

SPONSORSHIP OPPORTUNITIES



ATHENA'S ARENA:

A Shared Commitment to Duty, Honor, Country

West Point, New York | April 19-22, 2026

Purpose:

The purpose of this conference is to bring together United States Military Academy alumni, friends, family, and peers. This will be an excellent opportunity to connect with grads who are currently leading the way in the military, the private sector, and the public sector. We encourage anyone interested to join us and share in this experience focused on strengthening the Long Gray Line and celebrating our shared commitment to Duty, Honor, Country.

Audience:

West Point Graduates, Academy leadership, leading scholars and distinguished guests, industry professionals, as well as U.S. Army leaders, cadets, USMA staff and faculty.



West Point
ASSOCIATION OF GRADUATES

For more information contact:

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SPONSORSHIP PACKAGES SUMMARY

Sponsorship Opportunities	Diamond "Lead" Sponsor (100K)	Breaking Barriers Sponsor (75K)	Platinum Sponsor (50K)	Gold Sponsor (25K)	Grip Hands Sponsor (10K)	Silver Sponsor (5K)	Bronze Sponsor (1K)
Speaking Role During Conference	★						
Livestream Branding	★						
Complimentary Hotel Room Reservation	★						
Branding on All Post-Event Recap Video Sizzle Reels	★						
Recognition at all Conference Speaker Panels	★	★					
Inclusion in Industry Speaker Panels	★	★					
Recognition in <i>West Point</i> Magazine	★	★	★				
Logo Watermark on One Post-Event Recap Video Sizzle Reel	★	★	★				
Personalized Mentions on Social Media Conference Posts	★	★	★				
Personalized Branding on Conference LED Displays	★	★	★				
Complimentary WPAOG <i>First Call</i> & <i>Parent Review</i> Newsletters	★	★	★				
Sponsorship of West Point Graduate Attendees	4 West Point Graduates	2 West Point Graduates	1 West Point Graduates				
Inclusion in a Breakout Session or Workshop	★	★	★	★			
Exclusive Ad in Conference Program (Print & Digital)	Full Page	Full Page	Half-Page	Quarter Page	Logo Only	Logo Only	
Complimentary Registrations	12 Reserved Seats	10 Reserved Seats	8 Reserved Seats	6 Reserved Seats	4 Reserved Seats	2 Reserved Seats	
Exhibitor Table Display at Conference Event(s)	★	★	★	★	★	★	
Non-Exclusive Social Media Recognition	★	★	★	★	★	★	
Logo on Conference LED Displays	★	★	★	★	★	★	★
Sponsor Provided Materials/ Merchandise in Registration Bags	★	★	★	★	★	★	★

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Diamond Level (\$100,000) (3 Available)

Title Sponsor of all Conference Events at the United States Military Academy:

- ★ Conference Keynote Speaker Dinner
- ★ Livestream of Select Events

Presenting sponsor:

- ★ All keynote speaker sessions
- ★ All conference breakout sessions, guest speaker sessions, and panels
- ★ All conference receptions and meals
- ★ All conference hikes and memorials
- ★ Conference livestream
- ★ Post-conference recap video (30-60 second video reel with watermark)

Access & Recognition:

- ★ 1 complimentary night at conference hotel room block
- ★ Sponsorship of 4 West Point graduates conference registrations (Sponsor's choice)
- ★ Branding on conference lanyards and/or name badges
- ★ Recognition of sponsorship at ALL conference events
- ★ Sponsor recognition on all conference LED digital displays
- ★ Meet & greet with keynote speaker(s)
- ★ Inclusion in industry panel (*selected by conference planning committee*)
- ★ Logo watermark on post-event recap video distributed to entire alumni network
- ★ Logo recognition in conference attendee bio book
- ★ Sponsorship of conference hotel check-in bags
- ★ Sponsor-provided signage at event including table/booth
- ★ Complimentary ad recognition in *West Point* magazine
- ★ Complimentary ad recognition in *First Call & Parent Review* e-newsletters
- ★ Logo recognition on "swag bag" distributed to all attendees
- ★ Option to provide items for "swag bag" distributed to all attendees
- ★ Recognition in *West Point* magazine
- ★ Recognition in conference program/agenda
- ★ Sponsored commercial in WPAOG Podcast
- ★ Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram and LinkedIn
- ★ Logo recognition on all conference websites, WPAOG eNewsletters, and registrant email correspondence
- ★ Sponsorship at select 2026 USMA class reunion events (Fall & Spring)
- ★ 2 complimentary invitations to the annual West Point Entrepreneur Summit
- ★ A pair of complimentary Long Gray Line Sponsor VIP passes to the official 2026 WPAOG Army Navy Tailgate (Dec 12, 2026 in East Rutherford, NJ)

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Breaking Barriers Level (\$75,000)

- ★ Conference Coffee & Connection Partner: Networking break & wi-fi sponsor
- ★ Conference welcome reception sponsor
- ★ Sponsor of all conference speaker panels

Access & Recognition:

