Rifle  
*In-Person & Virtual*
- Basketball
- Cornhole
- Cycling  
*In-Person & Virtual*
- Pickleball
- Power Lifting
- Power Soccer
- Slalom
- Softball
- Rugby



### Sponsor benefits for each of the \$60,000 level events

- Sponsor provided/produced :30 video promoted on social media outlets with over 71K followers
- Event Exclusivity
- Logo at Opening Ceremonies
- Logo at Closing Ceremonies
- Mention in National/Local PR
- Logo and Hyperlink on NVWG Website
- Logo and Hyperlink on NVWG Mobile App
- Logo and Hyperlink in PVA Newsletter
- Press release in local NOLA market
- Use of Official NVWG Logo for 2024
- On-site Signage
- Full-Page Ad in Official NVWG Program
- Sponsor Reception – 2 tickets
- VIP Reception – 2 tickets
- Expo Booth (10x10)
- Medal Presentation for Event
- Volunteer Opportunities for Event
- Social Media Recognition



# 2024 NATIONAL VETERANS WHEELCHAIR GAMES

## EVENTS FOR EXCLUSIVE SPONSORSHIP

**Below are 12 medal events and 1 exhibition event available for exclusive sponsorship at the \$30,000 level**

*All events are in-person unless noted.*

- Archery
- Bass Fishing
- Boccia
- Bowling
- Disc Golf
- ESports
- Field
- Motor Rally
- Nine Ball
- Swimming
- Table Tennis
- Trap Shooting (Virtual)
- Exhibition Event: Football

**Sponsor Benefits for each of the \$30,000 level events**

- Event Exclusivity
- Logo at Opening Ceremonies
- Logo at Closing Ceremonies
- Mention in National/Local PR
- Logo and Hyperlink on NVWG Website
- Logo and Hyperlink on NVWG Mobile App
- Use of Official NVWG Logo for 2024
- On-site Signage
- Half-Page Ad in Official NVWG Program
- Sponsor Reception – 2 Tickets
- VIP Reception – 2 Tickets
- Expo Booth (10x10)
- Medal Presentation for Event
- Volunteer Opportunities for Event
- Social Media Recognition

# 2024 CUSTOMIZED SPONSORSHIP OPTIONS

Please check the customized option(s) you would like to add:

- ☐ Athletes Reception .....\$30,000
- ☐ Kids Day .....\$30,000
- ☐ Spirit of the Games .....\$25,000
- ☐ NVWG Clinic .....\$20,000
- ☐ Logo on NVWG Website and Mobile App .....\$5,000
- ☐ Branded Item in Athletes Bag .....\$5,000
- ☐ Full Page Ad in NVWG Official Program .....\$5,000
- ☐ Half Page Ad in NVWG Official Program .....\$2,500
- ☐ Expo Booth (10x10).....\$1,950
- ☐ Quarter Page Ad in NVWG Official Program .....\$1,250

# 2024 SPONSORSHIP RESERVATION FORM

Sponsor Information (please list as it should appear on printed materials)

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- ☐ Yes! I want to sponsor the 2024 National Veterans Wheelchair Games!
- ☐ Please contact me about making an in-kind donation

We welcome and greatly appreciate in-kind donations to help offset the cost of operating the annual Wheelchair Games. In-kind donors will be recognized at the equivalent sponsorship level, based on the estimated fair market value of the provided goods, services, and expertise.

Please return to:

**Brad Coleman**  
Paralyzed Veterans of America  
1875 Eye Street NW, Suite 1100  
Washington, DC 20006-3517  
BradC@pva.org



# Celebrating the UnstoppABLE power of adaptive sports



## NATIONAL VETERANS **WHEELCHAIR GAMES**

Co-Presented by:



**VA**

U.S. Department  
of Veterans Affairs



Paralyzed Veterans of America

**WheelchairGames.org #WheelchairGames**



@sports4vets @ParalyzedVeterans



@sports4vets @PVA1946