



VAREP
VETERANS ASSOCIATION OF
REAL ESTATE PROFESSIONALS

2026 Annual Partnership Opportunities

2026 ANNUAL PARTNERSHIP OPPORTUNITIES

A big and heartfelt thank you to our partners and look forward to exploring innovative ways to enhance these collaborations.

We are seeking new partnerships with corporations (within and beyond the housing industry), Non-Profit Organizations, Local, State, and Federal Agencies, Government Sponsored Entities (GSEs) and Private & Public Foundations.



Son Nguyen
President & Founder



PROJECT DRIVEN PARTNERSHIPS CALL FOR COLLABORATION

- Expanding HUD-Certified Financial & Housing Education to Military Communities
- Loss Mitigation & Foreclosure Prevention Outreach Events (in-person & Virtually)
- VAREP's Homeowner Outreach & Mitigation Engagement (HOME) Program
- Expansion of VAREP's Veteran Economic & Housing Outreach Centers (VEHOC)
- Integrate VAREP's HUD-Certified services as part of the DoD financial literacy mandate and part of TAPS.
- Homebuyer Outreach Events (in-person & virtually)

WAYS TO PARTNER ANNUALLY

- Leadership Academy – Coming March 2027
- Policy Conference – June of each year
- National Convention – October of each year
- Local Chapter – Contact Each Chapter Directly

MILITARY COMMUNITY SNAPSHOT

ACTIVE-DUTY & VETERAN COMBINED



1.62 MILLION
Veteran-Owned Businesses



\$1.4 TRILLION
Annual Buying Power



10% - 12%
Percentage of Transactions contributed to The Real Estate Market



3.3 MILLION
Employed by Veteran-Owned Businesses



150+
Number of Languages Spoken



400,695
No. of Closed VA Loans (2023)
Decrease from 1.4m in 2021 peak



16+ MILLION
Veterans in the U.S.
Decrease from 21+ million
Primarily Silent, Baby Boomers, & GenX
Between 45 and 79 Years Old



1.3 MILLION
Active-Duty Personnel
41% Decrease from 1987 peak
Primarily Millennial and Gen Z
Between 20 and 35 Years Old

CHALLENGES & OPPORTUNITIES

FINANCIAL & HOUSING PERSPECTIVE

ACTIVE-DUTY

- 65%** Reported gaps in financial knowledge.
- 50%** Reported unawareness of VA home loan benefits.
- 36%** Reported on reliance on high-interest loans.
- 27%** Rise in complaints to CFPB on SCRA & foreclosure violations in 2022 vs. 2021.

VETERANS

- 80%** Reported financial stress in the past 12 months.
- 51%** Faced barriers to saving money, struggling to managing debt.
- 38%** Had less than \$500 in emergency savings.
- 33%** Were unaware or did not know how to access the VA loan benefit.

TRANSITIONING

- 50%** Veterans & Spoused Identified Financial Issues & Economic Stability.
- 33%** Reported employment was their biggest hurdle.
- 19%** Post-9/11 veterans reported lack of Consistent housing.
- 24%** Qualified veterans used the VA loan, 76% have not taken advantage benefit.
- 16.8** Veteran suicides per day, a decrease from the previous 22 per day.
- 32,882** Homeless veterans in 2024, a 55.6% reduction from 154,000 in 2007.

OUR IMPACT

HOUSE A VET MORTGAGE-FREE HOME DONATION PROGRAM

57 HOMES DONATED TO DESERVING HEROES

VETERAN/MILITARY HOMEBUYER WORKSHOPS 175+ OPERATION HOMEREADY EVENTS

50K+ TRAINED ON VA LOAN & HOMEBUYING

HOUSING GRANTS

\$100K+ HOUSING ASSISTANCE GIVEN TO DESERVING VETERAN FAMILIES

INDUSTRY EDUCATION

100K+ REAL ESTATE, LENDING, & HOUSING PROFESSIONALS TRAINED ON THE VA LOAN, SCRA, FAIR HOUSING, MILITARY CULTURE

FREEDOM FLIPPERS AFFORDABLE HOUSING PROGRAM

\$13.5 MILLION SPENT IN HOME REHABILITATION FOR DESERVING HEROES
560 HOMES & LAND SOLD TO LOW TO MODERATE INCOME HOMEBUYERS

CHARITABLE GRANTS

2,500 FAMILIES HAVE BEEN GIVEN A HAND UP THROUGH VAREPCARES & VETCARES

2026 ANNUAL OPPORTUNITIES

Note: Complete partnership benefits can include and are not limited to the below mentioned. Customized benefits can be tailored to fit each individual organization and incorporated into the executed partnership agreement.