- ★ 10 invitations to all conference events
- ★ 1 complimentary night at conference hotel room block
- ★ Sponsorship of 2 West Point graduates conference registrations (Sponsor's choice)
- ★ Recognition of sponsorship at ALL conference events
- ★ Sponsor recognition on all conference LED digital displays
- ★ Meet & greet with keynote speaker(s)
- ★ Inclusion in industry panel (*selected by conference planning committee*)
- ★ Logo watermark on post-event recap video distributed to entire alumni network
- ★ Logo recognition in conference attendee bio book
- ★ Sponsor-provided signage at event including table/booth
- ★ Complimentary ad recognition in *First Call & Parent Review* e-newsletters
- ★ Logo recognition on "swag bag" distributed to all attendees
- ★ Option to provide items for "swag bag" distributed to all attendees
- ★ Recognition in *West Point* magazine
- ★ Recognition in conference program/agenda
- ★ Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram and LinkedIn
- ★ Logo recognition on all conference websites, WPAOG eNewsletters, and registrant email correspondence
- ★ Sponsorship at select 2026 USMA class reunion events (Fall & Spring)
- ★ 2 complimentary invitations to the annual West Point Entrepreneur Summit
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Platinum Level (\$50,000)

- ★ Official conference transportation sponsor

Choice of 1 of the following sponsor luncheons:

- ★ Monday Luncheon with Guest Speaker
- ★ Tuesday Luncheon with Guest Speaker

Access & Recognition:

- ★ 8 invitations to all conference events
- ★ Sponsorship of 1 West Point graduates conference registration (Sponsor's choice)
- ★ Recognition of sponsorship at ALL conference events
- ★ Sponsor recognition on all conference LED digital displays
- ★ Meet & greet with keynote speaker(s)
- ★ Inclusion in 1 industry breakout session (*selected by conference planning committee*)
- ★ Logo watermark on post-event recap video distributed to entire alumni network
- ★ Logo recognition in conference attendee bio book
- ★ Sponsor-provided signage at event including table/booth
- ★ Complimentary ad recognition in *First Call & Parent Review* e-newsletters
- ★ Logo recognition on "swag bag" distributed to all attendees
- ★ Option to provide items for "swag bag" distributed to all attendees
- ★ Recognition in *West Point* magazine
- ★ Recognition in conference program/agenda
- ★ Sponsored commercial in WPAOG Podcast
- ★ Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram and LinkedIn
- ★ Logo recognition on all conference websites, WPAOG eNewsletters, and registrant email correspondence
- ★ Sponsorship at select 2026 USMA class reunion events (Fall & Spring)
- ★ 2 complimentary invitations to the annual West Point Entrepreneur Summit

Gold Level (\$25,000)

Sponsorship of select events at the United States Military of Academy (Choose 1):

Included:

- ★ Conference breakout session or conference speaker panel

Choose 1 of the following events:

- ★ Conference Film Presentation
- ★ Hudson River Boat Ride

Recognition:

- ★ 6 invitations to all conference events
- ★ Inclusion in 1 industry breakout session (*selected by conference planning committee*)
- ★ Recognition of sponsorship at all breakout sessions and 1 of the chosen events above
- ★ Logo recognition in conference attendee bio book
- ★ Sponsor-provided signage at select events
- ★ Option to provide 1 item for "swag bag" distributed to all attendees
- ★ Recognition in conference program/agenda
- ★ Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram and LinkedIn
- ★ Logo recognition on conference registration website, WPAOG eNewsletters, and registrant email correspondence

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Grip Hands Level (\$10,000)

- ★ 4 invitations to all conference events
- ★ Recognition of sponsorship at all breakout sessions and 1 of the chosen events above
- ★ Logo recognition in conference attendee bio book
- ★ Sponsor-provided signage at select events
- ★ Option to provide 1 item for "swag bag" distributed to all attendees
- ★ Recognition in conference program/agenda
- ★ Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram and LinkedIn
- ★ Logo recognition on conference registration website, WPAOG eNewsletters, and registrant email correspondence

Silver Level (\$5,000)

Recognition:

- ★ 2 invitations to all conference events
- ★ Sponsor-provided signage at select events
- ★ Option to provide 1 item for "swag bag" distributed to all attendees
- ★ Logo recognition on conference registration website, WPAOG eNewsletters, registrant email correspondence, and social media
- ★ Recognition in conference program/agenda

Exhibitor Tables (\$350 per table):

Included:

Vendor Tables may be displayed at the following conference events:

- ★ All conference events at Eisenhower "Ike" Hall on April 20-21, 2026

Vendor Guidelines:

- ★ Tables (6 Ft Long) and chairs provided by conference staff
- ★ All signage and giveaways to be provided by vendors (pending conference planning committee approval)
- ★ Does NOT include logo recognition on any event materials or communications leading up to, during, or after the conference
- ★ Conference registration and meals not included

Sponsor signage subject to WPAOG approval.

All packages & benefits will be allocated on a "first-come, first-served" basis. Quantities are limited.

Sponsor may waive certain benefits to increase the tax-deductible portion of the sponsorship.



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ASSOCIATION OF GRADUATES

WPAOG is a non-federal entity and not an official activity of the United States Military Academy. It is not endorsed, recommended, or favored by the United States government. The views and opinions expressed by this organization do not necessarily state or reflect those of the United States Military Academy, Department of the Army, or Department of Defense.