

2027 NATIONAL VETERAN BUSINESS EXPO

Sponsorship & Partnership Opportunities

Connecting Businesses. Veterans. Resources. Opportunities.

Presented by

Combat Boots 2 Red Bottoms (CB2RB)

Clyde Muse Center | Pearl, Mississippi

April 16–17, 2027

Partner With Us for the 2027 National Veteran Business Expo

Combat Boots 2 Red Bottoms (CB2RB) invites businesses, corporations, organizations, and community partners to join us for the **2027 National Veteran Business Expo, our annual signature event** created to connect businesses, resources, opportunities, and the military-connected community.

But the vision extends far beyond a traditional business expo.

Military service creates bonds that often reach across generations, branches of service, geographic locations, and backgrounds. After service, however, many veterans lose the everyday connection to the military community that was once an important part of their lives.

The National Veteran Business Expo is designed as a place to **connect and reconnect the military community from across the nation**, bringing together veterans, currently serving military members, military families, veteran entrepreneurs, businesses, organizations, and supporters.

We want the weekend to carry the spirit of a **military family reunion on a national scale**, reconnecting old friends, creating new relationships, celebrating service, discovering veteran-owned businesses, connecting people with resources and opportunities, and simply enjoying being together again.

The National Veteran Business Expo is a **family-friendly experience** that welcomes veterans, currently serving military members, military families, and supporters from across the country. Through business, resources, entertainment, community activities, and opportunities to connect, the weekend is designed to strengthen the bonds that make the military community unique.

More Than an Expo. A Place to Reconnect.

For sponsors and partners, this is an opportunity to do more than place a logo at an event.

Your organization becomes part of an experience designed to **strengthen connections within the military and veteran community, support veteran entrepreneurship, increase access to resources and opportunities, recognize service, and create a welcoming environment where those who served and those who support them can come together again.**

Partnership opportunities are available through **financial sponsorship as well as in-kind contributions of needed products and professional services.**

A National Gathering for the Military Community

The **National Veteran Business Expo** is an annual CB2RB signature event designed to bring together the military-connected community from across the country for **connection, commerce, resources, recognition, and community**.

The 2026 Veteran Business Expo welcomed attendees and participants from across multiple states and Washington, D.C., demonstrating the geographic reach of an event intentionally designed to connect people across **state lines, branches of service, generations, and backgrounds**.

2026 NATIONAL REACH

13 States + Washington, D.C. Represented

Alabama • Florida • Georgia • Louisiana • Maryland • Mississippi • Missouri • Nevada • North Carolina • South Carolina • Tennessee • Texas • Virginia • Washington, D.C.

The 2026 Veteran Business Expo brought together participants from across the country, demonstrating geographic reach well beyond the Expo's Mississippi host location.



The Power of Partnership

Each year, CB2RB is committed to expanding the Expo's reach, strengthening the experience, increasing opportunities for veteran-owned businesses, connecting more individuals and families with valuable resources, and creating more reasons for the military-connected community to make the **National Veteran Business Expo an annual destination**.

Sponsors and partners are essential to that growth.

Their support helps CB2RB expand outreach, enhance programming and attendee experiences, increase visibility for participating businesses and organizations, and create meaningful opportunities for connection throughout the VBE weekend.

Our goal is not simply to increase attendance.

Our goal is to strengthen the National Veteran Business Expo's reach and impact year after year while preserving the sense of community and connection that makes the experience special.

Two Days of Connection, Recognition & Community

The **2027 National Veteran Business Expo** will bring the military-connected community together for a two-day experience at the **Clyde Muse Center in Pearl, Mississippi**, combining recognition, business, resources, entertainment, and opportunities to connect.

FRIDAY - CB2RB APPRECIATION DINNER

The weekend begins Friday evening with the **CB2RB Appreciation Dinner**, an evening dedicated to recognizing service, celebrating community, and bringing together the people and organizations helping make an impact.

Sponsors, community partners, invited guests, CB2RB members, and supporters will come together for an evening featuring **dinner, recognition, music, entertainment, and opportunities to connect and celebrate.**

The Appreciation Dinner will also provide an opportunity to recognize individuals and organizations whose service, leadership, partnership, and support strengthen CB2RB and the military-connected community.

