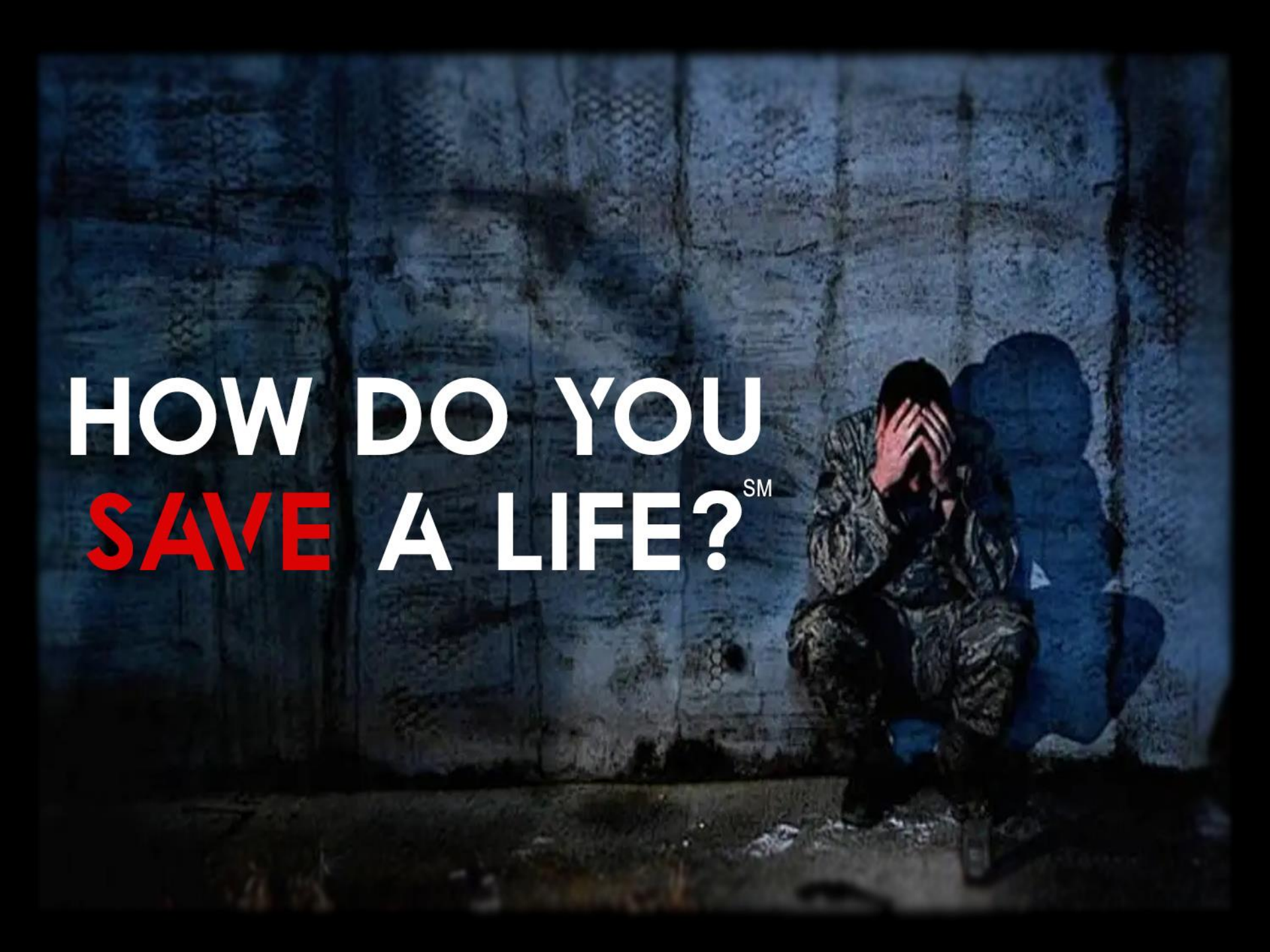
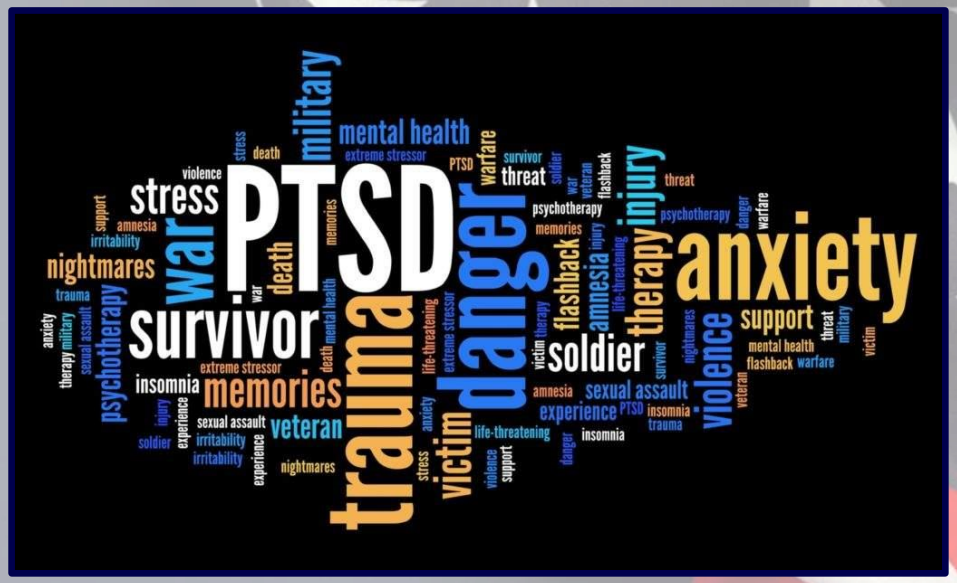

