



TORCHBEARER BALL

The Third Annual VETS Gala



A BLACK TIE EVENT



VETERANS DAY | NOVEMBER 11, 2023
HOTEL DEL CORONADO, SAN DIEGO, CA

IGNITING A NEW ERA

The Third Annual Gala to END Veteran suicide is an evening dedicated to celebrating the unprecedented transformation unfolding within the Special Operations community.

Your participation is crucial for helping us achieve our mission to provide Foundational Healing Grant opportunities for Special Operators, their spouses, and Gold Star Spouses.

Prepare for an unforgettable evening, featuring live entertainment, a silent auction, and the opportunity to connect with like-minded individuals who share a deep passion for supporting our veterans.

Your sponsorship directly supports our mission to provide healing opportunities to Special Operators and their spouses. If your company is interested in sponsoring this event, please contact us at events@vetsolutions.org.



DEAR FRIENDS AND SUPPORTERS OF VETS,



The time has come for The Third Annual VETS Gala to END Veteran suicide! Building upon the success and momentum of our past years' galas, our 2023 event will be even more impactful and unforgettable to all.

Thanks to the selflessness of the Special Operations community, our mission is on fire, and showing no signs of slowing.

We believe in the remarkable potential of the Global War on Terror community as The Next Greatest Generation of Americans. All around us, they are standing up to be counted and doing whatever it takes to blaze new healing for themselves, their families, and each other. Join us in changing history.

We hope you'll join us this Veterans Day, November 11, 2023, to celebrate them at the world-famous Hotel del Coronado.

Our black-tie evening will feature Special Operations veterans, honorable guests, luminaries, and thought leaders shaping the future of veteran wellness.

Please join us for a powerful and heartwarming evening raising resources to support the transformative potential of an entire generation.

We invite you to become a beacon of light, illuminating their path toward recovery, personal growth, and a brighter future.

With gratitude, resolve, and excitement to see you in November!



Marcus and Amber Capone
Co-Founders, VETS



AMBER + MARCUS' STORY

After 13 years of combat as a U.S. Navy SEAL, Marcus Capone and his wife, Amber, thought active duty retirement would bring normalcy. Instead, their struggle had just begun. Marcus was experiencing an escalating myriad of challenges, including post-traumatic stress disorder (PTSD) and the invisible wounds of traumatic brain injury (TBI).

When all hope seemed lost, Amber learned about Ibogaine, a psychedelic used traditionally in West African ceremonial settings that have been studied as a potential treatment for opioid addiction and other mental health conditions. Marcus traveled to a reputable independent clinic outside of the U.S. to receive treatment with Ibogaine and 5-MeO-DMT, another naturally occurring psychedelic compound.

Immediately, Marcus felt renewed and convicted to help his fellow veterans. Together, Marcus and Amber dedicated themselves to expanding research and access to these lifesaving interventions.



SCAN TO HEAR AMBER
AND MARCUS' STORY.

Suicide is THE SECOND-LEADING CAUSE OF DEATH for Post-9/11 VETERANS, accounting for **22.3%** of all deaths.

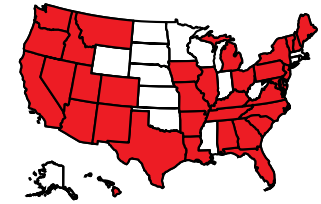
- The United States Department of Veterans Affairs

EVERY MINUTE COUNTS.

Since 2019, VETS has helped

OVER 700

U.S. Special Operations Forces (SOF) veterans and spouses receive psychedelic-assisted therapy treatment outside the U.S. where it's legal. **3000+** hours of individual coaching and integration support.



\$3M+

Foundational Healing Grants awarded from **34 U.S. states** representing four branches of the U.S. Armed Forces.

From state legislatures and Capitol Hill to Stanford University and Ohio State, we're **SPARKING COURAGEOUS CONVERSATIONS** that ignite change.

100% The number of polled grant recipients would recommend the VETS program to their friends.