SATURDAY - NATIONAL VETERAN BUSINESS EXPO

Saturday brings the community together for the **National Veteran Business Expo**, featuring veteran-owned businesses, vendors, organizations, resources, entertainment, and opportunities for attendees to discover new businesses, build relationships, and connect with services and information.

The Expo is designed to create an environment where **business and community come together**, giving veteran entrepreneurs and participating organizations greater visibility while giving attendees direct access to businesses, resources, opportunities, and connections.

MORE THAN THE EXPO FLOOR

The National Veteran Business Expo experience extends beyond the vendor floor with activities designed to bring people together throughout the day.

Veterans 5K Run/Walk + Kids Fun Run — Runners and walkers of all experience levels can come together for a morning of movement, connection, and community. The Kids Fun Run gives younger participants their own opportunity to join the fun, making this a welcoming experience for individuals and families.

Motorcycle Poker Run — The motorcycle experience brings riders together while extending the VBE's impact into the surrounding community. The route creates opportunities to connect participants with local businesses and encourages economic activity beyond the Expo venue.

National Jeep Roll-In — Jeep owners and enthusiasts will have an additional way to participate in the VBE experience, adding another community-centered element to the day.

Family-Friendly Activities — Planned outdoor activities include inflatables and jumbo games such as Connect Four, Cornhole and horseshoes, creating additional spaces for families and attendees to relax, have fun, and enjoy the day together.

Entertainment — Music and live entertainment will be part of the Expo experience, helping create an energetic and welcoming atmosphere throughout the event.

Health & Wellness — Health and wellness will remain part of the VBE experience, with additional opportunities currently being explored for 2027.

The result is more than a Saturday expo. It is a weekend built around business, service, recognition, community, and connection.

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Partner With Us. Expand the Impact.

Sponsorship of the **2027 National Veteran Business Expo** provides businesses and organizations an opportunity to visibly support the military-connected community while helping CB2RB expand the reach, experiences, resources, and opportunities available throughout the VBE weekend.

Sponsorship opportunities have been designed to provide meaningful recognition and engagement at multiple investment levels.

Sponsorship Level	Investment	Key Benefits
Platinum Sponsor	\$5,000	Sponsor booth with priority placement; custom recognition banner displayed at event; reserved table for 8 at the CB2RB Appreciation Dinner; logo in Platinum Sponsor sections on website and event program; applicable Platinum sponsor signage; individual verbal recognition during the Expo program; dedicated CB2RB social media sponsor spotlight.
Gold Sponsor	\$2,500	Sponsor booth; custom recognition banner displayed at event; 4 CB2RB Appreciation Dinner tickets; logo in Gold Sponsor sections on website and event program; applicable Gold sponsor signage; recognition with Gold Sponsors during the Expo program and sponsor recognition posts.
Silver Sponsor	\$1,000	Sponsor booth; custom recognition banner displayed at event; 2 CB2RB Appreciation Dinner tickets; sponsor recognition.
Community Sponsor	\$500	Sponsor booth; sponsor recognition.
*Veterans 5K Run/Walk Sponsor	\$250	Logo or name recognition on the National Veteran Business Expo website in the Veterans 5K section; Social media recognition as a Veterans 5K Sponsor; Event-day recognition during 5K activities

*The Veterans 5K Sponsor opportunity is specific to the 5K. General National Veteran Business Expo sponsorship opportunities begin at \$500.

A Recognition Piece That Lives Beyond the Expo

Sponsors investing **\$1,000 or more** will be recognized with a custom retractable recognition banner created specifically for their partnership with CB2RB and the National Veteran Business Expo.

The banner will recognize the sponsor as a **Proud Supporter of Veterans & Military Families** and a **2027 Veteran Business Expo Sponsor**. CB2RB may feature these banners at community events and promotional opportunities leading up to the Expo, extending sponsor visibility beyond the VBE weekend. Following the Expo, sponsors may choose to keep their custom recognition banner. Shipping and handling, if needed, will be the sponsor's responsibility.

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Support the Experience Through Products & Services

Financial sponsorship is not the only way businesses and organizations can partner with the **2027 National Veteran Business Expo**.

CB2RB welcomes in-kind partnerships from companies interested in providing products or professional services that directly support the VBE weekend. These partnerships help us strengthen the attendee experience, support event operations, and direct more resources toward expanding the reach and impact of the National Veteran Business Expo.

