



## Saluting America's Veterans Enterprise

Helping Businesses Serve America's Veterans

# HonorBridge™ Community Market Strategy

*A trusted bridge between growing businesses and the veteran community.*

# HonorBridge™

COMMUNITY MARKET STRATEGY

*Where veteran-focused programs meet real credibility.*



**HonorBridge™ Community Market Strategy** is SAVE's branding and community-engagement service for businesses that offer—or want to create—products, services, savings, or exclusive programs for the military and veteran community.

### WHY HONORBRIDGE™

- ✓ Veteran-validated credibility
- ✓ Community-based visibility
- ✓ Reputation protection
- ✓ Long-term loyalty, not one-time impressions

*Veterans recognize authenticity. HonorBridge™ helps you earn it.*

*Tiered Pricing Guide: Simple. Accessible. Built to Grow Together.*

SAVE helps businesses design meaningful veteran-focused offerings and then positions them within trusted veteran networks—ensuring programs are credible, visible, and valued by veterans and their families.



**CORE**

**\$150**

#### Social Media Content:

- 1 veteran-focused post per week
- Highlights your veteran savings, services, or programs
- Developed and scheduled by SAVE

#### SAVE Website Listing:

- Dedicated listing within SAVE's veteran resource platform

#### SAVE Credibility Alignment:

- Association with SAVE's veteran advocacy mission

#### Community Visibility:

- Foundational exposure within SAVE's veteran network



**PREFERRED**

**\$300**

#### Social Media Content:

- 2 veteran-focused posts per week
- Increased storytelling and program visibility

#### Veteran Event Access:

- Preferred access to one (1) veteran-centered event per quarter
- SAVE-promoted presence at the event

#### Veteran Newsletter Feature:

- One featured article per quarter in SAVE's veteran-focused newsletter

#### Enhanced Community Positioning:

- Broader exposure within trusted veteran networks



**PREMIER**

**\$500**

#### Social Media Content:

- 3 veteran-focused posts per week
- Priority placement and deeper storytelling

#### Expanded Event Access:

- Up to two (2) veteran-centered events per quarter
- Priority visibility and recognition

#### Newsletter Exposure:

- Enhanced or additional newsletter features as available

#### Paid Social Media Advertising:

- One (1) week-long paid Facebook ad campaign per month
- Campaign highlights your veteran program, savings, or services
- Ad creative and copy developed by SAVE

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