



The AMAZE Group™

Spring 2025

Folds of Honor

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Introduction

The AMAze Group™ was tasked by Folds of Honor to create a digital version of a soldier statue and develop various marketing materials. To ensure a comprehensive approach, the AMAze Group was initially divided into two specialized groups: Design and Research. Once the digital soldier was created, the team was further divided into three teams: Billboard, Trifold, and Social Media. Each group focused on creating mockups tailored to their specific medium. The Billboard team designed impactful outdoor advertisements, the Trifold team developed informative brochures, and the Social Media team crafted engaging posts for various platforms. This collaborative effort aimed to enhance Folds of Honor's outreach and support their mission. The AMAze Group is grateful for the opportunity to contribute to such a meaningful cause and looks forward to the positive impact of their work.

Research

Competitors

Many different non-profit organizations encompass veterans and focus on supporting them and their families. Operation Homefront, Wounded Warriors, and the Military Warriors Support Foundation (MWSF) are the most notable and prominent.

The AMAze Group would consider MWSF Folds of Honor's biggest competitor, as they also provide academic assistance to the families of veterans; however, they are not as large an organization. In addition to academic assistance for family members, MWSF also provides various assistance and funding towards housing, transportation, skill development, leadership training, and emotional support.

Another competitor is Wounded Warriors. Wounded Warriors is very well-known and has a wide following on many platforms. However, compared to Folds of Honor, they are more focused on the veterans themselves and their education. Additionally, their aid focuses on mental health and wellness, physical health, and financial care for career advancement, household management, and ensuring veterans receive the proper military benefits.

Another competitor that offers educational resources is the Gary Sinise Foundation. They offer financial assistance and support to veterans and their families to further their education, however, they are not an immensely large organization and do not compare in size to Folds of Honor, so they do not pose a huge threat to Folds of Honor.

Competitor Events

The AMAze Group gathered research on a short list of competitors, including Operational Homefront, Wounded Warriors, Military Warriors Support Foundation, Gary Sinise Foundation, and United Service Organization, and found that most of these organizations only put on privately held events. Compared to Folds of Honor, their competitors do not place a lot of emphasis on their publicly held events. Therefore, Folds of Honor's events—such as the “Rock ‘N Jock” celebrity softball game held every year in Nashville, Tennessee—stand out amongst competitors because of its wide celebrity involvement and greater access allotted to the public.

Operation Homefront puts on a “Back-to-School Brigade” family event, where they give school supplies to eligible children of service members. They host “Holiday Meals for the Military” and “Star-Spangled Babies,” providing free baby supplies to moms-to-be and a toy drive during the holidays. They also host “Homefront Celebrations,” an evening dedicated to celebrating military spouses and all they endure while their husbands are away.

Wounded Warriors holds a large, main event called “Carry Forward 5K,” where participants can carry a flag to show support and patriotism, carry a weight to be representative of the veterans' responsibilities while serving our country, or carry another person to symbolize a veteran carrying another in a time of need.

The Military Warriors Support Foundation (MWSF) hosts private events, including “Swinging for Victory” and hunting and fishing retreats for veterans and their sons. They also host “Tee It Up for the Troops” golf tournaments, where veterans are recognized and receive payment-free vehicles, and the “BuckHorn Patriot” clay shoots.

The Gary Sinise Foundation primarily holds private events and hosts a podcast. A few of their events include “Vets Night,” a dinner and dress rehearsal

performance, privately hosted for those who have served our country, and the “Snowball Express”, an event to honor surviving children and spouses of the nation’s fallen heroes in Orlando, Florida.

The United Service Organization hosts a “Salute Gala,” a black-tie event that attracts government and military leaders, honoring service members and their families, and “Frank ‘n Fridays,” providing communities with the ability to host monthly lunches for service families.

Competitor’s Social Media

While working with Folds of Honor on ways to incorporate their mascot into their social media posts, The AMAze Group felt it was important to also look at their competitors' social media accounts to gain a better understanding of where they stand out and how they differ from other organizations.

