



SPONSORSHIP PROPOSAL



The 8th Annual Veterans Band Aid Music Festival

June 4-5, 2027

Holiday Trav-L Park, Virginia Beach, VA

Benefitting: Coastal Authority Care Foundation – Veterans Brain
Health & Recovery Program

Presented by:

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**VIRGINIA
IS FOR
LOVERS**



Veterans Band Aid *Music Festival*

The music festival with a mission



THE FESTIVAL:

Now in its 8th year, Veterans Band Aid Music Festival has become a signature event on the Hampton Roads calendar – a premier outdoor gathering pairing national recording artists with the region’s most celebrated local performers. Guests enjoy **two days** of live music, food trucks, craft beverages, artist vendors, camping, a live auction, raffles and the festival’s celebrated bourbon & cigar lounge.

Past Headliners include 38 Special, Randy Houser, Bryan Martin, The SteelDrivers, Jo Dee Messina, Blackberry Smoke and Josh Turner.

The festival draws approximately **4500+ attendees** from across Virginia and beyond each year and was nominated for “Best Music Event” at the VEER Music Awards in recognition of its growing impact and popularity.

THE MISSION:

Proceeds benefit the Coastal Authority Care Foundation (CACF), a nonprofit organization dedicated to helping service-disabled veterans living with operator syndrome, traumatic brain injury (TBI), post-traumatic stress (PTS),

depression and chronic pain. Through education, care coordination, cognitive testing and financial assistance, CACF connects veterans to evidence-based therapies, including hyperbaric oxygen therapy, neurofeedback, photobiomodulation and vibroacoustic therapy, that restore cognitive function, improve quality of life and reduce suicidal thoughts.

By partnering with Veterans Band Aid Music Festival, you are doing more than sponsoring a concert—you are helping veterans and their families access transformative care and creating a lasting impact in the military community.



WEEKEND OF JUNE 4-5, 2027



FRIDAY June 4 – Country:
Headliner To Be Determined
+ 3 supporting acts



SATURDAY June 5 – Rock:
Headliner To Be Determined
+ 4 supporting acts

TIMES:

Friday 6/4/26: Doors 3:00 PM • Music 4:00 PM • Headliner 8:00 – 9:30 PM
Saturday 6/5/26: Doors 1:20 PM • Music 2:20 PM • Headliner 8:00 – 9:30 PM

CONTACT:

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WEBSITE:

<https://veteransbandaidmusicfest.org> <https://cacarefoundation.org>

PICK YOUR SPONSORSHIP LEVEL

All sponsors will enjoy:

Marketing & Brand Visibility

- Comprehensive Logo Placement: Websites; marketing materials and event T-shirts; sponsor spotlight social media posts
- LED Wall Exposure: Your logo will scroll on the large LED screen next to the stage throughout the event.
- Live Stage Mentions: The MC will provide shoutouts for your company from the stage during the festival.
- Group social media sponsor recognition posts

GA or VIP Experience + Hospitality

- **GA tickets include entry.** Food and drink are sold separately.
- **2-Day VIP Tickets featuring:** Complimentary food from Lendy's Café (VIP area); Unlimited beer and wine from the private VIP bar; \$5 Top-shelf cocktails; elevated VIP viewing platform; picnic table seating; VIP-only portapotty 3-stall trailer

Title Sponsor: \$25,000	Quantity	Unit \$ Value	Total \$ Value	# 8 Top
2-Day VIP Tix <u>with</u> chalet access (8 Top x 3 reserved)	30	\$250	\$7,500	3
Deluxe Cottage - sleeps 6 or RV site (3 nights)	1	\$500	\$500	
\$5 Mixed Drink Tickets	30	\$5	\$150	
Festival T-Shirts	30	\$22	\$660	
2-Day Bourbon & Cigar Lounge Tickets	5	\$80	\$400	
10x10 Self-supplied tent for guest interaction	1			
Sponsor Parking Passes	12			
Optional 10x10 Self-supplied tent for guest interaction				
Naming Rights				
Radio commercial mention				
Total Hospitality Retail Value:			\$9,210	

☐ Presenting Sponsor: \$20,000	# Tix	Unit \$ Value	Total Value (\$)	# 8 Top
2-Day VIP Tix <u>with</u> chalet access (8 Top x 2 reserved)	24	\$250	\$6,000	2
1 Air-Conditioned Studio Cabin or RV site (3 nights)	1	\$230	\$230	
\$5 Mixed Drink Tickets	24	\$5	\$120	
Festival T-Shirts	24	\$22	\$528	
2-Day Bourbon & Cigar Lounge Tickets	3	\$80	\$240	
Optional 10x10 Self-supplied tent for guest interaction	1	\$0	\$0	
Sponsor Parking Passes	8			
Optional 10x10 Self-supplied tent for guest interaction				
"presented by" top stage banner				
Radio commercial mention				
Total Hospitality Retail Value:			\$7,118	

