

VET FEST™

presented by:



VET FEST 2026

SPONSORSHIP PACKET

Saturday, August 8, 2026

12:00 PM – 3:00 PM

Lake Trust Stadium

Howell, Michigan

vetlifetoday.org/sponsor



Vet Fest 2026 — Become a Sponsor

Event Date: Saturday, August 8, 2026 | 12:00 PM – 3:00 PM

Location: Lake Trust Stadium, 3607 Cleary Dr, Howell, MI 48843

About VETLIFE

VETLIFE empowers veterans and their families to become their own best advocates. We believe suicide prevention begins long before crisis — it begins with access, stability, identity, and control.

Through innovative technology like the Battle Buddy app, large-scale community engagement events, and direct services, VETLIFE has empowered more than 400,000 veterans and families nationwide.

Our work has earned the 2022 Michigan Governor’s Service Award and recognition as one of the Top 50 Companies to Watch. Every program we deliver is built on one principle: when veterans understand and access the benefits they’ve earned, they regain control of their future — and control restores hope.

About Vet Fest

Vet Fest is Michigan’s largest veteran empowerment event — designed to move veterans from awareness to action in a single day.

At Vet Fest, veterans do more than gather. They enroll in benefits, connect to healthcare pathways, initiate disability claims, explore employment opportunities, access housing resources, and download the Battle Buddy app to continue their journey beyond the event.

Vet Fest is not just a festival. It is a benefits activation and community stabilization platform that strengthens veterans and their families at scale.

Why Vet Fest Matters

Research consistently shows that veterans disconnected from benefits, healthcare, employment, and community face higher risks of financial instability, depression, and suicide.

Vet Fest exists to interrupt that trajectory. By restoring access, connection, and control in one centralized setting, we reduce barriers and increase the likelihood that veterans follow through on the benefits they've earned.

Empowerment is prevention. Access creates stability. Stability reduces risk.

Beyond Attendance — Measurable Activation & Verified Outcomes

Vet Fest 2025 by the numbers:

- 2,500+ attendees
- 60 vetted resource providers on site
- 250 veteran children received backpacks filled with school supplies
- Thousands connected to VA Health Care, mental health pathways, VA home loans, and more.

On-Site Activation

- 310 veterans engaged in VA Health Care enrollment conversations
- 185 Disability Intent-to-File (ITF) discussions initiated
- 540 Battle Buddy app downloads
- 275 employment and housing referrals generated
- 160 families connected to education and stability resources

Why Sponsor Vet Fest 2026?

Vet Fest 2026 is shaping up to be even bigger — and your sponsorship makes it possible.

When you sponsor Vet Fest, you are not just supporting an event — your brand becomes part of a story veterans will tell for years.

Your sponsorship keeps every resource, every service, and every moment completely free for those who served.

Veterans and military families are among the most brand-loyal communities in the country. When a company shows up in a meaningful way, that trust translates into long-term loyalty.

This is more than visibility. It is association with measurable impact, resilience, and economic empowerment.

VETLIFE reach:

- 400,000+ veterans and families served nationwide
- 60,000+ Battle Buddy app downloads
- Active on Facebook, Instagram, LinkedIn, TikTok, and YouTube
- Growing monthly newsletter

2026 Vet Fest Sponsorship Levels

	Supporter	Honor	Patriot
	\$500	\$5,000	\$10,000
	<i>A meaningful presence on the grounds.</i>	<i>Visible, valued, and making a real difference.</i>	<i>Front and center for America's veterans.</i>
Event Signage	Grounds placement	High-traffic area	Main stage (premier)
Exhibitor Booth	—	✓	✓ premium location
Social Media Recognition	—	✓	✓
Newsletter Ad	—	—	✓
Prize Sponsorship (on-stage recognition)	—	—	✓

How to Secure Your Sponsorship

Sponsorship levels are limited and fill fast — reserve your spot early to guarantee your placement.

Payment Options:

- **Check:** Payable to **VETLIFE** — Mail to: **PO Box 803, Howell, MI 48844**
- **Credit Card:** vetlifetoday.org/sponsor
- **Venmo:** [@vetlifetoday](https://www.venmo.com/vetlifetoday)

Sponsorship Questions:

Contact Katie Skidmore at kskidmore@vetlifetoday.org

VETLIFE is a nonprofit organization. All services and events for veterans and their families are completely free. Your sponsorship directly funds this mission.