



# MUSIC HELPING VETERANS

*Music with Purpose.  
Brands with Heart.*

Three AI-powered music  
albums written by  
New York Times  
bestselling author and  
Navy Diver  
W. Craig Reed

Media Kit

2025







**100% of net proceeds  
benefit Us4Warriors  
programs for food and  
community service  
support projects.**

## **EXECUTIVE SUMMARY**

A New Kind of Cause Marketing

***The Music Helping Veterans project combines storytelling, technology, and purpose into a national campaign that benefits Veterans while connecting corporate sponsors to millions of consumers who care.***

**Artist & Author:** W. Craig Reed – former U.S. Navy Diver, *New York Times* bestselling author of *Red November*, *Start with Who* and Co-founder of Us for Warriors Foundation (Us4Warriors).

**Beneficiary:** Us4Warriors – 501(c)3 national award-winning and congressionally recognized for helping over 120,000 military, veterans & families for over 12 years.

**The Music:** Three albums (11 songs each) written by Reed, produced with advanced AI instrumentation and vocals.

**Distribution:** iTunes and all major streaming platforms.



# The Albums

Three Genres. One Mission.



## Album Notes

Genre: Rock / Alt Rock

AI Persona: Jason

Tone & Highlights:

Powerful, cinematic anthems like *Running Into the Sun*, *Kursk Is Fallen*, and *One New York Minute*.



Play Sample



## Album Notes

Genre: Country / Pop

AI Persona: Julie

Tone & Highlights:

Uplifting, relatable hits like *Silver Steeds*, *Freedom Ain't a Dollar*, and *Divided Lines*.



Play Sample



## Album Notes

Genre: Country / Christian

AI Persona: Jared

Tone & Highlights:

Faith-driven, emotional songs like *Centurion*, *Echoes in the Night*, and *Purple Hearts*.



Play Sample



One song, *Divided Lines*, has been chosen to be recorded on a single to be released by award-winning artist Presley Aronson.



# The Cause

## The Us for Warriors Foundation



### About.

Since 2013, The Us for Warriors Foundation (Us4Warriors) has blazed a path of service supporting active-duty military, veterans, and their families, helping 100% regardless of age or era, not just a specific group or condition. Many are surprised to learn that despite a broad impact, Us4Warriors is powered by a small, dedicated staff. The strength of thousands who make up the Warrior Volunteer Force amplifies efforts, allowing to serve so many. Everything Us4Warriors does supports warriors and their families. A mission that has helped over 120,000 warriors and their families.



### The Why.

Us4Warriors is an award-winning 501(c)3 charity supporting military, veterans and their families with a mission to help warriors and their families live, prosper & reach a point of self-reliance that allows them to aspire for their dreams. From Food4Warriors providing hunger relief through food distributions, pantry services, homeless care boxes and exclusive partnership with U.S. Dept of Veterans Affairs clinics in San Diego County area to the many good deed projects of the thousands of Warrior Volunteer Force supporters, Us4Warriors is dedicated to uplifting a community to help these warriors and their families live stronger lives.



Recognized by members of U.S. House of Congress, U.S. Dept. of Veterans Affairs, California State Assembly & Senate, San Diego County, Cities of San Diego, Chula Vista, Veteran Services Organizations of American Legion, Veterans of Foreign Wars and others. Congressional Testimony regarding Veterans Hunger seen national wide.

Us for Warriors Foundation | Tax Id 46-4167683 | [www.Us4Warriors.org](http://www.Us4Warriors.org)  
information provided by Us for Warriors Foundation in partnership



# Audience & Reach

## Unmatched National Reach

Veteran Community: 19 million U.S. Veterans + 200 million American with immediate family ties to military service.

Us4Warriors Network: Partnerships with American Legion & VFW Posts nation-wide, VA channels.

Media Amplification: Bestselling author written articles for publishing in National Veteran magazines, plus established radio & podcast opportunities.

Influencer Reach: W. Craig Reed's hundreds of thousands of followers, plus collaborations with renowned authors like #1 New York Times bestselling author James Rollins (over 1 million followers)

Marketing provided by W. Craig Reed in support of Us4Warriors.