Fold of Honors has a great presence on both Instagram and Facebook and focuses primarily on highlighting scholarship recipients and sharing their stories about how the organization has benefited them both in their educational and personal lives. On their accounts, Folds of Honor also features the events they hold throughout the year, as well as who they partner with, whether they are past or present veterans, celebrities, or pro-athletes. To keep content relevant and fresh, it is important that Folds of Honor continues to prioritize sharing their mission across all platforms in unique and creative ways to keep their audience engaged. Posts should also be consistent in their branding elements (i.e., color scheme, typography, brand, etc.). This will also apply when incorporating the new Folds of Honor mascot, which will be discussed in greater detail in later sections of this deliverable.

The AMAze Group compared Folds of Honor’s accounts to the following competitors: Wounded Warriors Project, Military Warriors Support Foundation, and Operation Homefront.

One of their most prevalent competitors is the Wounded Warriors Project. When looking at their Instagram and Facebook accounts, it is apparent that they follow a similar layout to Folds of Honor in the type of content they post. They both tend to post quotes from veterans and recipients, broken up by pictures of events they hold throughout the year.

Looking at their logo, the Wounded Warriors Project uses the outline of one soldier carrying another, accompanied by their organization's name written underneath. Their logo features a much simpler design than the current Folds of Honor logo, due to its solid color, but it is used similarly. The Wounded Warriors Project logo is often displayed in the corners of many of their posts, but does not otherwise appear very often throughout their account.

Another one of Fold of Honors' competitors is the Military Warriors Support Foundation. When looking at their social media accounts, one key aspect that sticks out is that they have an extremely large presence on Facebook while having a relatively small presence on Instagram. In comparison to Folds of Honors' accounts, which have a slightly more even following on both of their accounts. This shows that the Military Warriors Support Foundation generally seems to focus more on operating through their Facebook.

In terms of their logo, they utilize a very different design compared to Folds of Honor and their other competitors. Their logo, an American flag encircled by their organization's name, seems to come in just one variation that makes an appearance in the corners of almost every one of their posts. In this way, Folds of Honor will have a more dynamic logo through the inclusion of the digitized mascot.

Finally, in the process of comparing social media accounts, the group decided to take a look at Operation Homefront. Operation Homefront has a greater Facebook following than Folds of Honor, but has significantly fewer followers on Instagram. In terms of appearance, Operation Homefront's layout is the most

similar to that of Folds of Honor due to their shared preference for a clean layout that is not busy and therefore easy to digest when scrolling. Their logo focuses much more on their primary task of supporting military families through housing as opposed to the American flag, which many of the other accounts incorporate. In a similar fashion to the other organizations, their logo is commonly used in the corners or at the bottom of their posts, but is mostly static in that it does not change much at all.

Mascot - Sergeant “Ace” Dan

Introduction & Personality

The AMAze Group’s journey to create Sergeant “Ace” Dan began with a clear goal: to honor the legacy of a cherished community symbol while transforming it into a dynamic, modern mascot for Folds of Honor. Drawing direct inspiration from the original statue that once stood inside Friedman’s Army Navy Surplus store in Nashville, the group used its likeness, presence, and spirit as the foundation for the 2D design.

With great care, the group preserved the character’s iconic features while reimagining him through digital tools, giving life to a mascot that could connect with audiences in meaningful and lasting ways. From initial AI-assisted sketches to detailed edits and thoughtful customizations, Sergeant Dan’s transformation into “Ace” was rooted in respect for the past and a vision for the future. The group also created a compelling character story to give depth and purpose to the design, ensuring that Sergeant “Ace” Dan would not only represent an organization but also embody the values of service, resilience, and honor.