We are trailblazing access to psychedelic therapy for veterans and their spouses triumphing over service-connected challenges. Your support directly provides life-saving healing opportunities for Operators and their Spouses that have sacrificed so much.

I'M ALL IN

THE THIRD ANNUAL VETS GALA, TORCHBEARER BALL, IGNITES ON VETERANS DAY 2023

Celebrate the transformative healing journeys
unfolding within the Special Operations community.



COCKTAILS + COURAGEOUS CONVERSATIONS

Friday VIP Welcome Reception
(select sponsorship levels only) +
Saturday evening Cocktails and Dinner
program with former Special Operators,
celebrities, trailblazers in psychedelic
sciences, influential leaders in holistic
wellness, and philanthropists.

ELEGANT, FIVE-STAR DINNER

Enjoy a delectable Three-Course Dinner
from renowned chefs.

LIVE ENTERTAINMENT, SURPRISE GUESTS

A silent auction, exclusive after-party
with memorable performance artists,
surprise guests, and more.

NOTABLE PREVIOUS ATTENDEES

Past guests have included Tim Ferriss, Dr. Rick
Doblin, Dr. Andrew Huberman, former Governor
Rick Perry, the Black Rifle Coffee Company,
Dr. Bronner's All-One!, and more.

RED CARPET + MEDIA

Professional Photography and dynamic press
coverage through traditional mediums, social
media, and influencer marketing.



Explore sponsorship opportunities by
emailing us at events@vetsolutions.org.



HONORING DISTINGUISHED LEADERS IN ADVANCING VETERAN MENTAL HEALTH

The VETS Torchbearer Ball is an exclusive event that gathers prominent figures from various fields to celebrate and support our mission to END veteran suicide. As we gather to commemorate our journey and raise vital resources for our cause, we are delighted to honor three exceptional individuals who have made extraordinary contributions to the VETS pillars: Resources, Research, and Advocacy.



RESOURCES HONOREE

REP. DAN CRENSHAW (TX-02)

For his heartfelt leadership in introducing H.R. 3684, The Douglas “Mike” Day Psychedelic Therapy to Save Lives Act

We proudly recognize Rep. Dan Crenshaw’s unwavering commitment to fighting to unlock resources for all U.S. veterans and active duty personnel. As a decorated Navy SEAL veteran, Rep. Crenshaw has shown exemplary dedication to addressing health challenges service members face.

His instrumental role in introducing H.R. 3684, The Douglas “Mike” Day Psychedelic Therapy Act, showcases his advocacy for providing veterans with access to innovative and effective health treatments. Through his compassionate leadership, he continues to be a driving force in creating positive change in the lives of our veterans.

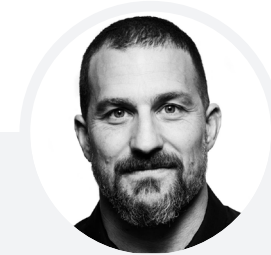


RESEARCH HONOREE

DR. NOLAN WILLIAMS

For leading the groundbreaking observational ibogaine study at Stanford University in collaboration with VETS

Dr. Nolan Williams stands at the forefront of groundbreaking research exploring new frontiers in veterans’ health treatments. His pioneering work at Stanford University, leading a study that utilized ibogaine to treat 30 Special Operations Forces (SOF) veterans, exemplifies his commitment to advancing psychedelic science. Dr. Williams’ research has provided invaluable insights into the potential of psychedelic-assisted therapy in transforming the lives of veterans struggling with health challenges. We honor him for his relentless pursuit of knowledge and dedication to enhancing our brave warriors’ well-being.



