



Homefront Career Bridge

Budget & ROI Proposal

Jonathan Matlock

Project Overview

Purpose, Mission, Goals



- The Homefront Career Bridge is a mobile, on-site career support hub for veterans and military families
- Runs in parallel with the Homefront Invitational golf tournament at Ross Bridge
- Offers resume help, job leads, mentorship, and real-time networking
- Designed to be approachable, flexible, and community-driven
- Creates value through direct impact and sponsor visibility
- Goal: Serve 60+ veterans, generate 15+ interviews, and secure 6 active mentors

Detailed Budget

Estimated Costs to Launch the Career Bridge



Category	Item	Cost
Venue Setup	Tent, tables, chairs, signage	\$2,000
Technology	Wi-Fi hotspot, monitor, power cords	\$500
Staffing	Peer mentors (6 x \$100), volunteer meals	\$850
Marketing & Promo	Flyers, QR signs, social graphics	\$300
Program Materials	Handouts, folders, resume templates	\$150
Giveaways & Incentives	Raffle items, branded swag	\$500
Miscellaneous	Water station, name badges, supplies	\$200
Contingency Buffer	10% buffer for unforeseen needs	\$450
	Total Estimated Cost	\$4,950

ROI Forecast

Tangible Return on Investment



- Estimated total cost to run the Career Bridge: **\$4,950**
- Projected sponsor revenue: **\$7,500–\$10,000**
- Direct ROI range: **51% to 102%**
- Activation includes branding, public alignment with a veteran cause, and high community visibility
- Designed for repeat use at future events with minimal additional cost

Strategic Value

Beyond the Numbers



- Strengthens Operation Homefront's mission through direct, measurable support
- Builds goodwill and trust with sponsors through community-focused engagement
- Expands the Homefront Invitational's brand as more than a fundraiser
- Creates opportunities for ongoing partnerships with veteran-friendly employers
- Provides compelling media content (stories, testimonials, photos) for post-event marketing and reports
- Positions the Career Bridge as a scalable asset for future events or standalone programming

ROI Snapshot

Impact at a Glance



1. Cost vs. Revenue

- Project Cost: \$4,950
- Projected Sponsor Revenue: \$7,500–\$10,000

2. Impact Metrics

- 60+ veterans served
- 15+ job interviews secured
- 6 peer mentors trained
- 4–6 employer partners involved
- \$10K sponsor revenue target³.

3. Quick Value Points

- Break-even cost is low—high ROI potential
- Strong sponsor visibility and community trust
- Built to scale for future events or standalone use

Final Recommendation

Let's Launch the Bridge



- The Career Bridge delivers real, measurable value to veterans and their families
- Projected ROI: 51%–102% with strong sponsor appeal and low overhead
- Strengthens brand alignment with Operation Homefront's mission
- Scalable and repeatable for future events or standalone programs
- Ready to launch with minimal barriers and strong community support