# Sponsor Benefits

## High-ROI Philanthropy with Real Reach



**Corporate  
Donation**

**01**



**Marketing  
Reach**

**02**



**Veteran  
Impact**

**03**



**Brand  
Loyalty**

**04**



### **Sponsorship Levels:**

**\$10K – \$15K per album**

(Each album = one exclusive corporate sponsor)

### **Deliverables & Exposure:**

- Brand logo on album landing page & marketing materials
- Inclusion in press releases and email campaigns to millions of Veteran families
- Shout-outs in social media posts, podcast mentions, and digital ads
- Song about your brand (optional feature track)
- Anonymized audience data & engagement analytics
- Video spot integration in "Music Helping Veterans"
- Public recognition by partner (Us4Warriors) at events & fundraisers



# Why Sponsor This Project

## Where Innovation, Emotion & Impact Collide



**Authentic Storytelling:** Written by a Veteran and author whose books inspire millions.

**Tech-Forward Music:** AI-produced albums showcasing cutting-edge creativity.

**National Recognition:** Highly honored non-profit with an award-winning 12 year record.

**Brand Alignment:** Veteran support is one the most trusted and admired CSR causes in Americas.

**Emotional Resonance:** Songs that connect audiences to real stories of sacrifice and hope.

# Sponsorship Opportunities

## Title Sponsor

Investment = \$12.5K

**Key Benefits:** Custom song about brand + premium placement + data insights + national PR mentions.

**Availability:** 3 available

## Supporting Sponsor

Investment = \$7.5K

**Key Benefits:** Brand logo on landing pages + press & social mentions + email campaign inclusion.

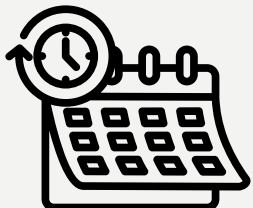
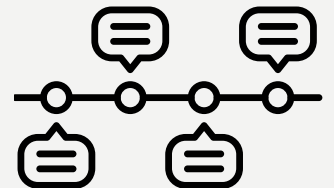
**Availability:** Limited slots

## Campaign Timeline

Q2, 2026 – Launch

Q3, 2026 – Media Push

Q4, 2026 – National Recognition Events



## Schedule a Sponsorship Briefing

Email: [WC@WCraigReed.com](mailto:WC@WCraigReed.com) -or-

Visit Website at <https://wcraigreed.com/music-helping-veterans>





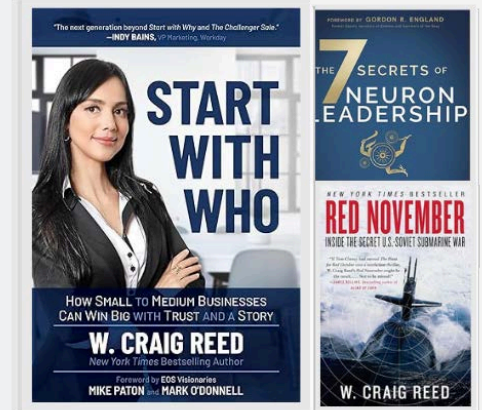
# W. CRAIG REED "Bill"

Author, Songwriter, Veteran

- U.S. Navy Diver & Decorated Submariner
- *New York Times* bestselling author
- 25+ Years of storytelling & marketing expertise for global brands
- Co-founder of Us4Warriors Foundation

*Meet Bill*

William "Bill" Craig Reed is a New York Times bestselling author, keynote speaker, CEO/co-founder of hermanScience, and board member/co-founder of the Us4Warriors Foundation. His latest book *Start with Who* (Foreword by EOS Visionaries Mike Paton & Mark O'Donnell) shows professionals how to blend science-based storytelling with Aristotle's Persuasion Model to build trust and drive success. His books also include the award-winning titles *"Spies of the Deep"* and *"The Seven Secrets of Neuron-Leadership."* As CEO of HermanScience, Bill is on a mission to solve the world's #1 workplace problem – low trust. Under Bill's leadership, HermanScience offers the world's only visual neuroscience and AI software solutions to transform hiring and empower teams. Through Us4Warriors, Bill and his team uplift veterans, military members and their families via hunger relief, employment assistance, volunteer projects, and more. Bill is a U.S. veteran, former Navy Diver and submariner who earned commendations for classified Cold War missions. He brings passion and first-hand expertise to his writing and speaking engagements.



As Featured On



The San Diego  
Union-Tribune

**Military  
Times**



**Popular  
Mechanics**