

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
May 5-6, 2021
Virtual**

**Resolution No. 29: Corporate Alliances and Discount Providers
Origin: Marketing Commission
Submitted by: Finance Commission**

WHEREAS, The American Legion prides itself on the delivery of unparalleled service to veterans, their families and their communities; and

WHEREAS, One way The American Legion can expand these services to meet the demands of a growing veteran population is by forming alliances and sponsorship opportunities with corporate entities and discount providers that share similar values; and

WHEREAS, The American Legion, through such alliances and discounts, can elevate its message and build awareness of its identity throughout the nation, as well as build up funds within The American Legion's Veterans and Children Foundation, and offset costs of programs, services and events that help veterans and their families; and

WHEREAS, The American Legion is competing with thousands of other nonprofit organizations across the nation for support from corporate entities, but due to current market standards cannot effectively pursue these business relationships without the ability to act in an expeditious manner; and

WHEREAS, Those corporations and discount providers expect contract periods to be in effect for multiple years to give value to our members and corporate efforts alike; and

WHEREAS, The staff and volunteer leadership of The American Legion, in conjunction with our marketing agency, has developed a national corporate alliances platform that provides opportunities to engage multiple audiences through public relations, print, online, social media, national convention, national programs, direct mail and events of all types; and

WHEREAS, The opportunities within this platform will provide The American Legion with financial and in-kind support from corporate allies and discount providers to enhance, sustain and develop programs, events and projects to benefit veterans, families and their communities; and

WHEREAS, This resolution has the approval of the Marketing Commission, the Finance Commission, and the Subcommittee on Resolutions; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled virtually on May 5-6, 2021, That The American Legion shall have the authority to expeditiously pursue and negotiate strategic business alliances and/or sponsorship opportunities for time-periods not to exceed three (3) years to gain financial support for enhancing, sustaining and developing various American Legion programs, events and projects to benefit veterans, their families and their communities; and, be it further

RESOLVED, That all such potential strategic business alliances and/or sponsorship opportunities must be reviewed and approved by the chairman of the Marketing Commission, the chairman of the Finance Commission, the national judge advocate, the national adjutant and the national commander to ensure that they are consistent with the mission and best interest of The American Legion; and, be it further

RESOLVED, That after all such listed approvals are granted, the national adjutant may authorize the necessary documentation to implement the business alliance and/or sponsorship opportunity; and, be it further

RESOLVED, That any such agreements shall be reported to the appropriate commission and/or committee, the Marketing Commission, the Finance Commission and the National Executive Committee at their next regularly scheduled meeting; and be it finally

RESOLVED, That Resolution No. 6, Corporate Relationships, adopted by the National Executive Committee, October 15-16, 2014, and Resolution No. 3, Authority to Enter into Revenue Enhancement and Marketing Relationships on a Test Basis, adopted by the National Executive Committee on October 12-13, 2016 are hereby rescinded.