

**STAND UP FOR
HEROES**

VOWS™
Veterans on Wall Street™



**11.08
2021**
ALICE TULLY
HALL



For the past 15 years, the Bob Woodruff Foundation and the New York Comedy Festival have partnered to bring you a one-of-a-kind event experience. Last year was no exception – while we couldn't gather in person, we brought our iconic night of hope, healing and laughter into your home.

This year, our live show is back!

Our highest priorities are supporting our veterans and their families and bringing you an unforgettable and safe live event – in 2021, we are going to do both. Please plan to join us at Alice Tully Hall for our 15th Annual Stand Up for Heroes.

Mark November 8th on your calendar!



Our 15th Annual Show! Monday, November 8th, 2021

Adjacent to the Juilliard School on the Lincoln Center Campus, Alice Tully Hall is one of New York's premier event venues and will host this year's Stand Up for Heroes!

Alice Tully Hall offers an intimate setting for our show, ensuring that all of our attendees feel close to the show while also ensuring a safe and carefully coordinated experience that complies with all public health and safety guidelines.

Our 2021 format not only delivers, but enhances the exclusive and personal feel of Stand Up for Heroes – with a more limited seating capacity, we encourage our VOWS partners to confirm your plans early.



Stand Up for Heroes Our Impact

Through the generous and visionary support of Veterans On Wall Street (VOWS) and the VOWS partner firms, we are delivering measurable impact today and sustaining our impact at a time when our nation's veterans and their families need our help more than ever.

- As our Title Partner, Veterans On Wall Street has helped raise over \$10 million through Stand Up for Heroes
- Your support has enabled the Bob Woodruff Foundation to Find, Fund, and Shape™ programs nationwide through 500+ grants to best-in-class organizations
- Our programs reach over 12 million veterans, service members, and their families



**BOB WOODRUFF
FOUNDATION**
Investing in the Next
Chapter for Our Veterans



Our Impact

Equity and Social Justice

BWF Supports an Extraordinary and Diverse Population

- We have made an enduring commitment to provide service members with equitable access to the same quality of support through their recovery that Bob Woodruff and his family received.

2020 BWF Grantee Overview

42%

Female Participants

47%

People of color

79%

Grants Exclusively Serving Vulnerable Populations

Our 2020 grants specifically addressed the needs of vulnerable, low-income veterans with services such as building a food bank and providing urgent legal services and emergency financial aid.



The Montrose Center

Veterans LGBTQ+ COVID-19 Recovery Fund - Thanks to funding from BWF, the Montrose Center is providing direct financial assistance to veterans and/or their families who have been impacted by the COVID-19 pandemic. Direct financial assistance is primarily provided through paying bills such as rent, mortgage, utilities, and providing gift cards.



WoVeN: Women's Veterans Network

BWF has provide funding to support the Women Veterans Network (WoVeN), a national peer support network designed to target the unique needs of women Veterans. WoVeN's primary goal is to decrease the isolation and loneliness that contribute to decay in mental and physical health, well-being, and functioning of woman veterans in society.

Our Impact Sustainability

- The Bob Woodruff Foundation (BWF) is committed to addressing critical needs identified in the UN Sustainable Development Goals. Since our founding, we have invested over \$80 million in communities and programs that support veterans and military families across the US.
- BWF programming and grantmaking, fueled by support from Veterans On Wall Street, positively impacts 14 of the 17 SDGs.

The Bob Woodruff Foundation Supports the

SUSTAINABLE DEVELOPMENT GOALS

These are just a few of the 14 SDGs where VOWS/BWF is making a positive impact:



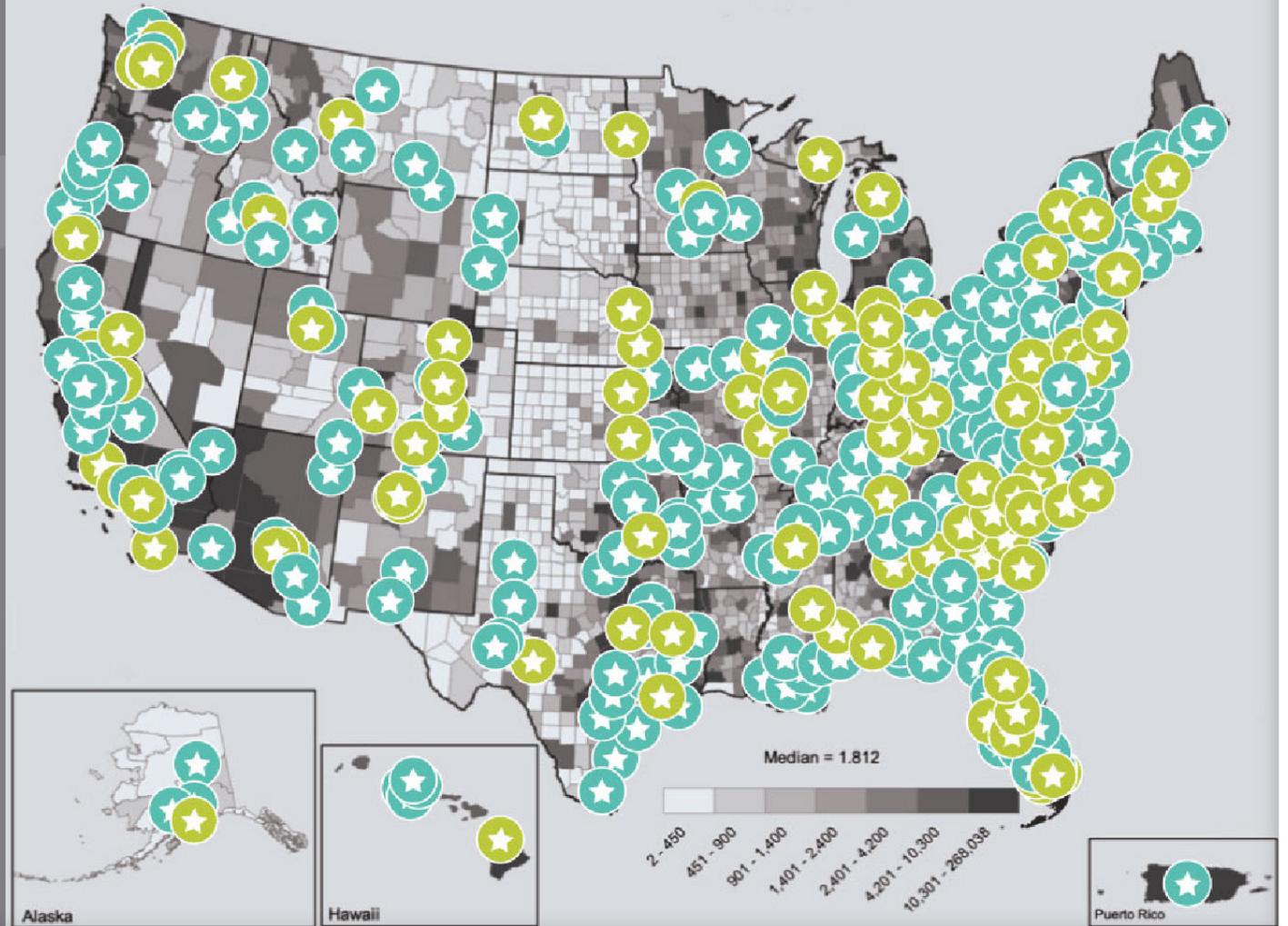
Veterans Population and Veterans Population Served by BWF

We've built a network with our reach that provides resources accessible to every veteran. Over the years, we have strategically built and configured a portfolio of organizations we support, resulting in an extensive footprint of investments in communities around the country. Not surprisingly, our coverage matches that of where veterans live and work in the US.



Veteran Population Served by BWF

★ Grantees Local Partners ★



2021 - A Landmark Year for BWF and VOWS

While plans are underway to bring you our live show in November, we are also planning to repeat our incredibly successful virtual show. **This year's virtual show will coincide with another important milestone.**

The 20th Anniversary of 9/11 will be a day of reflection, remembrance, and resolve around the world, but no group will feel this more personally and profoundly than the people of New York City.