VETERAN FORCES
PRESENTS
VETX
VETERANS EXPERIENCES


HOW DO YOU
SAVE A LIFE?SM

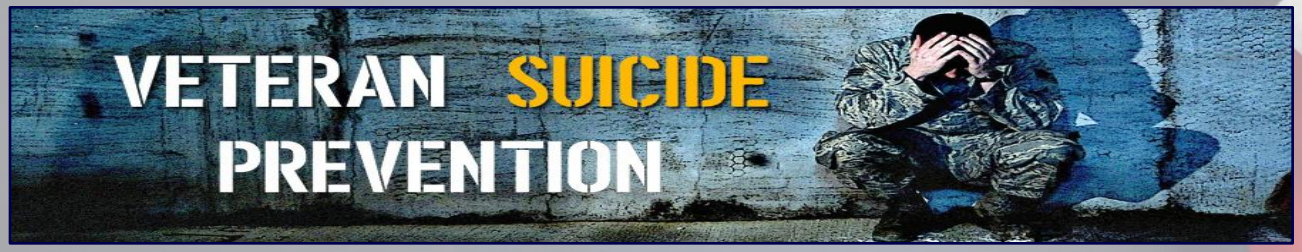
THE WHY

- **There are over 19 million veterans in the United States.**
- **Many veterans struggle with anti-social behavior, depression, PTSD, suicidal thoughts & tendencies, and isolate themselves from others.**



GOAL

- **Support our men and women who have served our country or are currently serving.**
- **To connect military/veterans and provide positive experiences for them and their family.**
- **Help reduce the 22 military/veteran daily suicides by reducing anxiety and stress from everyday life.**



VETERAN FORCES

- Founded in 2012
- Started by 2 Marines
  - Including the 12th Sergeant Major of the Marine Corps
- IRS 501(c)(3) status since April 2013
- Vet X Initiative

VETERAN FORCES

A FORCE FOR GOOD

Non-profit organization that will engage, excite, empower, heal and save lives.

