

# ROCKBOUND BUSINESS PARTNERSHIPS

New for  
2024!

## 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.

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*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 55,500+ living West Point graduates.*



**West Point**  
ASSOCIATION OF GRADUATES

For more information contact:

**Austin Hunt: SPONSORSHIPS/  
ADVERTISING MANAGER**

845.446.1582 or [Austin.Hunt@wpaog.org](mailto:Austin.Hunt@wpaog.org)



# Hudson Valley Army Spirit Partner

\$5,000

- Starred location/link on a Google Map on the official WPAOG Website and Sallyport (West Point Alumni Social Media Network with 55,581 user profiles)
- Listing on Herbert Hall Alumni Center Support map highlighting and supporting locally owned businesses (print brochures)
  - Restaurants: Inclusion on WPAOG preferred vendors lists for all Great Hall events.
  - Activities/Sightseeing
  - Hotels/Venues: Room blocks/Events/Hostings
  - Service Providers: audio/visual, florists, real-estate agencies, investment firms
- (1) Clickthrough on initial West Point Class Reunion invitation email to reunion classes (includes spring and fall reunions, guaranteed 12 class reunions per year)
  - Partner option to provide promotional material in West Point Class Reunion Registration Bags or at the headquarters hotel check-in desk
- (2) First Call E-newsletter standard size ads, including click through hyperlink (49,700+ person distro at **\$800 value**)
  - Partner may choose which months to place ad
- Linked content to Society Leaders Update monthly email distribution (909-person distro): Quarterly mention guaranteed four per year
  - Partner may choose monthly listing a la carte. Listing will be limited to 1,000 characters including URL links
  - 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): Quarterly mention guaranteed four per year
  - Directly engages with West Point Class Leaders from the United States Military Academy who graduated between the classes of 1943 and 2023 (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
- Herbert Hall Alumni Center Rotunda TV Graphic Ad for entire year
- WPAOG-provided window decal for local business storefront (Boast your support of West Point at your retail location!)



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10% off for 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.

# Hudson Valley Rockbound Business Partner

\$1,500 annually (if paid in full) or \$400 quarterly (partners may pay quarterly)

- Starred location/link on a Google Map on the official WPAOG website and on Sallyport (the West Point Alumni Social Media Network with 55,581 user profiles)
- Listing on Herbert Hall Alumni Center map highlighting and supporting locally owned businesses (print brochures)
  - Restaurants: Inclusion on WPAOG preferred vendors lists for all Great Hall events.
  - Activities/Sightseeing
  - Hotels/Venues: Room blocks/Events/Hostings
  - Service Providers: audio/visual, florists, real-estate agencies, investment firms
- (1) Clickthrough on initial West Point Class Reunion invitation email to reunion classes (includes spring and fall reunions, guaranteed 12 class reunions per year)
- (2) First Call E-newsletter standard size ads, including click through hyperlink (**\$800 value**)
  - Partner may choose which months to place ad
- Herbert Hall Alumni Center Rotunda TV Graphic Ad for entire year
- WPAOG-provided window decal for local business storefront (Boast your support of West Point at your retail location!)

## Event Partnerships

- Open House Football Tailgate activation/booth/standalone signage at Herbert Hall Alumni Center, right next to Michie Football Stadium (Saturday home games):
  - Includes Open House Tailgate website and email clickthrough partner placement
  - Army Football Tix (One pair for one home game per season)
  - Partner may choose to exhibit at any home game a la carte: \$350 per home game/\$1,200 for all home games, if paid annually  
*Parking pass included*
- Local Founders Day event activation/booth/standalone signage at Herbert Hall Alumni Center
  - Includes event registration website and email clickthrough partner placement
- Firstie Social Block Party activation/booth/standalone signage at Herbert Hall Alumni Center: (**\$1,000 value**)
  - Includes Firstie Social website and email clickthrough partner placement
  - Directly engage with 300 graduating firsties (i.e. seniors) as they prepare to become the future leaders of the country
  - Partner may choose this option a la carte



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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