Five-Star - \$130K	Four-Star - \$110K	Three-Star - \$90K	Two-Star - \$70K	One-Star - \$50K	Community - \$30K
<ul style="list-style-type: none"> • Logo Display on National Events Signage, Video Screens, and Website • 30 National Events Registrations including Dinner Gala, and Keynote Luncheon Tickets (Sponsor to split these passes between National Events) • 30 VAREP Annual Individual Memberships • Exhibit Booth Space – 10×20 or Equivalent at National Convention • Focus group and product development support • 4 dedicated eblasts to membership • 4 Dedicated Ads/Op-ed in VAREP Quarterly Magazine • 3 Co-hosted VARAP Member Webinars on agreed topic 	<ul style="list-style-type: none"> • Display on National Events Signage, Video Screens, and Website • 25 National Events Registrations including Dinner Gala, and Keynote Luncheon Tickets (Sponsor to split these passes between National Events) • 25 VAREP Annual Individual Memberships • Exhibit Booth Space – 10×20 or Equivalent at National Convention • Focus group and product development support • 3 dedicated eblasts to membership • 3 Dedicated Ads/Op-ed in VAREP Quarterly Magazine • 2 Co-hosted VARAP Member Webinars on agreed topic 	<ul style="list-style-type: none"> • Logo Display on National Events Signage, Video Screens, and Website • 20 National Events Registrations including Dinner Gala, and Keynote Luncheon Tickets (Sponsor to split these passes between National Events) • 20 VAREP Annual Individual Memberships • Exhibit Booth Space – 10×20 or Equivalent at National Convention • Focus group and product development support • 2 dedicated eblasts to membership • 2 Dedicated Ads/Op-ed in VAREP Quarterly Magazine • 1 Co-hosted VARAP Member Webinars on agreed topic 	<ul style="list-style-type: none"> • Logo Display on National Events Signage, Video Screens, and Website • 15 National Events Registrations including Dinner Gala, and Keynote Luncheon Tickets (Sponsor to split these passes between National Events) • 15 VAREP Annual Individual Memberships • Exhibit Booth Space – 10×10 or Equivalent at National Convention • 1 dedicated eblast to the entire Membership • 1 dedicated Ads/Op-ed in VAREP Quarterly Magazine • 2 Sponsored VARAP member webinar including logo display and sponsor remarks 	<ul style="list-style-type: none"> • Logo Display on National Events Signage, Video Screens, and Website • 10 National Events Registrations including Dinner Gala, and Keynote Luncheon Tickets (Sponsor to split these passes between National Events) • 10 VAREP Annual Individual Memberships • Exhibit Booth Space – 10×10 or Equivalent at National Convention • 1 dedicated eblast to the entire Membership • 1 Dedicated Ads/Op-ed in VAREP Quarterly Magazine • 1 Sponsored VARAP member webinar including logo display and sponsor remarks 	<ul style="list-style-type: none"> • Logo Display on National Events Signage, Video Screens, and Website • 5 National Events Registrations including Dinner Gala, and Keynote Luncheon Tickets (Sponsor to split these passes between National Events) • 5 VAREP Annual Individual Memberships • Exhibit Booth Space – 10×10 or Equivalent at National Convention • 1 dedicated eblast to the entire Membership • Discounted Ads/Op-ed in VAREP Quarterly Magazine • Discounted Sponsorship for VARAP member webinar including logo display and sponsor remarks

2026

Policy Conference Opportunities

The conference is filled with educational sessions and town halls to educate attendees on important housing policy, lending initiatives, and economic development affecting the military and veteran communities. VAREP members have the opportunity to meet with members of Congress to advocate VAREP's Policy Positions on issues that affect military and veteran homeownership.



VAREP 2026
POLICY CONFERENCE
June 21 - 23, 2026
WASHINGTON, D.C.

BECOME A SPONSOR TODAY!

Contact Son Nguyen for sponsorship opportunities:
snguyen@VAREP.net | 951-444-7363

JUNE 21 - 23, 2026 - GRAND HYATT WASHINGTON D.C.