PRIMARY OBJECTIVES:

1. Grow a Membership Database
2. Keeping Members Engaged (FREE STUFF)
3. Evangelizing Veterans - Create a Cult-Like Following
4. Reduce the Suicide Rate
5. To Help Military/Veterans and Their Families
6. Operate at 100% of Money Going to the Program

OVERVIEW

- **Millions of event tickets go unused annually.**
- **Sports & Concerts are the two most attended events in the U.S.**
- **Through VetX.net, Veteran Forces will give away millions of event tickets to sporting events, concerts & shows, as well as gift cards, merchandise, prizes, and much more. At "Vet X" every day will be Veterans Day.**

WHAT WE NEED

- Tickets
- Merchandise
- Strategic Partners
- Donors & Sponsors
- Ideas
- Experts

DONORS

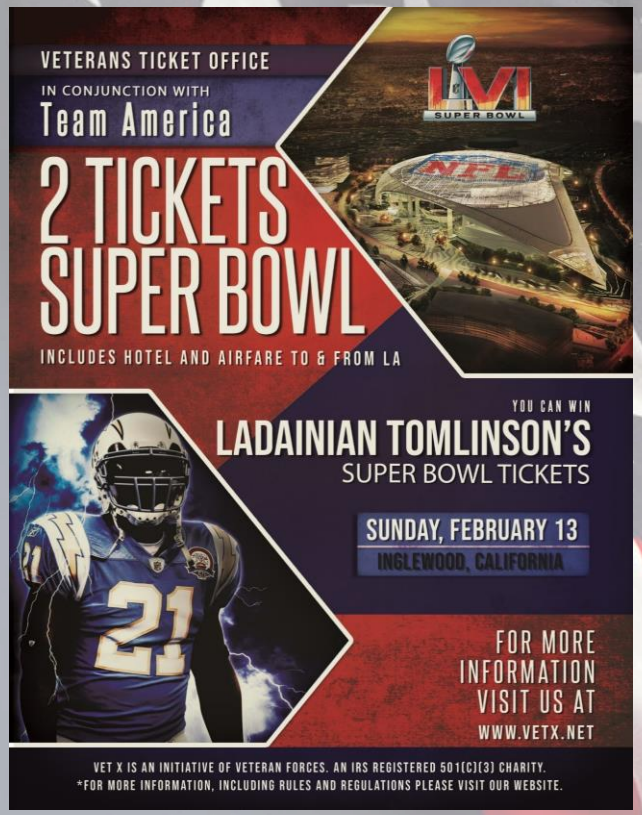
- Our donors will include sports teams & owners, former players, colleges, artists, talent agencies, promoters, venues, organizations, corporations, airlines, cruise lines, hotels, theme parks, retailers, restaurants and individuals.

MAJOR EVENTS

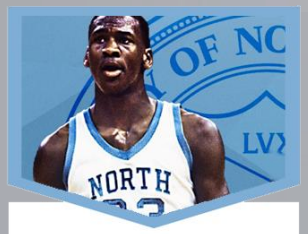
COLLEGE FOOTBALL
PLAYOFF

PROMOTIONS

- **Partner with Sports Teams, Major Brands & Celebrities.**
- **Giveaways for Major Events.**
- **Provide All-Inclusive Trips and Vacations.**
- **Promote Teams, Celebrities and Brands.**

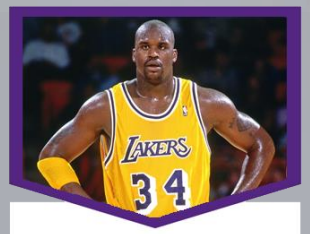


VIP EXPERIENCES



- CAROLINA/DUKE GAME
- BULLS GAMES
- COURTSIDE/SUITE
- JERSEY/SIGNED MERCH

MICHAEL JORDAN



- COURTSIDE @ LAKERS
- OTHER NBA GAMES
- LSU GAMES
- JERSEY/SIGNED MERCH

SHAQ O'NEAL

- MASTERS TICKETS
- ROUND AT AUGUSTA
- SET OF CLUBS
- OTHER PGA EVENTS

TIGER WOODS

- COURTSIDE @ MAVS
- SUITE @ MAVS GAMES
- ALL-STAR/FINALS TIX
- JERSEYS/SIGNED MERCH

MARK CUBAN


WIN MARK CUBAN'S
PRIVATE JET FOR A DAY
PACKAGE INCLUDES
- TRAVEL TO AND FROM NBA FINALS
- PRIVATE SUITE FOR 10 PEOPLE
- FOOD AND DRINK INCLUDED
LEARN MORE
MARK CUBAN
CostPlus
DRUG COMPANY