For more than 75 years, a silent sentinel stood inside Nashville’s Friedman’s Army Navy Surplus store, a statue clad in military gear, quietly watching over generations of customers who came through the door. When customers would come inside to buy military gear or outdoor essentials, they would often nod or greet the statue as a fellow member of their community. They viewed him as a symbol of respect, service, and shared history.

After Friedman’s closure, the statue continues to spread his legacy of service and tradition to Folds of Honor as inspiration for their mascot, Sergeant “Ace” Dan. Sergeant Dan represents the spirit of someone who has served their country. He earned the nickname “Ace” not because he flew planes, but because he always

knew how to play the hand he was dealt. He stands tall, proud, and stoic, but remains full of heart and wisdom.

The Design

When designing Sergeant Dan, the AMAze Group began by using the text-to-vector graphic feature within Adobe Illustrator. This feature allowed the group to enter a text description of the original statue and have AI generate an editable vector graphic. After some trial and error with different descriptions, the group landed on a version that was acceptable enough to begin edits and make the mascot look similar to the original statue. The first editing step was to add Sergeant Dan's gear (his rifle, knife, and binoculars) to keep the mascot true to the group's reference.

From there, the group made further customizations to enhance the likeness. The group adjusted the AI-generated figure by changing the color palette to better match the actual statue's patina and tones. Key facial features were modified, including elongating the nose and reshaping the eyes to give Sergeant Dan a more personal and expressive appearance, bringing a greater sense of character and emotion to the mascot.

One of the most distinct additions was the pair of cards tucked into Sergeant Dan's helmet, an homage to military traditions and symbolism. One of these cards features the Tennessee state flag, representing the Tennessee state chapter of Folds of Honor. This detail is easily interchangeable, allowing the flag to be customized for other state chapters, helping create a deeper connection with local communities. These thoughtful touches not only added authenticity and depth to the design but also connected the mascot directly to the mission and values that inspired its creation. Through a blend of AI-generated art, intentional design choices, and

meaningful symbolism, Sergeant "Ace" Dan can become more than a mascot; he can become a tribute.



Alternate Designs

The AMAze Group decided to explore different design variations for Sergeant "Ace" Dan by focusing on specific features that could enhance the mascot's expression and versatility. One of the first areas of experimentation was the nose, as the original statue's nose is large and pointed, contributing to its distinctive look. To maintain this feature in the main design, the group created a nose that closely mirrored the statue's sharp, angular shape. However, after considering the mascot's animated nature, the group experimented with a subtler, more stylized nose to give Sergeant Dan a friendlier and more approachable appearance.

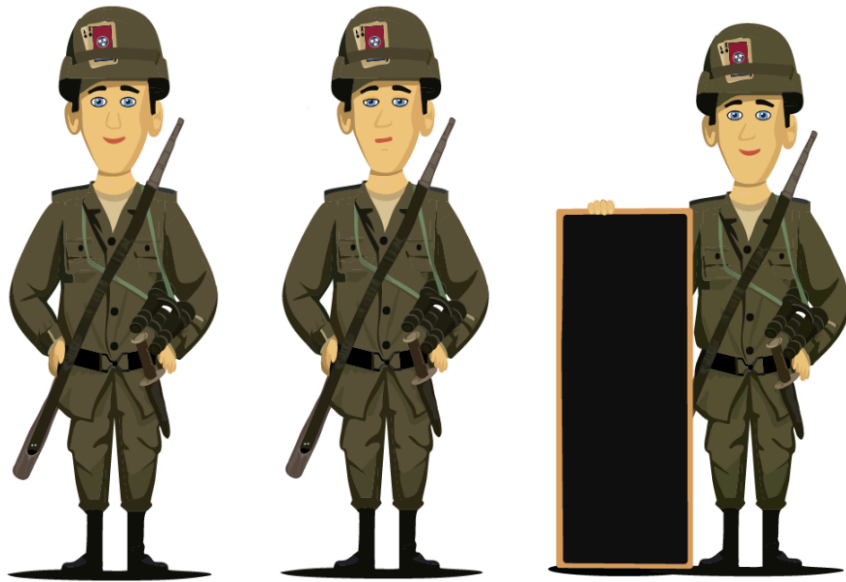
To make these adjustments, the group imported the original mascot design into the digital drawing platform, Krita. In Krita, the original nose was erased, and a

