



FINDING JOBS FOR 10,000 DISABLED VETERANS

Sponsored By:



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WE WILL HELP A MINIMUM OF 10,000 DISABLED VETERANS FIND EMPLOYMENT

Dear Corporate Sponsor:

We are pleased to learn of your interest in the 10KDAV Hiring Challenge (10KDAV) brought to you by Disabled American Veterans (DAV), and Veteran Recruiting (VR). Together we are challenging American businesses to join us in finding jobs for at least 10,000 veterans with a disability by the end of 2018. The nation's veterans represent the best this country has to offer, and there is no shortage of programs in place to help them find rewarding careers after service. Sadly, the veteran with a disability is often overlooked. With the help of companies like yours, we will shine a light on the vast amount of talent disabled veterans possess, and why they are the perfect hire for industry leading companies, and for a wide range of jobs.

By joining the 10KDAV Hiring Challenge, your business will have a direct impact on the very lives of the men and women who have served, sacrificed, and suffered a disability as a result of their commitment to protecting us all. You will find details on the 10KDAV Hiring Challenge as you read on, and we encourage you to look through the materials to determine if this is an effort your company may want to support.

Sincerely,

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What is the 10K DAV Hiring Challenge?

DAV and VR are teaming up to address an often forgotten portion of the veteran population as it relates to employment, the Disabled Veteran. Through the 10K DAV Hiring Challenge, industry leading companies will be given access to a wide range of highly qualified veteran talent that may be seeking employment, and who also has a disability as a result of their service to the country. By educating employers on what a disabled veteran brings to the table, and the wide range of skills they bring to the table, we will help at least 10,000 disabled veterans find rewarding careers, and reduce the stigma often associated when an employer hears the term disabled veteran.

Why a Business Should Join

Your company will join a growing list of industry leading companies who recognize and value the skills, training, commitment, education, and character that disabled veterans represent. You will benefit from learning what other companies are doing to recruit, hire, and retain top veteran talent. Each company who supports the 10K DAV Hiring Challenge will greatly benefit from adding more diversity, veterans, and workers with disabilities to their workforce.

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What 10KDAV Hiring Challenge Sponsors Receive (paid sponsorship is \$7500 per year, or \$20,000 for the full 3 years- paid upfront)

- There is no cost to support the 10KDAV Hiring Challenge, but you are required to meet the requirements of participation
- Logo and link on www.10kdav.com (No charge)
- Participation in 4 dedicated virtual career fairs each year (Included in sponsorship, but companies are not required to purchase to support the 10KDAV Hiring Challenge)
- Jobs scraped daily and placed on www.veteranrecruiting.com/jobs (Included in sponsorship, but companies are not required to purchase to support the 10KDAV Hiring Challenge)
- Companies approved to display 10KDAV logo on website and marketing materials (see logo regulations)
- Press release announcing companies support of the 10KDAV Hiring Challenge (paid sponsorship only)
- Social media campaign announcing your company's support of the 10KDAV Hiring Challenge

2016 VIRTUAL CAREER FAIR DATES

February 18

May 17

August 16

November 22

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What is a Virtual Career Fair?

The Virtual Career Fair is a fully interactive, 3D environment that allows an employer and job seeker to meet and interact in an efficient, effective and environmentally friendly manner.

The Virtual Career Fair allows an employer to:

- Meet with veterans nationwide in real time
- Recruit nationwide in one day
- Project a cutting edge image
- Reduce carbon footprint

How it Works

Veteran Recruiting will design a virtual booth that matches your company image and brand. Each virtual booth includes a video greeting, information tabs, live chat, and contact buttons.

Virtual Career Fair Features

- Company booth holds content and materials to educate the veteran on who your company is, what you have to offer, and why they should consider joining your team
- Live chat
- Tracking and reporting of all attendees that visit your booth
- Company video
- Social media integration



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Logo Usage

Once your company has been approved and include in the 10KDAV Jobs Challenge, you are approved to use the 10KDAV logo. This loo is approved for use on all promotional materials your company may advertise in showing your support of the 10KDAV Jobs Challenge. A guideline document has been created to assist you in the use of this logo. Additionally, we have also created a template press release to announce your company's support of the Challenge.



LOGO USAGE GUIDELINES

DAV and Veteran Recruiting has a very powerful following and influence within the veteran community. By using the 10KDAV Hiring Challenge logo on your promotional material, you can identify your company with the effort to employ our heroes.

Use of Logo in Promotion Materials

- Letterhead
- Website
- Virtual booth
- Career Fairs
- Direct Mail
- Press releases
- Social Media
- Web and print banners/billboards
- Advertising

Logos

- Download the logo in electronic format (will be provided)

Logo Usage

- Do not alter or add to the logo
- Do not change any of the logo colors
- The logo must never be used in conflict with other elements
- Do not put logo over busy backgrounds
- Do not increase/decrease the resolution of the logo
- Do not change the size of the elements of the logo in comparison to each other, and do not add patterned fills, photos or other elements to the logo. The consistency of the logo is what keeps the brand intact

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