STEELERS EXPERIENCE

- Partnered with Rocky Bleier.
- A veteran receives the following:

  - 4 tickets to a game
  - Pre-game tailgate
  - Pre-game field passes
  - Travel and lodging
  - Dinner with Rocky
  - $500 merch credit at Yinzers

BENGALS EXPERIENCE

- Partnered with Ickey Woods.
- A veteran receives the following:

  - 2 tickets to a game
  - Pre-game tailgate
  - Pre-game field passes
  - Travel and lodging
  - Dinner with Ickey
  - $500 merch credit

SUICIDE PREVENTION

- 22 veteran suicides per day.
- 8K+ veteran suicides annually.
- 72% more than national average.
- Vet X will leverage millions of monthly visitors to fight military/veterans suicide.
- Provide suicide specific awareness and solutions.
- App/Website will provide immediate help at their fingertips.

ROLL CALL – SUICIDE PREVENTION

- Daily and monthly check-ins/surveys.
- Basic mental health assessment & triage.
- Guide them to immediate help.
- Earn points, rewards and prizes.
- Increase traffic and pageviews.

LARGEST & MOST LOYAL AFFINITY GROUP

- **19M Veterans in the United States**
- **13M Veterans' Spouses**
- **20M Children (17M 18+)**
- **2.1M Active Duty & Reservists**
- **100M Total Active, Reserve, Veterans & Family**
- **AARP - 38M Members x $16/year = $608M annually**

* Source: Department of Defense & Department of Veterans Affairs

GRASSROOTS MARKETING

- 16M+ AAFES, NEXCOM, MCX & CGX
- 2200 Military Bases & Recruiting Offices
- 20K Veterans Organizations
- 3.5M Legion & VFW Members - 18K Posts
- 2K+ Veterans Service & Retiree Service Officers
- 1732 VA Facilities (Magazine)

MAGAZINE

- Veterans Magazine
- Our Stories
- Our Ads
- 1M Distributed Annually
- Quarterly + Best of Annually
- Donated to VA Facilities, Veterans Organizations, Recruiting Offices, etc.
- Break Even/Loss Leader

AMBASSADORS

Noteworthy people (athletes, celebrities, influencers, etc.) that help Vet X:

- **Maximize our reach and raise awareness.**
- **Solicit event tickets, donations and major gifts.**
- **Open doors.**
- **Encourage others to get involved.**
- **Involved in as little or as much as they choose.**

DIRECTORS/CAPTAINS

Directors are volunteers that will help Vet X maximize our reach and increase awareness. Directors will open new doors, attract participants, raise donations and recruit volunteers.

- Local, State & Regional
- Raise Awareness
- Promote Events
- Obtain Tickets
- Obtain Other Donations
  (Gift cards, Merchandise, etc.)
- Army of Thousands

LOCAL CLUBS

Directors will also oversee "Vet X Clubs" that will provide a local community for veterans.

- Raise Awareness
- Create & Promote Events
- Provide Emotional Support
- Obtain Tickets
- Obtain Other Donations (Gift cards, Merchandise, etc.)

