

THE FOURTH ANNUAL

LEADING 2 WIN

SEPTEMBER 10-13, 2026

AUSTIN, TX



BRIDGING THE GAP

— MILITARY & CIVILIAN COMMUNITY —

Background & Purpose

Leading to Win exists to do what few others can—*connect the unconnected*. We bridge gaps not only between generations of veterans, but across every sector that serves, supports, or intersects with the military-connected community.

We are not another nonprofit offering products or services. We are a convener. We bring together senior leaders and subject matter experts from government, industry, academia, and the military—people who may work in the same space for years without ever meeting.

Our belief is simple: **collaboration beats duplication**. One meaningful conversation, the right introduction, or a shared perspective can be the spark that moves an idea from vision to reality.

Unlike traditional conferences filled with long speeches and passive panels, Leading to Win is built for action.

We limit time on the big stage to focus on what matters—interactive workshops designed to tackle today’s most pressing challenges and opportunities within the military-veteran ecosystem.

This is a working event, not a watching event.

THE MISSION IS COLLABORATION.
THE OUTCOME IS MOMENTUM.





Who Should Attend

Leading to Win is for leaders and doers—people who thrive on action and seek out others who make things happen.

We're gathering those who refuse to operate in silos:

- Military leaders—active duty, guard, and reserve—ready to connect with civilian partners, share expertise, and prepare their teams for transition or innovation.
- Veterans and spouses seeking career pathways, entrepreneurial opportunities, and access to the right resources—not more noise.
- Senior leaders from government, academia, and industry who care about workforce, innovation, national security, or veteran support—and want to collaborate across boundaries.
- Nonprofit leaders and VSO teams determined to move beyond duplication and toward real coordination, learning what others are already doing in their space.



This is not a sit-back-and-watch conference.

It's a room full of problem-solvers—flag officers, university researchers, startup founders, community organizers—rolling up their sleeves to tackle the challenges and opportunities shaping the military-veteran community.

IF YOU'RE HERE TO MAKE PROGRESS, YOU BELONG IN THE ROOM.

Outcomes of the Conference

Leading to Win exists to amplify collaboration, not competition. Every element of the event is designed to spark connections, fuel progress, and leave a lasting impact long after we adjourn.

CONVENE, NOT COMPETE

We're not here to be another nonprofit or VSO offering services.

Our role is to connect the people and programs already doing great work—and put them in the same room.

This year, we expect leaders and subject matter experts from over 75 companies and nonprofits, spanning every corner of the military-connected ecosystem.

NETWORKING: BUILT WITH INTENTION

Leaders from the military, government, business, academia, and community organizations rarely find themselves together in one place. **At Leading to Win, they will—six times over.**

We've built dedicated networking opportunities outside the workshops, so the right conversations happen naturally—and the follow-up starts before you even leave. We're now sustaining those networking & community building opportunities on a monthly basis with our 'Military Connected Monthly Mentorship Meetups' #MCM3 at STATION Austin, formerly Capital Factory, too!

EDUCATION: ACTION THAT STICKS

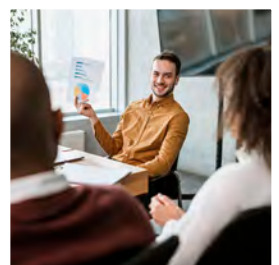
We're moving beyond talk.

Every one of our hands-on workshops will deliver a clear, actionable set of collaborative goals to guide ongoing work in the year ahead.

CALENDAR: A LASTING TOOL FOR THE COMMUNITY

The conference's signature takeaway isn't just ideas—it's infrastructure.

We're launching an AI-powered shared calendar & newsletter to coordinate military- and veteran-connected events, cut duplication, and increase awareness across the community year-round—accessible right on our website.





Anticipated Audience

We anticipate over 300 conference & workshops attendees with several hundred guests and many return participants from previous years like:

IBM ▪ Microsoft ▪ AWS ▪ Dell Technology ▪ BAE Systems ▪ Raytheon ▪ General Dynamics ▪ Collins Aerospace ▪ McKinsey & Co ▪ Samsung ▪ Salesforce ▪ John Deere ▪ Oracle ▪ DARPA ▪ Defense Innovation Unit ▪ Capital Factory ▪ UT-Austin ▪ Austin Community College ▪ National University ▪ Huston-Tillotson University ▪ Edge3.ai ▪ Mithril Defense ▪ Army Applications Lab ▪ SOFWERX ▪ Apptronik ▪ Air Force Special Operations Command ▪ Radsul Inc. ▪ Combined Arms ▪ Distinctive Edge ▪ UT Dallas ▪ Texas Institute for Electronics ▪ Phoenix Semiconductor ▪ Ward & Berry, PLLC ▪ Modern Intelligence ▪ Wounded Warrior Battalion ▪ OpsLab ▪ ONL Therapeutics, Inc. ▪ USSOCOM ▪ Soldiers to Sidelines

Special thanks to our 2026 Presenting Sponsor:



Event Components & High Level Agenda



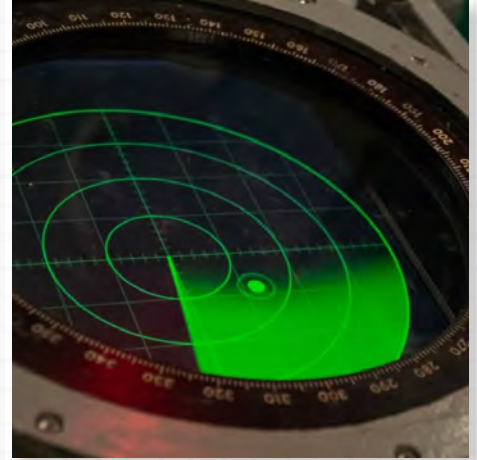
Keynotes & Leadership Talks

from national-level figures to inspire action



Interactive Workshops

Peer-led, skill-building, and solution-focused



Meet Your Military Showcase

Defense innovation and cutting-edge demos



Youth Engagement

Challenge-based learning & service-driven projects



Community Gathering

Benefit concert, sports events, 9/11 Heroes Run

Thursday, September 10: Gold Star Families Reception at the Texas Military Forces Museum

Friday, September 11: Main Conference: Keynotes, Workshops, Showcase, Recruiting Zones at Capital Factory

Saturday, September 12: Special Activations for Ohio State vs UT Game Day with ROTC & Student Veterans and other opportunities for volunteering or events to be announced

Sunday, September 13: Travis Manion Foundation 9/11 Heroes Run at Lakeline Park in Cedar Park, TX

Workshop Categories

Sponsors will have the chance to help co-create content and send SME's and speakers to participate in conversations on topics that could include, but are not limited to:

Transition & Career

Navigate career transitions and professional development opportunities

Policy & Advocacy

Legislative affairs and veteran advocacy initiatives

Education & Workforce Development

Skills training and educational advancement pathways

Family & Spouses

Support and resources for military families and spouse empowerment

Business & Entrepreneurship

Building businesses and entrepreneurial ventures

Contracting & Procurement

Learn how to work with both city & federal government

Innovation & Technology

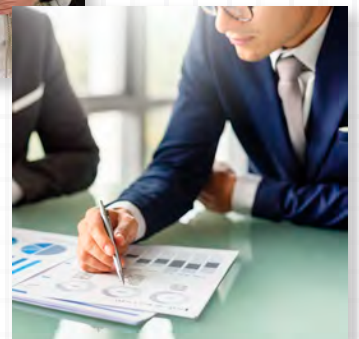
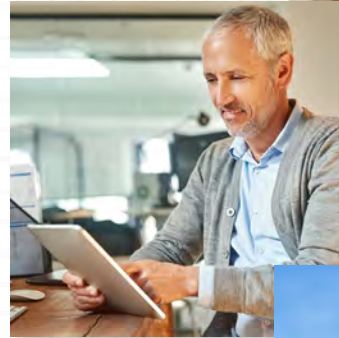
Cutting-edge tech solutions and innovation in defense sectors

Wellness & Identity

Mental health, resilience, and personal identity development

Financial Empowerment

Financial literacy and wealth-building strategies



Sponsorship Opportunities



**\$500
CAMO**



Send an SME! Includes two (2) VIP tickets and the opportunity to host a table during the career and resource fair (optional) along with the chance for your subject matter expert (SME) to participate in multiple sessions and be recognized on the website. Will include a bio & headshot of the speaker along with a link to their LinkedIn profile as well as your company's logo.



**\$1,000
BRONZE**



Co-Create Content! Includes two (2) VIP tickets and two (2) General Admission tickets and an (optional) opportunity to host a table during the career and resource fair. You and your organization will have the opportunity to co-create a workshop session with the Leading 2 Win team and be featured as its exclusive sponsor. Receive all of the promotional benefits of Camo sponsorship plus a highlight in the weekly L2W newsletter.



**\$2,500
SILVER**



Breakfast or Break Sponsor! Includes four (4) VIP tickets and two (2) General Admission tickets and an (optional) opportunity to host a table during the career and resource fair. Sponsor featured as the host of the continental breakfast provided from 10:00 AM - 11:00 AM for the Career & Resource Fair participants or of the afternoon coffee break. You and your organization will also have the opportunity to co-create a workshop session with the Leading 2 Win team and be featured as its exclusive sponsor. Receive all of the promotional benefits listed for Bronze.





\$5,000 GOLD



Lunch or Happy Hour Sponsor! Includes six (6) VIP tickets and four (4) General Admission tickets and an (optional) opportunity to host a table during the career and resource fair. Sponsor featured as the host of the lunch or happy hour with the chance to speak from stage and/or share a recorded video along with branded swag. You and your organization will also have the opportunity to co-create two (2) workshop sessions with the Leading 2 Win team and be featured as its exclusive sponsor. Receive all of the promotional benefits listed for Silver and an additional chance to speak at an upcoming "Military Connected Monthly Mentorship Meetup" #MCM3 event, which will be recorded for a future podcast episode.



\$10,000 PLATINUM



Voltron or Captain America Sponsor! Includes six (6) VIP tickets and four (4) General Admission tickets and an (optional) opportunity to host a table during the career and resource fair. Sponsor featured as the presenting sponsor of the Voltron Room downstairs, where we will host all of the meals, happy hour, and community convenings throughout the day, or the Captain America Room upstairs where we will host all keynote and major speaker sessions. Your logo and branding will be prominently displayed throughout, all day. You and your organization will also have the opportunity to co-create two (2) workshop sessions with the Leading 2 Win team and be featured as its exclusive sponsor. Receive all of the promotional benefits listed for Gold and an additional chance to speak at an upcoming "Military Connected Monthly Mentorship Meetup" #MCM3 event, which will be recorded for a future podcast episode. Additional perks TBD!