new layer was created for the modified nose. This layer was then redrawn to match the desired look, after which it was imported back into Adobe Illustrator and seamlessly placed onto the face of the mascot. The updated nose, which has a more square and defined appearance, was carefully integrated into the design, preserving the statue's essence while enhancing the mascot's appeal.

Beyond the nose, the AMAze Group expanded Sergeant Dan's range of expressions by developing an alternate facial design. This version was altered using the same process in Krita to reflect a more serious, proud expression, subtly adjusting the angles of the eyebrows and mouth to convey a heightened sense of determination. This new look allows Sergeant Dan to embody a more commanding presence, perfect for moments that require focus or solemnity. The group ensured the design could convey a wider array of emotions while remaining true to the statue's spirit.

In addition to the facial adjustments, the group introduced a unique element inspired by the original statue: a chalkboard that can be used for messages to be written on. This new design feature not only reflects the original statue's interactive nature but also brings an engaging, dynamic aspect to the mascot. The chalkboard offers the opportunity for Sergeant Dan to become a platform for personal messages and community engagement, connecting more deeply with local audiences. Whether it's for events, billboards, or everyday interactions, this addition creates a more dynamic and adaptable version of the mascot.

These thoughtful adjustments, from facial expressions to interactive features, helped transform Sergeant "Ace" Dan from a static mascot into a more lively, customizable, and symbolic figure. Through a combination of creative design choices and meaningful updates, The AMAze Group has ensured that Sergeant Dan can adapt to various contexts while honoring the original statue's powerful symbolism and connection to the community.



Billboards

Design Elements

Through the process of creating billboard mockups for Folds of Honor, the AMAze Group has made it a priority that all billboards align well with Folds of Honor and their values. By following the brand standards, the group has ensured consistency with the specific colors and fonts and has utilized photos and logos directly from the brand images section on the Folds of Honor website. The group has also followed the requested live area document size of 5.04” x 17.28” to ensure the mock-ups are accurate to the size of the real billboard dimensions.

Additionally, the words and phrases on the billboards are either carefully chosen from the website or created with the existing phrases in mind to ensure clear messaging that embodies the brand. With this, the group decided to follow the style frequently found on the Folds of Honor social media accounts and end each statement with a period, emphasizing the brand's concise and direct messages.

The AMAze Group followed the guidelines and brand standards for logo usage by ensuring it lies correctly without any sort of distortion and placing it in front of a background that makes it easily noticeable. To tie everything together, the group decided to incorporate the shape of a ribbon behind the text on a few of the billboard designs to accompany the angular shape of the logo and create a more dynamic appearance to the normally simple element.

When beginning the process of creating potential billboards for Folds of Honor, the AMAze Group chose to do some prior research into elements that differentiate effective billboards from ineffective billboards. According to Blip Billboards, it is important to design billboards based on how fast traffic is moving. For high-traffic areas, you have 4-5 seconds to catch the driver’s attention, so the best way to make a memorable billboard is to create a billboard with color contrast

that's easy to read, simple with one dominant visual, and large enough to be noticed quickly. Based on this conclusion, the group primarily deduced that the best, most effective billboards typically feature a relatively simple design that displays a small portion of text followed by one main visual element.

Colling Media states that billboards should generally use seven words or fewer to make the message readable while in motion, so for the following billboard mockups, the AMAze Group made sure to keep this in mind and stick to shorter quotes found on the Folds of Honor websites and social media accounts. Additionally, research conducted by the Arbitron National In-Car Study found that around “71% of people consciously look at billboards while driving” and “28% remembered a website or physical address.” These statistics led the group to insert the shortened Folds of Honor web address on each of the billboard mockups.