HOW IT WORKS

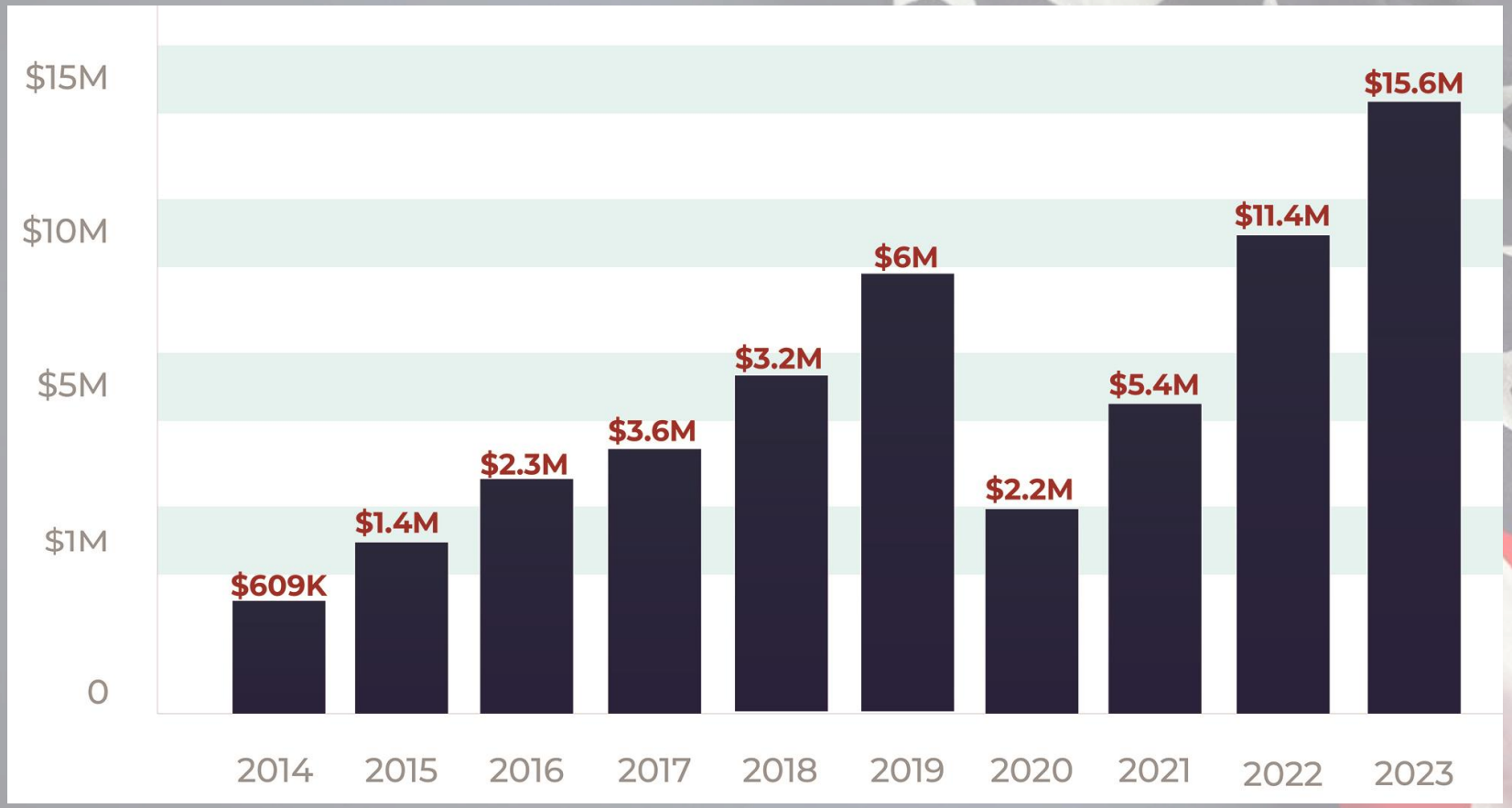
- **First Come First Served**
- **Raffles (Reward Points)**
  *** Social Media**
- **Service Fees between $2 - $15**

VET TIX (Competitor)

- 2.5 million registered users.
- Gave away almost 4.9 million tickets in 2023.
- Service revenue of $15.6 million in 2023.
- 2023 combined revenues of over $213 million.
- 5.6M Testimonials.

VETERAN TICKETS FOUNDATION

VET TIX REVENUES



VET TIX STATS

Traffic & Engagement

Total visits
Mar 2024 - May 2024 · Worldwide

4.672M

↑ 21.07% from last month

Device distribution
Mar 2024 - May 2024 · Worldwide

Desktop 19.09%
Mobile Web 80.91%

Global rank	#30,378
Country rank (United States)	#5,319
Industry rank (.../National_Security)	#25

Engagement overview
Mar 2024 - May 2024 · Worldwide · All Traffic

Monthly visits	1.557M	Visit Duration	00:04:14
Monthly Unique Visitors	485,110	Pages / Visit	5.65
Deduplicated audience BETA	UPGRADE	Bounce Rate	32.84%

See trends over time

* Source: Similarweb

VET TIX STATS

Number of products distributed

TOTALS BY YEAR

2023	4,921,800
2022	3,836,956
2021	1,564,967
2020	712,472
2019	2,959,745
2018	1,980,460
2017	1,284,993
2016	810,959
2015	561,288
2014	429,667