WHY BECOME POLICY CONFERENCE SPONSOR?

When you sponsor VAREP, we will ensure that this collaboration compliments your existing brand values, strengthens your military and veteran image, and provides a platform to increase the positive community perception and credibility of your position of supporting our heroes.

BE A PART OF THE VETERAN HOMEOWNERSHIP MOVEMENT

SUPPORT THE MILITARY COMMUNITY

Show your commitment to veterans, servicemembers, and their families by aligning with VAREP's mission and values.

BUILD TRUST AND CONNECTIONS

Establish meaningful relationships with the military market and gain credibility as a trusted partner.

EXPAND YOUR VISIBILITY

Reach a targeted audience through VAREP's national platforms, including events, social media, and podcasts.

MAKE A REAL IMPACT

Contribute to programs like financial education, foreclosure prevention, and VA loan access that improve veterans' lives.

GROW YOUR BUSINESS AND REPUTATION

Enhance your brand as a socially responsible organization while tapping into the military market's significant purchasing power.

TITLE SPONSOR - \$40,000

SPONSORED BY: TBD

- Branding recognition: at conference, event website & mobile
- Ten (10) conference registrations including luncheon and gala
- Five (5) minute speaking opportunity at sponsor's session
- Two-page ad in the conference booklet
- Insert in tote bag distributed to attendees
- One (1) SWAG item on tables during sponsor's session

GALA AWARD DINNER - \$35,000

SPONSORED BY: TBD

- Branding recognition: at conference, event website & mobile
- Ten (10) conference registrations including luncheon and gala
- Five (5) minute speaking opportunity at sponsor's session
- Two-page ad in the conference booklet
- Insert in tote bag distributed to attendees
- One (1) SWAG item on tables during sponsor's session

KEYNOTE LUNCHEON - \$30,000

SPONSORED BY: TBD

- Branding recognition: at conference, event website & mobile
- Ten (10) conference registrations including luncheon and gala
- Five (5) minute speaking opportunity at sponsor's session
- Two-page ad in the conference booklet
- Insert in tote bag distributed to attendees
- One (1) SWAG item on tables during sponsor's session

LEGISLATIVE DEBRIEF RECEPTION - \$15,000

SPONSORED BY: TBD

- Branding recognition: at conference, event website & mobile
- Five (5) conference registrations including luncheon and gala
- Five (5) minute speaking opportunity at sponsor's session
- One-page ad in the conference booklet
- Insert in tote bag distributed to attendees
- One (1) SWAG item on tables during sponsor's session

NAME BADGES - \$10,000

SPONSORED BY: TBD

PHOTO BACKDROP - \$10,000

SPONSORED BY: TBD

TOTE BAGS - \$10,000

SPONSORED BY: TBD

LANYARDS - \$10,000

SPONSORED BY: TBD

HOTEL KEY CARD - \$10,000

SPONSORED BY: TBD

SPONSORSHIP BENEFITS

- Branding recognition: at conference, event website & mobile
- Three (3) conference registrations including luncheon and gala
- One-Page ad in the conference program
- Insert in tote bag distributed to attendees

2026

National Convention Opportunities

The VAREP National Convention will educate, develop, and empower current and future leaders within the VAREP organization. VAREP leaders and members will be equipped with the necessary tools to serve the military and veteran housing needs. Attendees will participate in sessions to exchange chapter best practices and to explore new ones together.

Five Reasons to Attend the VAREP National Convention:

- 1. BE INSPIRED AND MOTIVATED.** Powerful keynote speakers will inspire attendees with stories of courage, hope, perseverance, leadership, and growth; reminding us that strength lies within ourselves.
- 2. INCREASE LEADERSHIP ABILITIES.** With over 10 dynamic breakout sessions led by subject matter experts will teach attendees something new or be reminded about an important principle and tools that can be incorporated into daily business transactions.
- 3. INDUSTRY CERTIFICATION CLASSES.** VAREP offers several veteran and housing certification classes including: Military and Veteran Lending Certification (MVLC), Hot Chapter Topics, and Duty to Serve (DTS).
- 4. NETWORK WITH INDUSTRY LEADERS.** Attendees will connect and network with other leaders, building a relationship that can last long after the convention is over. These relationships are valuable to the leadership journey.
- 5. MILITARY & VETERAN VENDOR EXPO.** Attendees will connect with vendors that cater to the military and veteran marketplace.