This short web address will be easier for people to remember as they drive by and will lead them directly to the Folds of Honor website, where they will have the opportunity to donate and find out more about the Folds of Honor mission. Based on this information, the AMAze Group has created six billboard mockups that feature designs specifically for two annual Folds of Honor events, as well as more general designs that can be utilized to bring awareness to their mission.

Mockup 1



Using slogans often found on the Folds of Honor website and Instagram, the AMAze Group developed a softball-themed slogan: “Pitch In. Honor Our Heroes.” This was chosen for its ability to quickly connect the mission of Folds of Honor with the celebrity softball game.

The group also decided to incorporate the new mascot into this billboard because the group felt as though the design of the mascot went well with the logo for the event due to the similarity in their more animated design.

Additionally, the use of the image of First Horizon Park was also a strategic choice made by the group because it is a prominent location known to many in the Nashville area that will catch many people’s eyes while driving down the highway. This will appeal to Nashville locals as well as fans of the Nashville Sounds and potentially cause them to look for more information about the event and Folds of Honor.

Mockup 2



The AMAze Group designed this billboard to visually align with the Folds of Honor Freedom Invitational. In similar fashion to the Rock n’ Jock Billboard, the group decided to come up with the slogan “Swing for Scholarships” to incorporate golf and the mission of Folds of Honor together in a way that is clear to people

driving by. The golf course background reflects the event's upscale, professional tone, while the phrase "Swing for Scholarships" creates a clear, action-oriented message. The use of the official event logo and consistent branding reinforces the organization's identity, and the simple layout ensures the message is easily understood.

Mockup 3



The AMAze Group designed this billboard in alignment with Folds of Honor's brand standards to ensure consistency with the organization's overall visual identity, including its social media presence. A star detail in the top-right corner, also featured on Folds of Honor's Instagram, reinforces the visual connection between the billboard and the brand's digital content. The billboard uses a clean, simple layout to direct attention toward the organization and its message.

The phrase "Honor Their Sacrifice. Empower Their Future" serves as a powerful call to action, encouraging viewers to learn more about Folds of Honor and consider supporting the cause through donations. Additionally, the group used a photo sourced from the Folds of Honor website to ensure alignment with brand imagery and to avoid any copyright infringement.

Mockup 4



The AMAze Group decided to use a simpler design of the American flag in the background to draw focus more to the new mascot. Through the use of the photo of the American flag found on the Folds of Honor website as a background and the Folds of Honors phrase “They Give All. It’s Our Time To Give Back”, the billboard displays a clear theme of donating and supporting the families of military veterans and first responders without the need to say this explicitly.

The AMAze Group felt a simple billboard design would draw more attention to the mascot since his design is extremely memorable. The group also wanted to follow along with the company's strategy of using a short and direct statement that gets the point across and is a clear call to action to people driving by.

Mockup 5



This billboard mirrors the previous design by using a subtle American flag background, which helps draw attention to the featured photos. The Polaroid-style photos highlight emotional, real-life moments between military personnel and their families. These images evoke a strong emotional response and reinforce the brand's mission to support the families of military veterans and first responders.

The AMAze Group chose to use this billboard layout to incorporate more impactful imagery, as visuals are more likely to resonate with viewers quickly, especially for drivers passing by on an interstate. Additionally, the group used the photos and quotes from the Folds of Honor website to align with brand guidelines and avoid copyright infringement.

Mockup 6



The AMAze Group created a simple design highlighting a specific person to honor them and give thanks. For this billboard example, a photo from the Folds of Honor website featuring Lieutenant Colonel Dan Rooney was chosen to be honored, but in the future, the group saw this billboard design as having the potential to honor local veterans as well as highlight recipients of the scholarships to bring more awareness to Folds of Honor, their mission, and the personal impact they have families lives.

