

# National Defense University Foundation

## McNair Strategic Partnership Program



### Creating Strategic Advantage: The National Defense University

The National Defense University (NDU) is the nation's premier institution for studies in national and international security strategy and professional leadership development. National Defense University (NDU) creates strategic advantage by developing international peacekeeping, joint military and other national security leaders through a curricula focused on diplomacy, information, military and economic centric education programs, research, and engagement.

### The National Defense University Foundation: A Force Multiplier

The National Defense University (NDU) Foundation secures funding and resources to support the academic and professional development programs for senior military and diplomatic leaders attending NDU. NDU Foundation engages military and diplomatic senior leaders with private sector thought leaders and subject matter experts within and across the industrial military complex. These partnerships offer corporations relevant opportunities for networking and engagement into current national security issues, allowing business leaders to adapt operational strategies.

### The McNair Strategic Partnership

The NDU Foundation leverages select public private partnerships and investments to produce innovative and collaborative solutions that involve our nation's most pressing national security issues. Partnering with NDU Foundation offers corporations relevant opportunities for insight into current national security issues, empowering business leaders to adapt operational strategies to align with evolving national security perspectives. As a McNair Partner you will receive unique engagement with thought leaders and practitioners working together to ensure America and our allies have strategic advantage in the global national security, economic and diplomatic environment preserving democracy, peace and prosperity.

## 2022 Engagement Opportunities

- 1. American Patriot Award:** By-invitation only event that elevates individuals or organizations that have made a significant and lasting contribution to national security for the United States. The APA target audience is comprised of leaders in the national security community with a particular focus on national defense university, senior national security leadership, and McNair Partners.
- 2. National Security Briefings:** Public-facing virtual events designed to explore topics in national security that are at the leading edge or that explore emerging threats. Briefings engage the national security community at-large in a virtual format, with a special focus on government program leaders and NDU faculty and students.
- 3. NDU Seminars and Speaker Series:** Invitation-only private events planned in directly in support of NDU initiatives and priorities. NDU Supporting Series is planned at the request of NDU leaders and faculty members and brings subject matter experts developing technologies at the leading edge directly to the classroom experience. Seminars evolve throughout the year, with the following already on the schedule:
  - JADC2 Seminar, April 4
  - Eisenhower Industry Study Presentation, May
  - Eisenhower Accelerator Workshop, August
- 4. Regional Forums:** Invitation-only events that connect industry and community leaders outside the DC beltway to key initiatives in the national security community . These are curated experiences with senior leaders and entrepreneurs who focus on innovation efforts that have a positive impact on national security efforts.
- 5. Connections and Convenings:** Convenings focus on connecting leaders and emerging leaders to NDU programs, research, and priorities. These events welcome individual to events on campus for events such as the Presidential Lecture Series, visit a class (unclassified only), or connect with alumni and international alumni who are leading programs around the world at events such as the ACCESS Annual Events or our National Resource Advisory Council events.

## Exclusive McNair Partner Opportunities

The NDU Foundation is seeking select private sector partners who want to network and collaborate with strategic thinkers and global experts to influence and drive innovation. McNair Partners are an integral part of the private sector network at the nexus of the work that the NDU Foundation leads on behalf of NDU.

NDUF Strategic Partnership	Eisenhower Circle \$100,000	Paul Cerjan Circle \$50,000	Omar Bradley Circle \$25,000	McNair Benefactor \$10,000	McNair Patron \$5,000
<b>McNair Partnership Engagement Experience: Convening Leaders in National Security</b>					
Targeted interaction with stakeholders, officials, and leaders at the most senior levels in National Security Community (NDU, DoD, Military, Other Gov, International, Industry) while also building relationships with the next generation of emerging senior leaders. Forges strong connections for companies and executives to demonstrate best-in-class capabilities to current and potential decision makers.					
<b>American Patriot Award</b> , a curated audience of senior leaders celebrating extraordinary service in a celebration of what it means to be an American patriot.	2 Complimentary + VIP Reception with Best Seating	2 Complimentary Invitations with Priority Seating	1 Complimentary Invitation	-	-
<b>Programmatic Engagement:</b> McNair Partners attend exclusive discussions and immersion experiences with national security, national defense, diplomacy U.S. and international allies	Leadership Role – C-level Opp and Industry Executive Expert Lead Panel	Leadership Role – Industry Executive Expert Lead Panel	Industry Executive SME Participation on a Panel or at an Event	Invitation to Attend Virtual Webcasts	Invitation to Attend Webcasts
<b>NDU Targeted Engagement:</b> McNair Partners are invited to campus for Presidential lectures, NDUF-hosted programming, and other opportunities to shape the senior PME experience for NDU students. Includes strategic engagement with international students and alumni at premier levels.	Customized engagement plan	Priority SME featured at NDUF events	SME represented at NDUF events	-	-
<b>Shape NDUF's Future</b> by participating on the NDUF Board of Directors or the National Security Resource Advisory Council	Invitation to Nominate Board Member	Invitation to Nominate Board Member	Invitation to Nominate Board Member	-	-
<b>Brand Awareness and Visibility</b>					
Exclusive strategic placement of company's logo, value proposition, leaders, and brand positioning that provides unsurpassed visibility and substantive direct exposure to decision makers throughout NDU, government, military, DoD, allies, as well as Defense Industrial Base and National Security Innovation Base. Aligns company as close partner with National Security and Defense sectors.					
Logo as NDUF McNair Member	Customized to Chairman's Cabinet	Customized to Chairman's Cabinet	✓	✓	✓
Website Recognition	Prominent	✓	✓	✓	✓
Website Feature and Spotlight	✓	✓	✓		-
Highlighted in NDUF Social Media	✓	✓	✓	✓	✓
NDUF Newsletter Exposure	✓	✓	✓	✓	-
Promote Company Initiatives to NDU, NDU Alumni, Stakeholders, Public	✓	✓	✓	✓	-
Print, Published & Virtual Recognition in Events	Prominent	Prominent	✓	✓	-
Customized Branding opportunities	✓	✓	-	-	-
Joint Press Release Opportunities (Customized based on initiative and program)	✓	✓	✓	-	-

**For additional information please contact:**

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