VAREP 2026 NATIONAL CONVENTION

BECOME A SPONSOR TODAY!

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snguyen@VAREP.net | 951-444-7363

October 25 - 27, 2026 - Jacksonville, FL

TITLE SPONSOR/OPENING SESSION - \$50,000 <i>SPONSORED BY: TBD</i>	SPONSORSHIP BENEFITS <ul style="list-style-type: none"> • Branding recognition: at conference, event website & mobile • Ten (10) conference registrations including luncheon and gala • Five (5) minute speaking opportunity at sponsor's session • Two-page ad in the conference booklet • Insert in tote bag distributed to attendees • One (1) SWAG item on tables during sponsor's session
AWARDS DINNER GALA - \$50,000 <i>SPONSORED BY: TBD</i>	
KEYNOTE LUNCHEON - \$40,000 <i>EDUCATION BY: TBD</i>	
EXPO NETWORKING RECEPTION - \$35,000 <i>SPONSORED BY: TBD</i>	<ul style="list-style-type: none"> • Branding recognition: at conference, event website & mobile • Five (5) conference registrations including luncheon and gala • Five (5) minute speaking opportunity at sponsor's session • One-page ad in the conference booklet • Insert in tote bag distributed to attendees • One (1) SWAG item on tables during sponsor's session
WELCOME RECEPTION - \$35,000 <i>SPONSORED BY: TBD</i>	
PRE-AWARDS COCKTAIL RECEPTION - \$30,000 <i>SPONSORED BY: TBD</i>	
Saturday Homebuyer Workshop & Resorce Fair SPONSORSHIPS <ul style="list-style-type: none"> • Title / Event - \$40k • Food & Beverage - \$15k • Workshops - \$10k • Exhibit Booth (10 available) - \$3k 	<ul style="list-style-type: none"> • Branding recognition: at conference, event website & mobile • Five (5) conference registrations including luncheon and gala • Five (5) minute speaking opportunity at sponsor's session • One-page ad in the conference booklet • Insert in tote bag distributed to attendees • One (1) SWAG item on tables during sponsor's session
Sunday Military & Veteran Lender Cert. (MVLC) - \$15K <i>SPONSORED BY: TBD</i>	
Military & Veteran Housing Certification (MVHC) - \$15K <i>SPONSORED BY: TBD</i>	
Military & Veteran Counselor Cert. (MVCC) - \$15k <i>SPONSORED BY: TBD</i>	Monday VAREP Business Breakouts (10) - \$10K ea. <i>SPONSORED BY: TBD</i>
MVPro Core Courses: SCRA, Fair Housing - \$15k <i>SPONSORED BY: TBD</i>	
MVPro Core Courses: Creditsmart Military Module - \$15k <i>SPONSORED BY: TBD</i>	
PHOTO BACKDROP - \$10,000 <i>SPONSORED BY: TBD</i>	<ul style="list-style-type: none"> • Branding recognition: at conference, event website & mobile • Three (3) conference registrations including luncheon and gala • One-Page ad in the conference program • Insert in tote bag distributed to attendees
TOTE BAGS - \$10,000 <i>SPONSORED BY: TBD</i>	
PHOTO BOOTH - \$10,000 <i>SPONSORED BY: TBD</i>	
HOTEL KEY CARD - \$10,000 <i>SPONSORED BY: TBD</i>	Tuesday GENERAL SESSION #2 - \$40K Topic: Housing & Economic Summary and Industry Pannel <i>SPONSORED BY: TBD</i>
LANYARDS - \$10,000 <i>SPONSORED BY: TBD</i>	
EVENT APP - \$10,000 <i>SPONSORED BY: TBD</i>	
	Masterclasses (5) - \$10K ea. Topic: Closing More Loans, Surviving Spouse Housing Benefits, Financial Therapy & Housing Counseling, Heroes Real Estate Niche Mastery, Leading in a Shifting Market <i>SPONSORED BY: TBD</i>
	BEVERAGES & BREAK STATIONS - \$10,000 <i>SPONSORED BY: TBD</i>
	NAME BADGES - \$10,000 <i>SPONSORED BY: TBD</i>
	EXHIBITOR 10X10 BOOTH - \$1,500 (20 AVAILABLE) <i>SPONSORED BY: TBD</i>



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