ADVOCACY HONOREE

DR. ANDREW HUBERMAN

For Providing Free Education to Millions about Mental, Physical, and Spiritual Wellness, Advancing Psychedelic Sciences

Dr. Andrew Huberman’s significant contributions to educating the masses about mental, physical, and spiritual wellness have profoundly impacted the field of psychedelic sciences. Through his accessible and engaging platforms, he has empowered millions with knowledge and resources to improve their overall well-being. Dr. Huberman’s dedication to advancing psychedelic sciences aligns closely with VETS’ mission, as he is pivotal in disseminating valuable information about cutting-edge treatments for veterans. We honor his generosity and dedication to creating a brighter future for all who have served, and consistently highlighting the work of VETS.



EMPOWERING THE NEXT GREATEST GENERATION

Our post-9/11 Global War on Terror veterans and spouses are the Next Greatest Generation of Americans. Your sponsorship directly supports their transformation.

Our ideal sponsors are equally dedicated to advancing safe and effective treatments, honoring our veterans, and making the world a better place.

ALIGNED INDUSTRIES

Defense • Space • Technology • Corporate Healthcare
Food and Beverage • Outdoor Sports • Professional Sports
Wellness + Psychedelic Sciences, and more.



By sponsoring our event, you directly transform the life of a combat veteran or military spouse. By joining this mission, you align with your brand with the commitment to do whatever it takes to help those that volunteered their lives in defense of future generations. Our team is ready to design your sponsorship experience around your organization's philanthropic, branding, and messaging goals. Email us at events@vetsolutions.org.



TORCHBEARER BALL
The Third Annual VETS Gala

PRESENTING SPONSOR \$100K

EXCLUSIVE PRESENTING SPONSOR RECOGNITION

3 PREFERRED VIP TABLES (24 GUESTS)
+ 2 HONORED GUESTS PER TABLE

AD IN PROGRAM BOOK INSIDE COVER

EXCLUSIVE COCKTAIL PARTY PRESENTING
SPONSOR ACTIVATION

BRANDED COCKTAIL PARTY APPETIZERS
+ BEVERAGE PASSED AT COCKTAIL PARTY

24 TICKETS TO EXCLUSIVE AFTER-PARTY

LOGO RECOGNITION THROUGHOUT THE
EVENT, INCLUDING ON EVENT WEBPAGE, EVENT
PROMOTIONAL MATERIAL, EVENT INVITATION,
STEP AND REPEAT AT THE RED CARPET, AND
DIGITAL PRESENTATION AT DINNER

DEDICATED EMAIL BLAST

STAGE RECOGNITION

NATIONAL MEDIA OUTREACH INCLUSION

COMPANY RECOGNITION ON ONE STAND-ALONE
POST ON ALL VETS SOCIAL MEDIA PLATFORMS,
PLUS RECURRING RECOGNITION IN OTHER
DIGITAL PROMOTIONS

LIMITED EDITION VETS CHALLENGE
COIN FOR EACH GUEST AT TABLES



TORCHBEARER BALL
The Third Annual VETS Gala

AFTER-PARTY SPONSOR \$75K

AFTER-PARTY SPONSOR RECOGNITION

2 PREFERRED VIP TABLES (16 GUESTS)
PLUS 2 HONORED GUESTS PER TABLE

VIP SEATING SECTION AT AFTER-PARTY

PROMINENT BRAND RECOGNITION ON
AFTER-PARTY BAR(S) AND FOOD STATIONS

PROGRAM BOOK FULL-PAGE AD

LOGO INCLUSION ON EVENT WEBPAGE,
EVENT PROMOTIONAL MATERIAL, EVENT
INVITATION, LOGO INCLUSION ON MEDIA WALL,
AND DIGITAL PRESENTATION AT DINNER

BRAND INCLUSION IN ALL PRINTED AND
DIGITAL MATERIALS AS THE PREMIER
AFTER-PARTY SPONSOR

STAGE RECOGNITION

NATIONAL MEDIA OUTREACH INCLUSION

COMPANY RECOGNITION ON ONE STAND-ALONE
POST ON ALL VETS SOCIAL MEDIA PLATFORMS,
PLUS RECURRING RECOGNITION IN OTHER
DIGITAL PROMOTIONS