CURRENT PARTNERSHIP NEEDS

Event Apparel — Volunteer and event shirts

Attendee Bags & Giveaways — Bags, promotional products, attendee gifts and prizes

Printing & Signage — Programs, signs, banners and other printed event materials

Food & Beverage — Catering support, meals, snacks, water and beverages

Awards & Recognition — Awards, plaques and recognition items

Photography & Videography — Professional event photography and video services

Marketing & Media — Advertising, media placement and promotional support

Entertainment — Entertainment services and related event support

Motorcycle Run Support — Rider refreshments, supplies, prizes and other event needs

Jeep Experience Support — Participant refreshments, recognition items and event supplies

Family-Friendly Activities — Inflatables, games, prizes and activity support

Health & Wellness — Products, services and resources supporting health-and-wellness activities

IN-KIND PARTNER RECOGNITION

In-kind partners are asked to provide the estimated value of the products or professional services offered as part of their partnership with the National Veteran Business Expo.

CB2RB will review each contribution based on the **type, value, and role it plays in supporting the VBE experience** and determine the appropriate level of partner recognition.

Recognition may include acknowledgment through **digital, printed, social media, website, and event recognition materials**. Significant in-kind contributions may receive recognition comparable to financial sponsors of similar value; however, specific benefits may vary based on the nature of the contribution.

Because every in-kind partnership is different, CB2RB will work with confirmed partners to determine appropriate recognition and benefits.

HAVE SOMETHING ELSE TO OFFER?

The needs listed above are not exhaustive. Businesses and organizations with products, services, expertise, or resources that could enhance the VBE experience are encouraged to submit an in-kind partnership proposal for consideration.

Ready to Partner With Us?

We invite businesses, corporations, organizations, and community partners to become part of the **2027 National Veteran Business Expo** and help us continue expanding its reach and impact.

Whether your organization chooses to support the VBE through a **financial sponsorship or an in-kind contribution of products or professional services**, getting started is simple.

FINANCIAL SPONSORSHIP

- **ACH bank transfer, credit/debit cards, Apple Pay, Google Pay, Cash App, Afterpay Payments**

Complete the electronic **2027 NVBE Sponsorship Form** and follow the payment instructions at:

<https://form.jotform.com/262559279041059>

- **CHECK PAYMENTS**

Complete the attached **2027 VBE Sponsorship Printable and Mail-In Sponsorship Form**.

Make checks payable to *Combat Boots 2 Red Bottoms*.

Memo: 2027 NVBE Sponsorship

Mail your completed form and check to Combat Boots 2 Red Bottoms, 123-A HWY 80 E 107, Clinton, MS 39056.

Once your sponsorship is confirmed, CB2RB will provide the information needed to submit your company logo and other applicable materials.

Sponsor benefits and recognition will begin following confirmation and receipt of required materials.

IN-KIND PARTNERSHIP

Complete the **2027 NVBE In-Kind Partnership Form** and tell us what product or professional service your organization would like to provide, including the estimated value of the contribution.

CB2RB will review the proposed contribution and contact you regarding acceptance, event needs, coordination, and applicable partner recognition.

IMPORTANT INFORMATION

Sponsorship and partnership opportunities are subject to availability and acceptance by CB2RB. Recognition and promotional benefits are dependent upon timely receipt of payment, logos, artwork, and other requested materials.

Specific submission and recognition deadlines will be communicated to confirmed sponsors and partners.

Let's Build Something Meaningful Together.

Your partnership helps strengthen the National Veteran Business Expo, support veteran-owned businesses, connect the military community with valuable resources and opportunities, and create an experience that continues to grow in reach and impact each year.

More Than an Expo. A Place to Reconnect.

The **National Veteran Business Expo** is about bringing people together, veterans, currently serving military members, military families, entrepreneurs, businesses, organizations, and those who support the military community.

It is about creating opportunities to **connect and reconnect, build relationships, discover businesses and resources, celebrate service, and strengthen the community that military service created**.

As we prepare for the 2027 National Veteran Business Expo, we invite you to be part of that experience.

Your partnership helps us extend our reach, strengthen the VBE weekend, support veteran entrepreneurship, and create meaningful opportunities for the military-connected community to come together from across the country.

We look forward to welcoming you as a 2027 National Veteran Business Expo partner.

Combat Boots 2 Red Bottoms / 2027 National Veteran Business Expo

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