NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
May 10-11, 2023
Indianapolis, Indiana

Resolution No. 4: USAA Marketing Contract
Origin: Marketing Commission
Submitted by: Finance Commission

WHEREAS, The National Executive Committee on May 5-6, 2010, by Resolutions No. 5, 6, 7 and 8, directed the national commander to execute an agreement between The American Legion and the United Services Automobile Association (USAA) which commenced August 20, 2010; and

WHEREAS, This 13-year affinity marketing program has generated millions of dollars of revenue to support American Legion programs; and

WHEREAS, This current agreement expires on May 31, 2023; and

WHEREAS, USAA is proposing a revised affinity marketing program with The American Legion through May 31, 2028; and

WHEREAS, This resolution has been recommended for adoption by 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 in Indianapolis, Indiana, on May 10-11, 2023, That a marketing contract with United Services Automobile Association (USAA) be executed through May 31, 2028; and, be it further

RESOLVED, That this contract will grant category exclusivity to USAA for marketing certain banking and insurance products, detailed in the contract; and, be it further

RESOLVED, That the national commander, after review and approval of the national judge advocate as to legal form, be authorized and directed to execute said contract, and that the national adjutant be authorized and directed to attest the same; and, be it finally

RESOLVED, That National Executive Committee Resolutions No. 5, 6, 7, and 8 approved May 5-6, 2010, and Resolution No. 22 approved May 9-10, 2018, are superseded and rescinded effective June 1, 2023.