



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 Wellner**  
*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<sup>®</sup> VIP RECEPTION SPONSOR

 **\$50,000**  
one available



*Premier organization acknowledgement and speaking opportunity at the Military Thriving<sup>®</sup> VIP Reception and brand alignment with Military Thriving<sup>®</sup>*

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