In keeping with the theme of this billboard, the group also decided to incorporate an image of military jets in the background in reference to Dan's background and his inspiring contributions to the United States of America and Folds of Honor.

Social Media

Vols of Honor

The AMAze Group was tasked with creating campaign collateral for Folds of Honor's social media platforms. The audience is members and supporters of Folds of Honor and the East Tennessee community, including the University of Tennessee and Vols of Honor. Research found that use of reels, hashtags, and eye-catching posts draws the most interaction. The group suggests incorporating the previous elements into the Folds of Honor social media platforms.

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The AMAze Group suggests Folds of Honor create co-branded content geared towards the University of Tennessee. Pushing Vols of Honor is a great tactic to increase awareness in East Tennessee due to the dense population of fans and school pride. It was found that shareable posts create community engagement. Two color designs were created to match Folds of Honor's branding and feed, while incorporating Tennessee Orange for Vols of Honor.



The AMAze Group created scholarship awareness mockups to cater to students at the University of Tennessee. Research found that school pride increases interest. The mockups demonstrate scenic photos of the university while drawing attention to the scholarship opportunities Folds of Honor offers. The design is focused on the top and bottom of the post to enable different photos or universities to be featured.



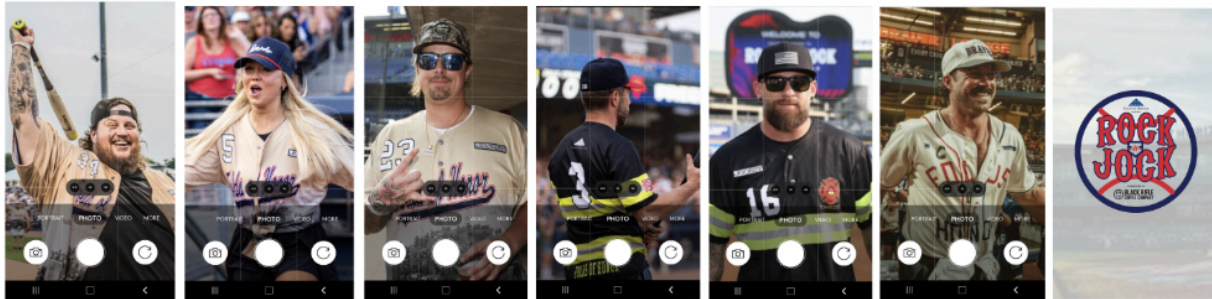
Call-to-action posts were created to foster greater audience interaction and highlight Folds of Honor's initiative. The AMAze Group suggests that Folds of Honor highlight the Squadron to boost monthly donations. The captions for the post could be used to explain the concept of the Squadron and encourage donations for the purpose, as well as sharing personal stories.

Rock n' Jock



The AMAze Group suggests that Folds of Honor incorporate reels into the Facebook and Instagram feeds to boost viewership and to feature the energetic atmosphere of Rock n' Jock. Mockup graphics were created to advertise the event

and can be embedded into the reel. The graphics draw attention to the event's details, while the footage showcases the event's premise and cause.