OPTION: BRANDED SOCIAL PHOTO BOOTH

OPTION: BRANDED CELL PHONE
CHARGING STATION



TORCHBEARER BALL
The Third Annual VETS Gala

DIAMOND SPONSOR \$50K

DIAMOND SPONSOR RECOGNITION

2 PREFERRED VIP TABLES (16 GUESTS)
PLUS 2 HONORED GUESTS PER TABLE

PROGRAM BOOK FULL-PAGE AD

LOGO RECOGNITION ON EVENT WEBPAGE,
EVENT PROMOTIONAL MATERIAL,
EVENT INVITATION, STEP AND REPEAT
AT THE RED CARPET, AND DIGITAL
PRESENTATION AT DINNER

16 TICKETS TO EXCLUSIVE AFTER-PARTY

EMAIL PROMOTION INCLUSION

STAGE RECOGNITION

NATIONAL MEDIA OUTREACH INCLUSION

COMPANY RECOGNITION ON ONE STAND-
ALONE POST ON ALL VETS SOCIAL MEDIA
PLATFORMS, PLUS RECURRING RECOGNITION
IN OTHER DIGITAL PROMOTIONS

LIMITED EDITION VETS CHALLENGE COIN
FOR EACH GUEST AT TABLES



TORCHBEARER BALL
The Third Annual VETS Gala

PLATINUM SPONSOR \$25K

PLATINUM SPONSOR RECOGNITION

1 PREFERRED VIP TABLE (8 GUESTS)
PLUS 2 HONORED GUESTS PER TABLE

PROGRAM BOOK FULL-PAGE AD

STAGE RECOGNITION

EMAIL PROMOTION INCLUSION

8 TICKETS TO EXCLUSIVE AFTER-PARTY

LOGO RECOGNITION ON EVENT WEBPAGE,
EVENT PROMOTIONAL MATERIAL, AND
DIGITAL PRESENTATION AT DINNER

NATIONAL MEDIA OUTREACH INCLUSION

COMPANY RECOGNITION ON ONE STAND-ALONE
POST ON ALL VETS SOCIAL MEDIA PLATFORMS,
PLUS RECURRING RECOGNITION IN OTHER
DIGITAL PROMOTIONS

LIMITED EDITION VETS CHALLENGE COIN
FOR EACH GUEST AT TABLES



TORCHBEARER BALL
The Third Annual VETS Gala

ADDITIONAL SPONSORS

GOLD SPONSOR \$15K

GOLD SPONSOR RECOGNITION

LOGO RECOGNITION ON
EVENT WEBPAGE, EVENT
PROMOTIONAL MATERIAL,
AND DIGITAL PRESENTATION
AT DINNER

1 PREFERRED TABLE (8 GUESTS)
PLUS 2 HONORED GUESTS

8 TICKETS TO EXCLUSIVE
AFTER-PARTY

PROGRAM BOOK FULL-PAGE AD

LIMITED EDITION VETS
CHALLENGE COIN FOR
EACH GUEST AT TABLE

SILVER SPONSOR \$10K

1 PREFERRED TABLE (8 GUESTS)
PLUS 2 HONORED GUESTS

8 TICKETS TO EXCLUSIVE
AFTER-PARTY

PROGRAM BOOK HALF-PAGE AD

LIMITED EDITION VETS
CHALLENGE COIN FOR
EACH GUEST AT TABLE

Sponsor a veteran
and their spouse
\$1,500

BRONZE SPONSOR \$6,500

PREFERRED SEATING FOR 4
GUESTS PLUS 2 HONORED GUESTS

4 TICKETS TO EXCLUSIVE
AFTER-PARTY

PROGRAM BOOK HALF-PAGE AD

LIMITED EDITION VETS
CHALLENGE COIN FOR EACH
GUEST AT TABLE

Individual Gala Ticket
+ After-party
\$750

HEAL THE NEXT GREATEST GENERATION



If you or your company are interested in exploring sponsorship opportunities, please write to us at events@vetsolutions.org or visit vetsolutions.org/gala.