VAREP

VETERANS ASSOCIATION OF REAL ESTATE PROFESSIONALS

2027 Annual Partnership Opportunities

495 E. Rincon St. Ste. 110, Corona, CA 92879 • (951) 461-0860 • VAREP.ORG/NATIONAL-PARTNERSHIP

2027 ANNUAL PARTNERSHIP OPPORTUNITIES

VAREP invites corporations, nonprofit organizations, government agencies, financial institutions, and foundations to become strategic partners in advancing financial readiness, housing stability, and homeownership opportunities for our military-connected communities.

Through national advocacy, professional education, HUD-approved housing counseling, and community outreach, our partnerships create meaningful opportunities to make a measurable impact while strengthening connections with the military and veteran communities. We welcome the opportunity to collaborate in 2027 and beyond.



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 2028
- Policy Conference – June of each year
- National Convention – October of each year
- Local Chapter – Contact Each Chapter Directly

OUR IMPACT

HOUSE A VET MORTGAGE-FREE HOME DONATION PROGRAM
59 HOMES DONATED TO DESERVING HEROES

VETERAN/MILITARY HOMEBUYER WORKSHOPS
250+ OPERATION HOMEREADY EVENTS
100K+ TRAINED ON VA LOAN & HOMEBUYING

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

INDUSTRY EDUCATION
200K+ 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
590 HOMES & LAND SOLD
TO LOW TO MODERATE INCOME HOMEBUYERS

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

MILITARY COMMUNITY SNAPSHOT

ACTIVE-DUTY & VETERAN COMBINED

1.6 MILLION
Veteran-Owned Businesses

$1.0 TRILLION
Annual Receipts Generated by Veteran-Owned Businesses

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

3.3 MILLION
Employed by Veteran-Owned Businesses

150+
Number of Languages Spoken

528,340
VA Home Loans Guaranteed in FY2025

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

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

771,200
National Guard & Reserve Personnel

CHALLENGES & OPPORTUNITIES

FINANCIAL & HOUSING PERSPECTIVE

SERVICEMEMBERS & FAMILY

68% Dependence on dual incomes

28% Experienced low or very low food security

84% Reported housing cost pressures

VETERANS

55% Reported VA loan misconceptions

32,495 Veteran homelessness

13% VA home loan utilization

TRANSITIONING SERVICEMEMBERS

42% Felt they were ready to transition

68% Concerned about losing benefits

32% Vaguely understand the VA Home Loan benefit

2027 ANNUAL OPPORTUNITIES

Five-Star - $130K	Four-Star - $110K	Three-Star - $90K
• 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	• 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	• 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

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.

Two-Star - $70K	One-Star - $50K	Community - $30K
• 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	• 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	• 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

2027 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.

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.

VETERANS HOUSING & FINANCIAL ALLIANCE

POLICY CONFERENCE

POWERED BY: VAREP

BECOME A SPONSOR TODAY!

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

JUNE 13–15, 2027 | HYATT REGENCY ON CAPITOL HILL

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
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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
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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
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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

2027

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 ANUAL NATIONAL CONVENTION

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October 10–12, 2027 | Hyatt Regency New Orleans

TITLE SPONSOR/OPENING SESSION - $50,000
SPONSORED BY: ***TBD***

AWARDS DINNER GALA - $50,000
SPONSORED BY: ***TBD***

KEYNOTE LUNCHEON - $40,000
EDUCATION BY: ***TBD***

EXPO NETWORKING RECEPTION - $35,000
SPONSORED BY: ***TBD***

WELCOME RECEPTION – $35,000
SPONSORED BY: ***TBD***

PRE-AWARDS COCKTAIL RECEPTION - $30,000
SPONSORED BY: ***TBD***

Saturday

Homebuyer Workshop & Resorce Fair

SPONSORSHIPS

- Title / Event - $40k
- Food & Beverage - $15k
- Workshops - $10k
- Exibit Booth (10 avalible) - $3k

Sunday

VAREP TRAINING INSTITUTE

Professional Development & Education

Four specialized housing professional training courses designed to strengthen industry expertise and better serve military-connected communities.

Topics To Be Announced

4 Sponsorship Opportunity: $15,000 Per Class

SPONSORED BY: ***TBD***

SPONSORSHIP BENEFITS

- 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
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Monday

VAREP Business Breakouts (10) - $10K ea.
SPONSORED BY: ***TBD***

GENERAL SESSION #2 - $30K
Topic: TBD
SPONSORED BY: ***TBD***

Tuesday

GENERAL SESSION #3 - $40K
Topic: Housing & Economic Summary and Industry Pannel
SPONSORED BY: ***TBD***

Masterclasses (5) - $10K ea.
Topic: TBD
SPONSORED BY: ***TBD***

PHOTO BACKDROP - $10,000
SPONSORED BY: TBD

TOTE BAGS - $10,000
SPONSORED BY: TBD

PHOTO BOOTH - $10,000
SPONSORED BY: TBD

HOTEL KEY CARD - $10,000
SPONSORED BY: TBD

LANYARDS - $10,000
SPONSORED BY: TBD

EVENT APP - $10,000
SPONSORED BY: TBD

- 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

BEVERAGES & BREAK STATIONS - $10,000
SPONSORED BY: TBD

NAME BADGES - $10,000
SPONSORED BY: TBD

EXHIBITOR 10X10 BOOTH - $1,500 (20 AVAILABLE)
SPONSORED BY: TBD



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