

Tennessee Veteran Ready Business Recognition Program/Economic Impact



Winning the War on Talent: Building a Veteran Ready Workplace

TN Department of Veterans Services

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A Message from TN Governor Bill Lee



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What You Need to Know

Businesses are eligible for the Veteran Ready Business Recognition (VRBR) if:

- They have a physical presence in TN**
As long as a regional, national, or international business has a physical location in TN they can apply
- They have a desire to hire Veterans**
Must have a good faith effort to hire Veterans as they scale their business
- They have an EIN & Business Logo**
Logo will be listed on the Tennessee Department of Veterans Services website as a committed Veteran Ready Employer

Going From Veteran FRIENDLY To Veteran READY!

This three-tier program offers Bronze, Silver, and Gold Levels that indicate an escalating commitment and support to service members, Veterans, and their families.



4 Valuable Benefits

- Elevated digital visibility with listing on the TDVS website
- Enhanced recruitment of quality employees
- Demonstrates community commitment
- Gain diverse leaders with valuable experience
- Community network that strengthens SMVF Ecosystem
- Public recognition of your business's commitment

Join us in recognizing Tennessee businesses that Recruit, Hire, and Retain our service members, Veterans, and their families (SMVF)

Call: (615) 741-2345 or Visit: tn.gov/veteran



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Bronze Level



Objective: Recognize businesses that recruit and honor the service and sacrifices of SMVF.

- **Certificate**
A physical certificate from the State of Tennessee, certifying that you are "Veteran Ready" and a preferred employer supporting Service Members, Veterans, and their Families.
- **Digital Badge**
A digital badge that can be displayed on your business website, social media, and/or emails, indicating their level of achievement and commitment.
- **Website Listing**
Listed on the Tennessee Department of Veteran Services website as a committed Veteran Ready Employer.
- **Window Cling**
A window cling that can be displayed on your business premises, indicating the business' level of achievement and commitment.

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Silver Level




Objective: To highlight businesses that meet Bronze-level criteria and empower SMVF through career development opportunities.

In addition to the Window Cling, Digital Badge, and Website listing Silver level awardees receive:

- **Regional Recognition**
These items will be presented regionally by a Commissioner designee.
- **Certificate and Award Plaque**
An award plaque and a certificate from the State of Tennessee, certifying that your business is "Veteran Ready" and a preferred employer supporting Service Members, Veterans, and their Families.

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Gold Level



Objective: To commend businesses that meet the Bronze-Level and Silver-Level criteria and have an extensive impact on the lives of SMVF both within and outside the workplace.

In addition to the Window Cling, Digital Badge, and Website listing Gold level awardees receive:


- **State Recognition**
Presented by the Commissioner, Deputy Commissioner, or Commissioner's designee.
- **Certificate and Crystal Trophy**
Highest recognition, which includes a top-level award and certificate certifying the business' readiness and commitment to support Service Members, Veterans, and their families.


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 tn.gov/veteran

If you find a potential business for the VRBR please have them call or email us and the DOSO team will be happy to assist them in applying.