That fateful day also set in motion a sequence of events that would become our origin story at the Bob Woodruff Foundation, as 15 years ago, Bob was badly wounded by a roadside bomb while embedded with US Forces in Iraq.

If you are interested in partnering with us for our Virtual Show as well, please look for additional information at the end of this presentation.

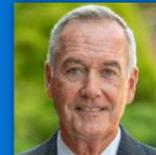


VOWS Symposium

Thought Leadership, Networking and Recruiting | Nov. 4th & 5th

- The annual VOWS Symposium convenes leading thinkers and stakeholders from a wide range of industries, nonprofits dedicated to serving the veteran population, and the government to discuss all of the successes and challenges around veteran employment.
- The 2021 VOWS Symposium will be held on **November 4th and 5th, 2021**, and will explore current, high-priority issues related to veterans and military spouses transitioning into a wider range of industries with a targeted focus on hiring, networking, retention, and performance through COVID-19 and beyond.
- Building on the success and learnings of prior Symposium events, the 2021 Symposium will include relevant content tracks for multiple audiences and will feature a second day where interested companies can meet with veteran and military spouse candidates in hosted break-out sessions.

The 2020 VOWS Symposium featured an incredible group of leaders and compelling speakers, and we are now actively recruiting for guest speakers and panelists for our 2021 event.



Gen Joseph
Dunford



Mike
Corbat



Jake
Wood



Bob
Woodruff



Liz
Wessel



Chris Perkins
of Citi Salutes



Ruth Christopherson
of Citi Salutes



Ed Skycler
of Citi Salutes



John Tien
of Citi Salutes



Suni Harford,
President, UBS
Asset Management



Christiana Riley,
Head of the Americas,
Deutsche Bank



Nick Lane,
President, Equitable



Bruce Mosler, Chairman
of Global Brokerage,
Cushman and Wakefield



Gary Shedlin,
CFO, Blackrock



Anne Marie Dougherty,
CEO, The Bob Woodruff
Foundation

New York's Biggest Night of **Hope, Healing, and Laughter**

- Spend an inspiring evening with a group of our nation's veterans, service members, and their families as we share their stories and stand together to ensure they have the support that they have earned.
- Your support in prior years has made it possible for the Bob Woodruff Foundation to grant a record amount of funds to support veterans through the pandemic and a host of related challenges.
- In our return to a live event format, we have more limited seating, creating an even more exclusive and unique experience for your guests.
- Invite and engage your company's C-level clients, executives, board leadership, and veteran network.
- Your direct engagement in Stand Up for Heroes will also create awareness among corporate partners and clients of the emerging and urgent needs impacting the veteran community.





Star-Studded Lineup Bigger And Better Than Ever

Stand Up for Heroes features top performers like Eric Church, Sheryl Crow, Jim Gaffigan, Mickey Guyton, Hasan Minhaj, Conan O'Brien, Jerry Seinfeld, Bruce Springsteen, Jon Stewart, the Red Hot Chili Peppers, and more.

We are continuing to work with the New York Comedy Festival, our long standing partner, to bring us the best comedy talent there is to offer.



Presenting VOWS Partner \$150k

- Partner of the event at the Presenting level
- **10** tickets to the NYC Stand Up for Heroes show at the Alice Tully Hall
- COVID fast passes for show
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- VOWS logo on BWF, Got Your 6, and Stand Up for Heroes homepages
- Quarter page acknowledgement in the program pamphlet

Note: Partners will have priority access to pre-sale tickets before they are sold publicly if more tickets are needed and COVID-19 restrictions allow increased capacity.