☐ VIP Sponsor: \$10000	# Tix	Unit \$ Value	Total \$ Value	# 8 Top	# 4 Top
2-Day VIP Tix with chalet access (8 Top x 1 & 4 Top reserved)	14	\$250	\$3,500	1	1
\$5 Mixed Drink Tickets	14	\$5	\$70		
Festival T-Shirts	14	\$22	\$308		
2-Day Bourbon & Cigar Lounge Tickets	2	\$80	\$160		
Sponsor Parking Passes	4				
Total Hospitality Retail Value:			\$4,038		

Additional Marketing & Brand Visibility

- Your company's logo will be prominently displayed on the VIP tent banner.
- Option for one 10'x10' Vendor Tent Space (self-supplied) for on-site brand presence and customer interaction

☐ Orange Crush Bar Sponsor: \$5000 (or)	# Tix	Unit \$ Value	Total \$ Value	# 8 Top
☐ Bourbon & Cigar Lounge Sponsor				
2-Day VIP Tix with chalet access (8 Top x 1 reserved)	8	\$250	\$2,000	1
\$5 Mixed Drink Tickets	8	\$5	\$40	
Festival T-Shirts	8	\$22	\$176	
2-Day Bourbon & Cigar Lounge Tickets	1	\$80	\$80	
Sponsor Parking Passes	2			
Total Hospitality Retail Value:			\$2,296	

Additional Marketing & Brand Visibility

- Your company's logo will be displayed on the Orange Crush Bar or Bourbon & Cigar Lounge signage.
- Option for one 10'x10' Vendor Tent Space (self-supplied) for on-site brand presence and customer interaction

☐ Shuttle Service Sponsor: \$2500	# Tix	Unit \$ Value	Total \$ Value
2-Day Vip Admission Tickets	4	\$250	\$1,000
\$5 Mixed Drink Tickets	4	\$5	\$20
Festival T-Shirts	4	\$22	\$88
Sponsor Parking Passes	1		
Total Hospitality Retail Value:			\$1,108

Additional Marketing & Brand Visibility

- Your company's logo will be displayed on the golf cart shuttles
- Option for one 10'x10' Vendor Tent Space (self-supplied) for on-site brand presence and customer interaction

☐ Water Station Sponsor: \$1500	# Tix	Unit Value (\$)	Total Value (\$)
2-Day Vip Admission Tickets	3	\$250	\$750
Festival T-Shirts	3	\$22	\$66
Sponsor Parking Passes	1		
Total Hospitality Retail Value:			\$816

- Your company's logo will be displayed on Water Station banners

☐ Blue Ribbon Sponsor \$500	# Tix	Unit Value (\$)	Total Value (\$)
2-Day General Admission Tickets	2	\$100	\$200
Festival T-Shirts	2	\$22	\$44
Sponsor Parking Passes	1		
Total Hospitality Retail Value:			\$244



Why Sponsor Veterans Band Aid Music Festival?

Support a Cause. Elevate Your Brand. Engage With Your Community.

Sponsoring the **Veterans Band Aid Music Festival** offers high-impact exposure and a meaningful way to connect with the community while supporting service-disabled veterans.

Business & Brand Benefits

- Reach 4,500+ attendees through stage signage, shirts, social media, radio, and LED wall displays
- Align with a mission that supports mental health and veteran recovery

Employee & Client Appreciation

- Use VIP tickets, chalet seating, and lounge access to host key clients or reward staff
- Create memorable experiences in a relaxed, music-filled environment

Activation & Community Engagement

- Multiple sponsorship levels with the option to set up a branded tent to engage with customers on-site
- Funds raised are used primarily at treatment facilities in Hampton Roads



Testimonial



Hi Jill,

Thank you again for everything you and your team have done. Bryan asked me to send his testimonial on his behalf.



A TIME OF FEAR AND UNCERTAINTY

When we first reached out to Coastal Authority, Bryan was in a very difficult place physically, mentally, and emotionally. After years of service and trauma, his health had declined to the point where I was genuinely afraid we were running out of time. I feared that if he didn't receive effective treatment soon, we would lose him.



HOPE THROUGH SUPPORT

Coastal Authority helped with the cost of hyperbaric oxygen therapy at Rocking Mountain Hyperbaric Institute, making it possible for Bryan to receive the care he desperately needed. Mercy Medical Angels supported us with travel expenses so he could access treatment safely and without delay. Together, these organizations gave Bryan a chance at healing when we felt we had exhausted every other option.



MEANINGFUL, LASTING CHANGE

From his very first session, we noticed meaningful changes such as clearer thinking, deeper rest, and the gradual return of motivation. As treatment continued, we saw lasting improvements in focus, mood, and overall stability. The most powerful change was the return of hope, something that had been missing for a long time.



A RENEWED LIFE AND PURPOSE

Today, Bryan continues his recovery with a renewed sense of purpose and a stronger foundation for long-term healing. We are deeply grateful for the compassion, generosity, and care shown by the Coastal Authority team. You didn't just assist with treatment; you became a part of Bryan's story of survival, restoration, and faith.

With heartfelt gratitude,



Andrea & Bryan Garcia

*Hope.
Healing.
New Beginnings.*



"NOT ALL HEROES WEAR CAPES."
SOME WEAR UNIFORMS. ALL DESERVE A CHANCE TO HEAL."