Number of new clients within the past 12 months

TOTALS BY YEAR

2023	425,000
2022	377,000
2021	268,000
2020	137,000
2019	570,000
2018	384,000
2017	135,872
2016	105,338
2015	103,823

Number of testimonies offered

TOTALS BY YEAR

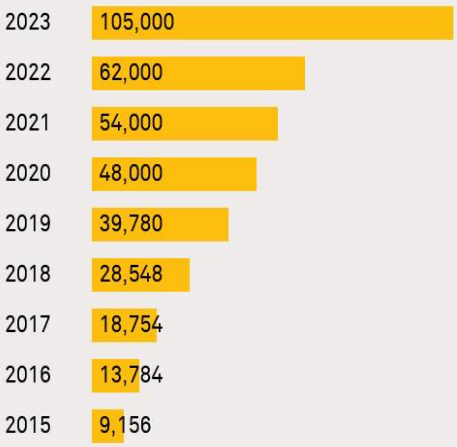
2023	1,599,991
2022	1,400,000
2021	694,814
2020	598,000
2019	550,000
2018	364,000
2017	216,478
2016	146,283
2015	92,582

* Source: Guidestar

VET TIX STATS

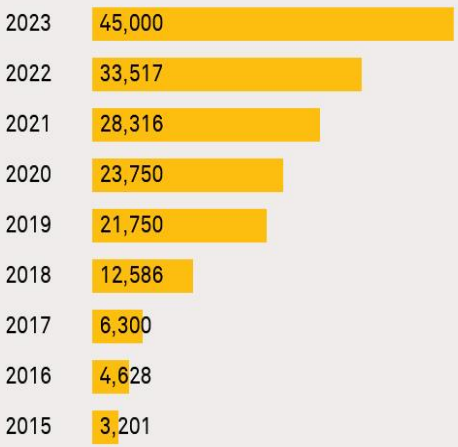
Number of overall donors

TOTALS BY YEAR



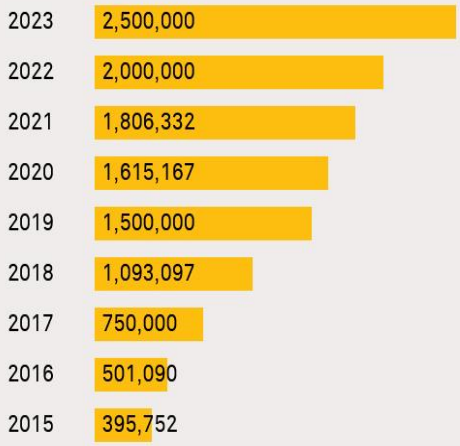
Number of donors lending

TOTALS BY YEAR



Overall number of clients enrolled in program

TOTALS BY YEAR



* Source: Guidestar

COMPETITIVE ADVANTAGE

- Advertising & Marketing Partner
- Reach & Engagement
- SEO (Search Engine Optimization)
- Actively Marketing Our Partners and Donors 24/7
- Our Strategic Alliances
- Much More Than Just Tickets

OTHER GIVEAWAYS (Phase II and III)

- Airline Tickets
- Hotel Rooms
- Cruises
- Vacation Packages
- Restaurant Gift Cards
- Store Gift Cards
- Merchandise
- Movie Tickets
- Theme Parks
- TV's
- Cars/Motorcycles/Trucks
- Tablets
- Cell Phones
- Gaming Systems
- Desktops/Laptops
- Sports Memorabilia
- Golf Outings
- MUCH MUCH MORE

MERCHANDISE PARTNERS

- Walmart and/or Amazon
- Merchandise Giveaways
- Electronics, movies, music, games, furniture, clothing, footwear, jewelry, toys, health and beauty, pet supplies, sporting goods and much more!

