

New for
2025!

ROCKBOUND BUSINESS PARTNERSHIPS

Supporting businesses around
West Point, the Hudson Valley, and
the Greater Tri-State Area



The West Point Association of Graduates Rockbound Business Partnerships program offers unique opportunities to further connections between locally owned and operated businesses and the West Point community, including alumni and their families.

Local business advertisers who partner with WPAOG get to align themselves with the prestigious reputation of West Point and showcase their products or services to a highly educated, influential, and diverse audience with significant purchasing power and a strong sense of loyalty.

The West Point Association of Graduates (WPAOG) is a non-profit, tax-exempt organization dedicated to furthering the ideals and promoting the welfare of West Point and to serving and supporting the Long Gray Line of more than 56,000+ living West Point graduates.



West Point
ASSOCIATION OF GRADUATES

For more information contact:

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Army Spirit Partner

Event Inclusion: Come show your spirit at the following veteran-focused events with the opportunity to display and activate.

- WPAOG Veteran's Day Salute: Nov 11, 2025
 - Includes Army vs. Duke basketball game tickets and a Coach K meet & greet
- All open-house football tailgates at Herbert Alumni Center right next to Michie Stadium with Army Football tickets and parking!
- Annual Firstie Social (for graduating cadets): May 20, 2025
 - Includes all graduation week events at Herbert Alumni Center
- Annual West Point Golf Invitational: Aug 13, 2025
- Annual WPAOG Leaders Conference: Aug 13-16, 2025
- Annual Grad March Back: Aug 11, 2025
- All spring and fall class reunions at West Point
- Out of the Darkness into the Light (ODIL): Veteran's Suicide Prevention 5k Run
- Starred location/link on the official WPAOG website and Sallyport (West Point alumni social media network with 56,000+ user profiles)
- Partner with the CONNECT After School Program
- Listing on Herbert Alumni Center support map highlighting and supporting locally owned businesses (print brochures) including:
 - Restaurants/food trucks: inclusion on WPAOG and athletics preferred vendors lists for West Point events
 - Wineries, breweries, and distilleries
 - Activities/sightseeing
 - Hotels/venues: room blocks/events/hostings
 - Service providers: audio/visual, florists, real-estate agencies, banks, and investment firms

- Clickthrough on West Point class reunion invitation email to reunion classes (includes spring and fall reunions)
 - Partner option to provide promotional material in West Point Class reunion registration bags or at the headquarters hotel check-in desk
- First Call E-newsletter standard size ads, including click through hyperlink (49,700+ person distro)
 - Partner may choose which months to place ad
- *West Point Magazine*: print advertisement
- Linked content to society leaders update monthly email distribution (909-person distro):
 - Directly engage with 129 different West Point-recognized organizations (i.e. Class Presidents, Treasurers, Secretaries, etc.)
 - Partner may also choose which months they want to distribute any advertisements
- Linked content to class leaders update monthly email distribution (440-person distro):
 - Directly engages with West Point class leaders from the United States Military Academy who graduated between the classes of 1950s and present (i.e. class presidents, treasurers, secretaries, etc.)
 - Partner may also choose which months they want to distribute any advertisements
- Linked content and branding on WPAOG Memorial Services booklet (print/digital), website, and resource toolkit
- Discounted rates on all Great Hall event space bookings at Herbert Alumni Center
- Herbert Alumni Center rotunda TV graphic ad for entire year
- WPAOG-provided window decal for local business storefront (Show your support for West Point at your place of business!)



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10% off all partnership packages for non-profit organizations. WPAOG is a non-federal entity and not an official activity of the United States Military Academy. It is not endorsed, recommended, or favored by the United States government. The views and opinions expressed by this organization do not necessarily state or reflect those of the United States Military Academy, Department of the Army, or Department of Defense.

Rockbound Business Partner

Event Inclusion: Come show your spirit at the following veteran-focused events with the opportunity to display and activate.

- WPAOG Veteran's Day Salute: Nov 11, 2025
 - Includes Army vs. Duke basketball game tickets and a Coach K meet & greet
- Select open-house football tailgates at Herbert Alumni Center right next to Michie Stadium with Army Football tickets!
- Annual Firstie Social (for graduating cadets): May 20, 2025
 - Includes all graduation week events at Herbert Alumni Center
- Annual West Point Golf Invitational: Aug 13, 2025
- Select spring and fall reunions at West Point
- Starred location/link on the official WPAOG website and on Sallyport (the West Point alumni social media network with 56,000+ user profiles)
- Listing on Herbert Alumni Center support map highlighting and supporting locally owned businesses (print brochures) including:
 - Restaurants/food trucks: inclusion on WPAOG preferred vendors lists for all Great Hall events
 - Wineries, breweries, and distilleries
 - Activities/sightseeing
 - Hotels/venues: room blocks/events/hostings
 - Service providers: audio/visual, florists, real-estate agencies, banks, and investment firms
- Clickthrough on initial West Point class reunion invitation email to reunion classes (includes spring and fall reunions)
- First Call E-newsletter standard size ads, including click through hyperlink
 - Partner may choose which months to place ad
- Herbert Alumni Center rotunda TV graphic ad for entire year
- WPAOG-provided window decal for local business storefront (Show your support for West Point at your place of business!)

Event Partnerships

Partner may choose events as a la carte options

- Open House Football Tailgate activation/booth/standalone signage at Herbert Alumni Center, right next to Michie Stadium (Saturday home games):
 - Includes Open House Tailgate website and email clickthrough partner placement
 - Army Football tickets (One pair for one home game per season)
 - Partner may choose to exhibit at any home game a la carte
- Local Founders Day event activation/booth/standalone signage at Herbert Alumni Center
 - Includes event registration website and email clickthrough partner placement
- Firstie Social block party activation/booth/standalone signage at Herbert Alumni Center:
 - Includes Firstie Social website and email clickthrough partner placement
 - Directly engage with graduating firsties (i.e. seniors) as our future leaders prepare to serve their country
- WPAOG Veteran's Day Salute activation/booth/standalone signage at West Point

Your support also helps facilitate the West Point Association of Graduates (WPAOG) Travel Program, supporting educational initiatives and promoting the ideals of West Point beyond its campus. By facilitating travel experiences for alumni, families, and friends, this program strengthens the bonds within the West Point community and extends the network's reach globally.



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