



2025 | NASHVILLE, TN

SPONSORSHIP PACKAGES
AND OPPORTUNITIES





JULY 24-26, 2025

VANDERBILT UNIVERSITY

JULY 24

OPENING CEREMONY

Vanderbilt University
TBD



JULY 25-26

COACHING SUMMIT

Nashville Marriott at
Vanderbilt University



JULY 25

MILITARY THRIVING VIP RECEPTION

Nashville Soccer Club
at GEODIS Park



Empowering Military Heroes to Lead Through Coaching

Soldiers To Sidelines is committed to educating, developing, and certifying members of the military community to become expert coaches and exemplary role models while creating pathways to serve their local sports communities.



Coaching Summit Overview

Convening 450 current and aspiring Soldier Coaches to learn from national leaders in the sporting industry who support and honor the Military and Veteran community.



01

FIRST OF ITS KIND PREMIERE COACHING SUMMIT FOR THE MILITARY COMMUNITY

A transformative conference designed to equip military men and women with the knowledge and skills to coach at the youth, high school, college, and professional levels.

02

A DYNAMIC LEARNING EXPERIENCE

Keynotes and breakout session speakers led by top minds and talent in coaching, guaranteed to make a lasting impact on Soldier Coaches both on and off the field.

03

FROM SERVICE TO SIDELINES

An opportunity to channel military leadership into coaching excellence and build a community of Soldier Coaches dedicated to inspiring the next generation of athletes.

NOTABLE SPEAKERS

Who's Speaking?

You'll engage with our STS Sports Directors, notable speakers (some listed below) and many others —each bringing expertise, inspiration, and real-world coaching and training insights.



Greg Sankey
Commissioner, SEC



Ryan Welner
*Defensive Coordinator,
Notre Dame Men's
Lacrosse Team*



Bob Starkey
*Associate Head Coach,
LSU Women's Basketball*



David Lee
*Former NFL QB Coach,
Buffalo Bills, Cleveland Browns,
Miami Dolphins, NY Jets,
Dallas Cowboys*



Jamaal Jackson,
*Head Basketball Coach,
Kentucky State*



Matt Zosel
*Head Basketball Coach,
Southern Oregon,
U.S. Army Veteran*



PRESENTING SPONSOR



\$150,000
one available



Introduce Welcoming Keynote Speaker

Premier recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as Presenting Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table in premier location and opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

Membership of Corporate Coaching Council with all benefits

Partnership acknowledgement in Soldiers To Sidelines 2025 Annual Report

Table at Legacy of Leadership Dinner 2026



CERTIFICATION SPONSOR



\$75,000
one available



Introduce Closing Keynote Speaker

Premier recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as Certification Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Certification Seminar breakout room
- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table in premier location

Opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

Partnership acknowledgement in Soldiers To Sidelines 2025 Annual Report

Table at Legacy of Leadership Dinner 2026



PILLAR SPONSOR



\$50,000
four available



Four Pillars:

Football | Basketball | Soccer | Fitness & Performance

Premier acknowledgement and branding of organization in one-of-four breakout rooms with brief speaking opportunity at beginning of 9 sessions

Recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as Pillar Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table

Opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

Partnership acknowledgement in Soldiers To Sidelines 2025 Annual Report

Table at Legacy of Leadership Dinner 2026



SOLDIER COACH SPONSOR



\$25,000
four available



Each sponsorship at this level provides scholarships to 50 Soldier Coaches to attend the STS Coaching Summit free of charge.

Recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as [NAME] Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table

Opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

Partnership acknowledgement in Soldiers To Sidelines 2025 Annual Report

4 Tickets and Logo Recognition at Legacy of Leadership Dinner 2026



MILITARY THRIVING[®] VIP RECEPTION SPONSOR



\$50,000
one available



Premier organization acknowledgement and speaking opportunity at the Military Thriving[®] VIP Reception and brand alignment with Military Thriving[®]

Recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as VIP Reception Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table

Opportunity to include promotional items in Soldier Coach bag

Partnership acknowledgement in Soldiers To Sidelines 2025 Annual Report

Table at Legacy of Leadership Dinner 2026

	PRESENTING	CERTIFICATION	PILLAR	SOLDIER COACH
Custom	Introduce Welcome Keynote Speaker	Introduce Closing Keynote Speaker	Branding in Breakout Room + 9 Intros	Underwrite 50 Soldier Coach Scholarships
Recognition of organization with pre, day-of, and post-event marketing communications	✓	✓	✓	✓
Placement of organization branding on event space assets and collateral	✓	✓	✓	✓
Expo Table and opportunity to include promotional items in Soldier Coach bag	✓	✓	✓	✓
Invitation to Military Thriving VIP Reception	✓	✓	✓	✓
Partnership acknowledgement in Soldiers To Sidelines 2025 Annual Report	✓	✓	✓	✓
Legacy of Leadership Dinner 2026	Table	Table	Table	4 Tickets
Corporate Coaching Council Membership with all benefits	✓			



THANK YOU

We are excited to provide a renewed sense of purpose for the military and veteran community to become exemplary coaches who will positively influence thousands of kids in their communities.

Harrison Bernstein | Founder & Executive Director
Harrison@soldierstosidelines.org