REWARD POINTS

- **Built in Loyalty Program for Members**
- **Receive Reward Points for Sharing on Social Media, Inviting Friends to Join, Watching Videos, Answering Surveys, and Much More**
- **Reward Points = Extra Raffle Chances**

OUR REACH

- **7M Veteran Email Addresses**
- **14.9M Veterans Household Data Nationwide**
- **25M Including Other Household Members**
- **700 Consumer Datapoints**

OTHER CHARITIES

WHAT PARTNERS GET

- Satisfaction of Helping Veterans
- Awareness
- Advertising
- Marketing
- Viral Social Media
- Promoting Your Company, Organization and Brand

POTENTIAL PARTNERSHIPS

- Airlines
- Cruise Lines
- Restaurants
- Cell Phone Carriers
- Auto Makers
- And MANY More!

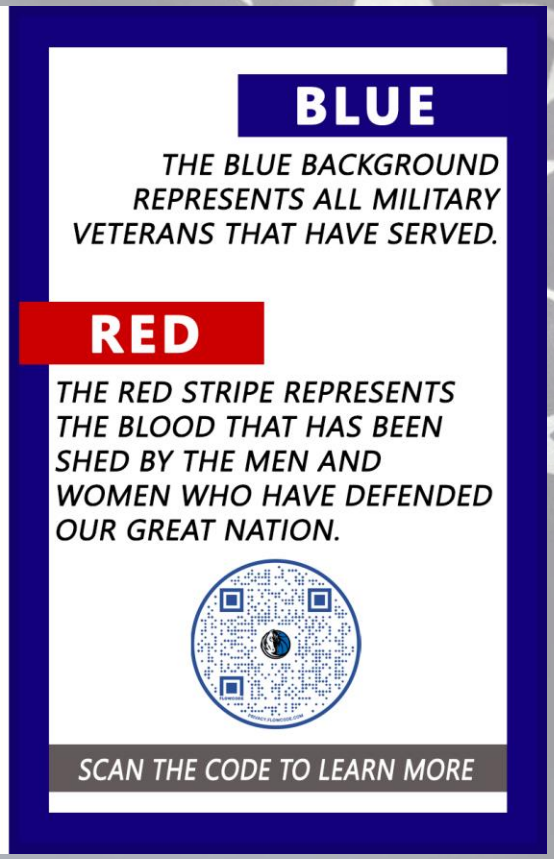
IDEAL SPONSORSHIPS

- Banks
- Insurance Companies
- Mortgage Companies
- Oil/Gas Companies
- Many More!

VETERANS AWARENESS RIBBON

- Veterans have never had their own awareness ribbon.
- The ***Blue Background*** represents all military veterans that have served this country.
- The ***Red Stripe*** represents the blood that has been shed by the men and women who have defended our great nation.
- Trademarked.

CO-BRANDING OPPORTUNITIES



RED STAR FOUNDATION

- Providing honor and healing to military/veterans and 1st responder families who lost a loved one to suicide.
- 501(c)(3).
- Subsidiary of Veteran Forces.
- National membership with local chapters.
- Will seek a Congressional Charter.

RED STAR SERVICE PIN

- **Military/veteran & 1st responders suicide awareness.**
- **Represents family members who have lost a military/veteran to suicide.**
- **Given to families who have suffered a suicide.**
- **Over 160K veterans have died due to suicide since 2001.**

RED STAR SERVICE FLAG

- **Military/veterans and 1st responders suicide awareness initiative.**
- **Represents family members who have lost a someone to suicide.**
- **Many family members of suicide victims feel left out and left behind.**
- **Don't have the same status or recognition of Gold Star families.**

VETERANS SUICIDE AWARENESS RIBBON

- There is not an awareness ribbon for military/veterans and 1st responders suicide.
- The ribbon consists of a red background with a black stripe.
- Red represents a universal warning of caution and danger in an effort to stop suicides.
- Black represents the honoring and mourning of the ones we have lost.
- Will Trademark.

1st RESPONDERS

- Will expand to include 1st responders.
- 4.6M current 1st responders.
- Including:
  - Police/CO's
  - Fire
  - Doctors
  - Nurses
  - EMT's
  - 911 Dispatchers

Veterans deserve more than just a handshake and a “Thank you for your service”.

We have an opportunity to do something very special and unique. To help our veterans mental and emotional well-being. The social impact we will have on veterans and their families will help shape future generations.


VETX
VETERANS EXPERIENCES