Legion of Merit Partner

\$100k

- Partner of the event at the Legion of Merit level
- 8 tickets to the NYC Stand Up for Heroes show at the Alice Tully Hall
- COVID fast passes for show
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF, Got Your 6, and Stand Up for Heroes homepages
- Logo and name listed in the program pamphlet above/larger than Bronze Star/Purple Heart and Commendation level partners on the program pamphlet

Note: Partners will have priority access to pre-sale tickets before they are sold publicly if more tickets are needed and COVID-19 restrictions allow increased capacity.



Bronze Star Partner \$50k

- Partner of the event at the Bronze Star level
- 6 tickets to the NYC Stand Up for Heroes show at the Alice Tully Hall
- COVID fast passes for show
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF, Got Your 6, and Stand Up for Heroes homepages
- Logo and name listed in the program pamphlet above/larger than Purple Heart/Commendation level partners on the program pamphlet

Note: Partners will have priority access to pre-sale tickets before they are sold publicly if more tickets are needed and COVID-19 restrictions allow increased capacity.



Purple Heart Partner \$25k

- Partner of the event at the Purple Heart level
- 4 tickets to the NYC Stand Up for Heroes show at the Alice Tully Hall
- COVID fast passes for show
- BWF will “tag” the partner in all promotional social posts (where appropriate)
- Company logo on BWF and Stand Up for Heroes homepages
- Logo and name listed in the program pamphlet

Note: Partners will have priority access to pre-sale tickets before they are sold publicly if more tickets are needed and COVID-19 restrictions allow increased capacity.