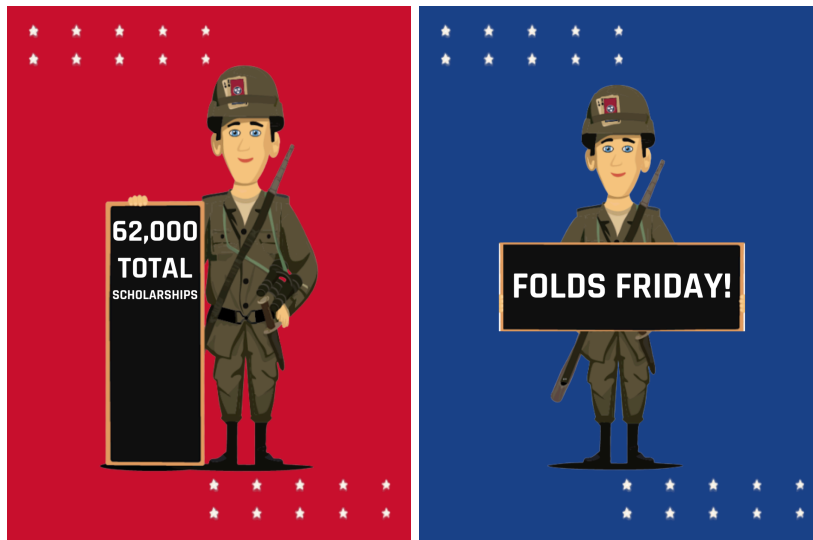
The group created a five-second mock-up reel featuring artists who have participated in previous years. This duration was chosen based on research indicating that social media users typically have short attention spans, ranging from four to eight seconds when scrolling. The reel is designed to quickly capture attention, spark interest, and immediately introduce viewers to the event. It does so through a rapid sequence of compelling images, a transition to the event logo, and background music that enhances the overall impact.

Golf Events



The group created mockup posts to promote Folds of Honor’s golf events. The AMAze Group suggests incorporating Sergeant Dan to introduce the character to the branding while pushing the golf events to the public. Three versions were created. Two mockups are more animated to match the dimensions of Sergeant Dan, and the other incorporates a photo from the event. The photo can be interchangeable to highlight different aspects. The quote, “Educate their legacy with the game of golf,” was chosen from the Folds of Honor website to tug on emotion.

Templates



The AMAze Group suggests that Folds of Honor use Sergeant Dan on the social media platforms to introduce the character and his significance to the brand. The group suggests that Sergeant Dan's backstory be told on both the Instagram and Facebook platforms to reach the general audience. The mockups could be used to show the total scholarships or money raised. It could also introduce Folds Friday, highlighting scholarship recipients, products, and events. Additionally, a new template for quotes or Bible verses was created. The group suggests switching between the existing quote format and the new one to add diversity to the feed and grab the eye.



**FAITH
FREEDOM
FOLDS.**



Research suggests that shareable posts and call-to-action posts boost engagement. The AMAze Group created two color versions of a shareable post to share the message that Folds of Honor stands on. The color variations were created to match Folds of Honor's feed, where the red stands out more and the white blends in. The call to action post encourages the audience to join the squadron. The group suggests Folds of Honor share the mission and the purpose of the squadron in the caption or add an additional slide. The mockups include the same elements as the Vols of Honor mockups to create brand consistency across the differing chapter accounts.



The AMAze Group suggests the use of a new quote template that could either be posted on Instagram or Facebook to engage more shares with others, reposts, and saves. Visually appealing quote graphics and templates are more likely to gain greater reach and engagement. Creating a new quote template could allow for more audience engagement and content variety. Keeping the Folds of Honor's colors will ensure brand consistency with a recognizable look and feel.

Trifold

Research

The difference between a well-designed and badly designed tri-fold is crucial. According to Inkbot Design, a trifold they created for a failing bakery increased sales by 47% in two weeks. There are 3 main parts of a trifold: the front cover, inside panels, and back panel. The cover is the attention grabber. It decides if a person will pick it up and read what is inside. It should include the main message that the business wants to convey, so here, emotion is powerful.

The inside is where the main points are to be made. Here, the company is introduced and tells the reader what they want from them specifically. Adding customer testimonials establishes credibility and proof of what the organization does, and that it is successful.

The back panel is the last chance to make an impression and include a call to action. Here, you should also add contact information, such as a QR code. As for the design, excessive text and images look messy, so only include what is most important. There should also only be a maximum of three to four colors featured in the design

Cover

The AMAze Group designed the cover with research in mind. Since the cover is the attention grabber, the group added the headline, “Honor their sacrifice-support the families who serve.” This headline was intended to make the reader want to see what they could do more to help. The pictures the group chose were specifically chosen to provoke emotion.

