

GENERATIONS *of* STRENGTH



Honoring 250 Years of Military Families

*MFAN
Celebrates
the 250th
Anniversary
of America
through
shared
history &
lived
experiences*

Dear Friends,

For generations, military families have quietly carried the weight of service.

Through war and peace, across every chapter of our nation's history, they have adapted, endured, and supported those who serve often without recognition, and too often without the support they deserve.

In 2026, as the nation reflects on 250 years of its history, we have an opportunity to do something different. Generations of Strength is a 250-day storytelling effort designed to honor military families across time while connecting their experiences to the realities they face today through MFAN's data.

This is not simply a campaign. It is a chance to elevate voices, deepen understanding, and strengthen the systems that support military families now and into the future.

With your partnership, we can ensure these stories are not only told, but that they lead to meaningful awareness, engagement, and impact.

Together, we can help build a future where military families are fully seen, supported, and valued.

Yours in service,



Shannon Razzadin, CEO

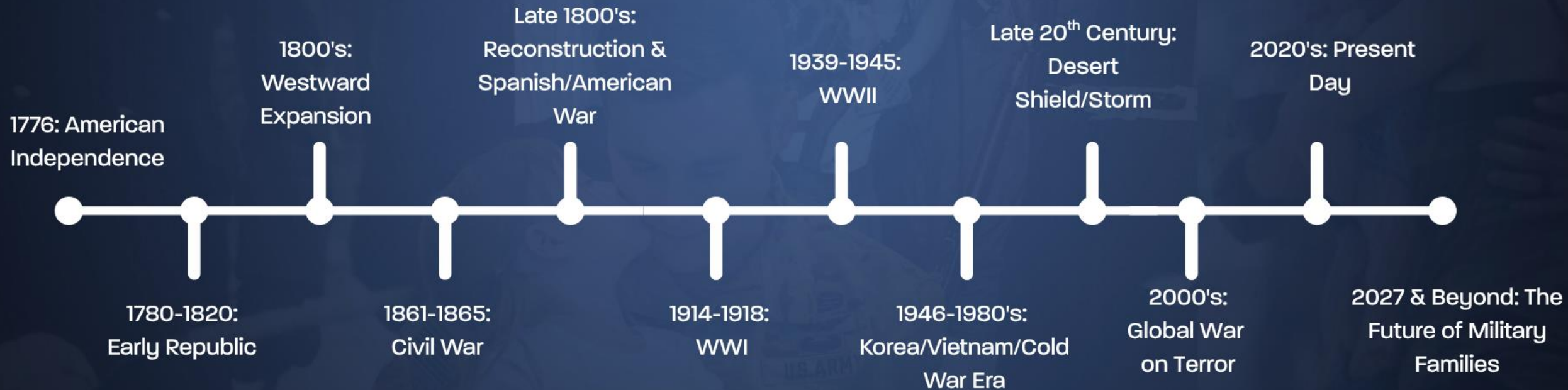


**Military Family
Advisory Network**

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HONORING ALL FAMILIES

With your help, we are honoring military families, past, present, and future. Because this life is a family business.

A 250-day storytelling effort

- Elevating the experiences of military families across generations
- Connecting past and present by linking historic milestones to the lived realities of military families today
- Highlighting the evolution of military family life—and the systems that support them—over time
- Creating a platform for brands to authentically connect their legacy and purpose to a meaningful national moment
- Inspiring awareness, understanding, and engagement through human-centered moments



OPPORTUNITY TO PARTNER

Scaling this effort requires strong, visionary partners.

- **Elevate your brand's purpose and CSR commitments** through a high-visibility, mission-driven initiative
- **Gain recognition as a leader in advancing military family readiness**, alongside a trusted, nonpartisan organization
- **Engage employees and customers in meaningful ways**, including opportunities to share messages of gratitude and support to military families
- **Amplify your brand through a national, multi-channel campaign**, reaching diverse audiences across sectors
- **Align your brand with a defining national moment**, connecting your story to 250 years of service and sacrifice

Your investment doesn't just support a campaign—it helps shape the future of military family well-being.



PARTNERSHIP TIERS

DELIVERABLES	PRESENTING SPONSOR 250,000	THEME SPONSOR \$50,000	ERA SPONSOR \$25,000	CAMPAIGN SUPPORTER \$10,000
Sponsorships available	Exclusive (1 available)	9 available + Industry exclusivity	Unlimited	Unlimited
Recognition on Campaign Landing Page	Prominent logo	Logo	Logo	Listing
Social media recognition	Prominent visibility: "Generations of Strength presented by.."	Theme recognition as "Official supporter"	Era recognition as "Official sponsor(s)"	Group acknowledgement
Storytelling campaign	Historical timeline aligned with company history; Employee story submission; Recognition throughout campaign	Company story tied to theme	Recognition throughout era	
Speaking Opportunity	Recognition at MFAN event			
Employee Giving Landing Page	●	●	●	●
Recognition in MFAN annual report	Prominent logo	Logo	Logo	Listing
Employee video messages to current military families	●	●		

JOIN US – HONOR THEIR LEGACY



Generations of Strength is more than a campaign—it's a national effort to **honor military families across 250 years of service**. By investing now, you help elevate their stories and strengthen the systems that support them **today and for generations to come**.



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Honoring 250 Years of Military Families

This effort will be shaped in partnership with a small group of organizations who share a commitment to military families.

If that sounds like you, we'd love to start a conversation at giving@mfan.org