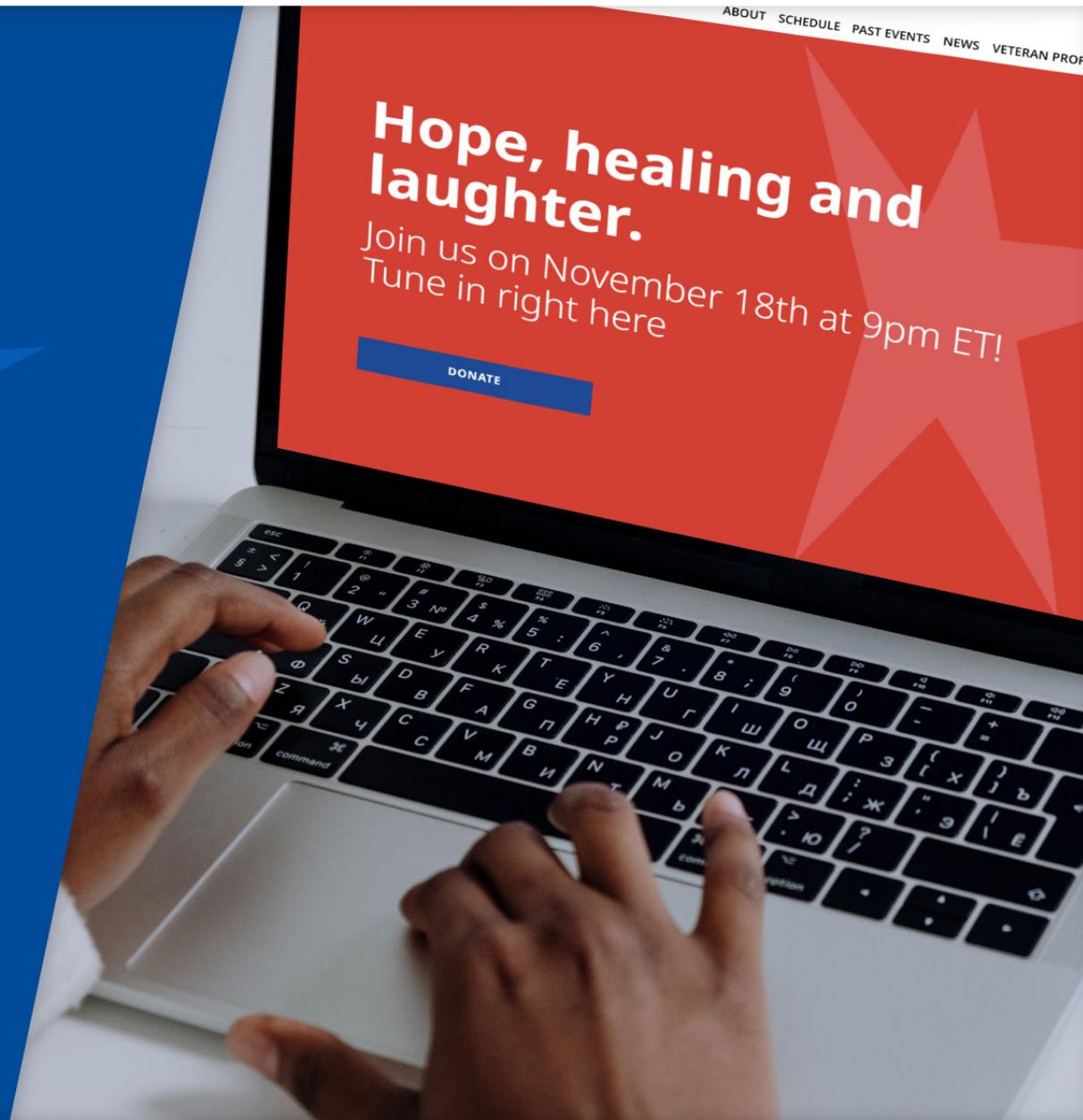
Commendation Partner \$10k

- Partner of the event at the Commendation level
- 2 tickets to the NYC Stand Up for Heroes show at the Alice Tully Hall
- COVID fast passes for show
- Logo and name listed in the program pamphlet

Note: Partners will have priority access to pre-sale tickets before they are sold publicly if more tickets are needed and COVID-19 restrictions allow increased capacity.

More Opportunity - **Our Original Programming For Social Mediums is Back!**

- For 2021, from 9/11 to 11/11, we are bringing back both shows to help raise awareness and additional support for our veterans, offering our partners an opportunity to showcase their commitment during one of the most important moments of the past 20 years.
- Our streaming SUFH will return in early September, featuring an all-star line-up of talent and brand integration opportunities for partners interested in reaching a wider and diverse demographic.
- For companies and brands with a national/international footprint, multiple consumer demographics, and integrated marketing strategies, our original streaming programming will be an excellent addition to your 2021 plan.
- **If you are interested in a partnership package that includes both shows, please reach out to Marshall Lauck or Omar Bahar at the Bob Woodruff Foundation**



1,000,000 → 168 Viewers in more than Countries

PRE-EVENT COVERAGE

Total Media Placements: 366

Total Media Impressions:

1,317,780,810

Broadcast TV

Media Impressions: 8,909,555

Online

Media Impressions: 718,632,306

AP Pickup

Media Impressions: 586,501,992

UK Press Association Pickup

Media Impressions: 3,736,957

PR Newswire Pickup

Total Pickup: 125

Total Potential Audience: 92,831,434

POST-EVENT COVERAGE

Total Media Placements: 21

Total Media Impressions:

346,280,460

Broadcast TV

Media Impressions: 281,651

Online

Media Impressions: 346,280,460

PR Newswire Pickup

Total Pickup: 177

Total Potential Audience: 78,203,674

Total Impressions: 2,821,925

Total New Followers: 6,720



Facebook

Impressions: 283,076



Twitter

Impressions: 1,470,352



Instagram

Impressions: 40,473



LinkedIn

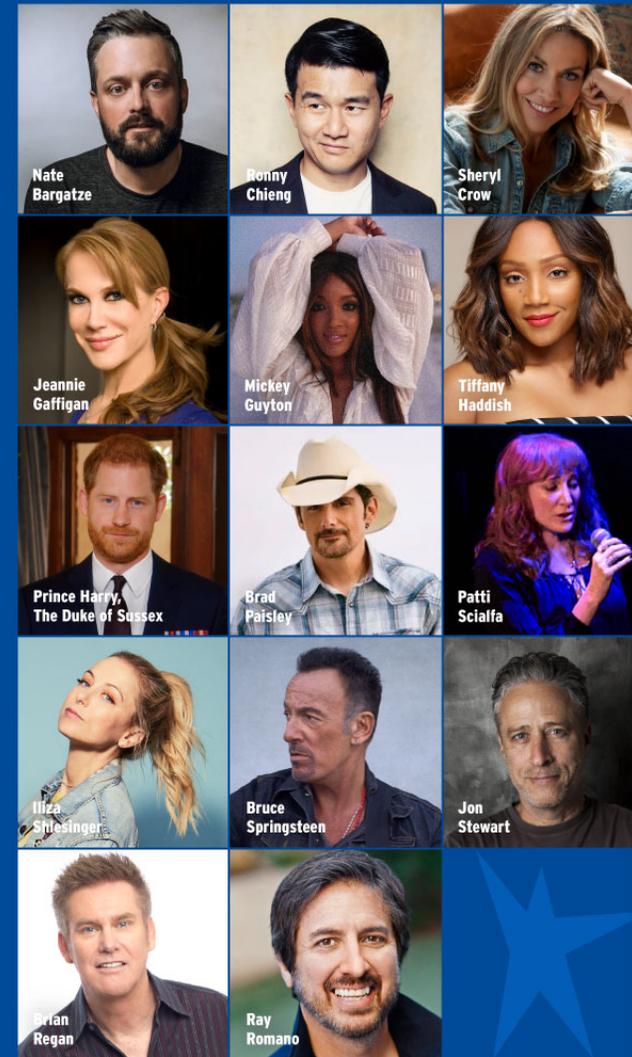
Impressions: 15,960



TikTok

Views: 1,012,064

2020 Star-studded line up:



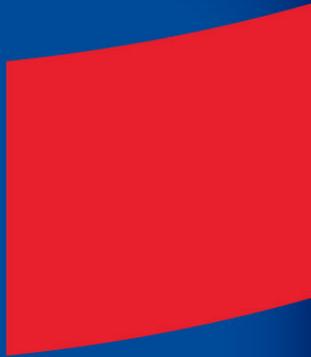
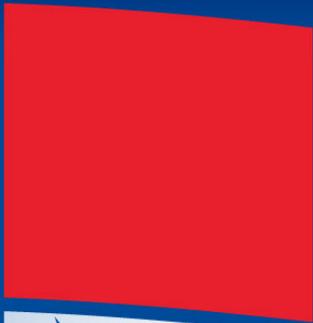
Unprecedented Reach and Media Coverage

The growing landscape of integrated broadcast and digital channels provides extensive reach and many new opportunities. This year's audience reach will far surpass previous shows.

- Discussions with multiple distribution partners are underway
- Projected reach for broadcast distribution is 4 million viewers; online and streaming partners offer opportunities to increase this reach
- Featured in top publications including Rolling Stone, Wall Street Journal, Vanity Fair, and more
- We were a 2020 WEBBY Award Honoree

If you are interested in an additional opportunity around the virtual show, please reach out to discuss packages including both shows.

The screenshot displays the 25th Annual Webby Awards website. At the top, it says "THE WEBBY AWARDS" and "25TH ANNUAL PEOPLE'S VOICE". A banner reads "VOTE FOR THE BEST OF THE INTERNET". Two voting categories are highlighted with green "VOTE" buttons: "World's first virtual Green Carpet ..." (Eco-Age and Pulse Films) and "Best of the American Black Film F.." (IMDb and ABFF). Below these, there is a "Hide Honorees" section with two items: "Intelligence Squared U.S. Debates: The Electoral College Has Outlived Its Usefulness" (INTELLIGENCE SQUARED U.S. DEBATES) and "Stand Up for Heroes" (BOB WOODRUFF FOUNDATION). A blue arrow points from the bottom of the "Stand Up for Heroes" section to the "#Graduation2020: Facebook and Instagram Celebrate the Class of 2020" section (KNOWN). At the bottom, it shows "2021 25TH ANNUAL WEBBY AWARDS" with a ballot icon and "VOTES 1,568,876". To the right, under "MOST POPULAR CATEGORIES", are "Music" and "Variety & Reality".



STAND UP FOR HEROES

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