The flag being folded represents a fallen soldier, and their honor and the ultimate sacrifice they made for our country. That photo is accompanied by two

pictures of soldiers coming home to their young children. Lastly, the Folds of Honor logo is featured on the bottom section, so the reader knows who the brochure is for.

Inside Panels

In addition to the cover design, the AMAze Group integrated our research into the inner panels of the tri-fold. The group aimed to showcase as much of the company's information as possible without overwhelming the reader. To achieve this, key details from the Folds of Honor website were carefully highlighted. The three panels were organized under the headings: “About Us,” “Our Events,” and “Scholarships.”

The “About Us” panel introduced the company and its mission, helping readers familiarize themselves with Folds of Honor. The “Our Events” panel focused on the three main fundraisers hosted by Folds of Honor, designed to generate excitement and encourage donations and participation. Finally, the “Scholarships” panel explained how the funds raised from these events are allocated, reinforcing the organization’s ongoing mission and the impact of their work.

Back Panel

According to the team’s research, the back panel on a trifold serves as the last place to make an impression on the reader. Therefore, the team included a QR code that leads directly to Folds of Honor Tennessee's donation page on their website. Above this is the Lieutenant “Ace” Dan mascot created by the AMAze Group holding a sign saying “scan to donate.” On the back, the group also added the usernames to all of Folds of Honor Tennessee social media accounts. This is intended as a resource for more information and helps to increase brand awareness.

Mockup 1

HONOR THEIR SACRIFICE

Support The Families Who Serve





YOUR DONATION GOES TO PROVIDING LIFE-CHANGING SCHOLARSHIPS TO FAMILIES OF AMERICA'S FALLEN OR DISABLED MILITARY AND FIRST RESPONDERS



FOLDS of HONOR
TENNESSEE

 @FoldsofHonorTN

 @FoldsofHonorTN

 Folds of Honor Tennessee

 Folds of Honor Tennessee

ABOUT US



Who We Are

Folds of Honor is a nonprofit organization founded in 2007 by Lt Col Dan Rooney, an F-16 fighter pilot and PGA golf professional. Inspired after witnessing the return of a fallen soldier on a commercial flight, he committed to ensuring that the families left behind are not forgotten.



Our Mission

To provide educational scholarships to the spouses and children of America's fallen or disabled military service members and, as of 2022, first responders.



Our Vision

That every dependent of a hero has the opportunity for an education and a better future.



OUR EVENTS

Rock n Jock

The most patriotic softball game in America!!

An unforgettable evening with an all-star lineup of your favorite artists, comedians, and athletes going head-to-head to raise funds and awareness to our cause.



Monday June 2, 2025

Freedom Invitational



A round of golf with veterans and special guests to raise money to give back to those in need

August 25, 2025

Heros & Holidays

Features a top-tier headline performer, a guest MC, live and silent auction and a guest speaker along with activities and fundraising



December 4, 2025

SCHOLARSHIPS



Folds of Honor provides educational scholarships to the spouses and children of military members who have fallen or been disabled while serving in the United States Armed Forces.

Our educational scholarships support private school tuition or tutoring in grades K-12, tuition for college, technical or trade school and post-graduate work, including a master's degree, doctorate, or professional program.

Since 2007, Folds of Honor has awarded nearly 62,000 scholarships totaling over \$290 million in all 50 states.

Conclusion

The AMAze Group believes that the digital soldier statue and marketing materials created for Folds of Honor will significantly enhance their outreach and support their mission. Through detailed research and creative design, the team identified effective strategies to engage and connect with the community. The AMAze Group is confident that these materials are well-suited to current trends and will resonate with a wide audience. The AMAze Group is grateful for the opportunity to collaborate with Folds of Honor and gain valuable experience in the field of marketing. This project has allowed the team to apply their skills in a real-world setting, fostering growth and learning while contributing to a noble cause.

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