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Edition



Complete Program Guidebook

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Mission

The mission of the Patriot Business program is to create valuable savings for military members and their families by encouraging local businesses to offer meaningful discounts to current military identification cardholders. This program is a service to the military.

It is not to be used as a fundraiser for any purpose nor is it to be used to encourage anything other than providing military discounts.

History

Former Marine Corps Sgt. Melissa McCoy spent four years in Jacksonville, North Carolina stationed at MCAS New River and MCB Camp Lejeune. While there, Melissa and her fellow Marines would travel to Wilmington or Raleigh to shop at stores offering military discounts. She and Sgt. Triah Phillips talked about how easy it would be to have a logo for all these businesses to make it easy to see which stores offered the discount.

Once Melissa transferred to civilian life, she began working at the Salina Airport Authority in Salina, Kan. with former Marine Corps Chief Warrant Officer 3 David Wiles. Both former Marines became heavily involved in the Salina Area Chamber of Commerce newly re-formed Salina Military Affairs Council. The two began talking about stores in the area that offer military discounts and the possibility of starting a program. The two Marines brought the idea to the military affairs council where they received full support.

The logo was designed and donated by Salina native Ricky Shipe of Ricky Shipe Design. Legal council was donated by the Salina Airport Authority.





Participation

The **Patriot Business** program is an agreement between your local chamber of commerce, military affairs council or other veterans organization and an area business operator to offer a **10 percent or more discount to current military identification cardholders.**

The discount must be applied after and in addition to all other store discounts, promotions and coupons. The store must honor the discount at all times to display the logo in their place of business or any promotional materials.

Those eligible for the discount are active duty, Guard, reserve, retirees and their dependents. This does not include veterans who do not have a current military ID card or family members who do not hold a dependent ID card. The business is only required to honor the discount for those who produce proper military identification.

The minimum discount is 10 percent off the total ticket price. Special promotions like giveaways, two for one, free with purchase, etc. are not eligible unless they are in addition to the 10 percent or more discount.

When figuring a business's eligibility keep in mind the 10 percent minimum. Entities like hotels often do not take a flat percentage rate off the price of a room but rather offer rooms at discounted rates that when figured may or may not meet the Patriot Business guidelines.

For example; Pizza Place offers a discount of \$2 off the purchase of any regularly priced large pizza to military members. Pete's Pizza offers \$2 off the price of any large pizza, \$1 off any small and half price beverages. Pizza Place is ineligible to participate in the program because they do not offer enough of a discount to warrant the extra advertising. Pete's Pizza is eligible if the dollar amount off the price of their goods is more than 10 percent. So if Pete is selling \$30 pizzas- no. If he is selling large pizza's for \$20 or less and small pizza's for \$10 or less- absolutely!



Exceptions

Hotels and Motels

Under the normal perimeters of the program hotels and motels would be unable to participate if they were unable to offer additional savings after promotions and coupons or if they could only rent out an allotted number of rooms for a discounted rate. Under the Patriot Business program these establishments can participate so long as the discount is equal to or greater than 10 percent off the regular price for the room rented by the military member and the discount is applied to all those eligible under the regular program.

For example; Hotel Inn and Suites sells rooms at a regular price of \$107 per night while Motel Inn offers regular priced rooms at \$80 per night. If both hotels offer a military rate of \$77, Hotel Inn and Suites is eligible to display the Patriot Business logo while Motel Inn is not because Hotel Inn and Suites is offering a price equal to or better than 10 percent off.

Not-for-Profits

Many not-for-profit organizations such as museums, zoos, galleries and entertainment venues may not be in a position to offer a flat discount rate at all times but can still bring value to the military member. A meaningful discount for these organizations can include but are not limited to a free child ticket with the purchase of an adult admission, periodic promotions or special events offered to those eligible under the regular program.

These organizations must have 501(c)3 or 501(c)6 status as a not-for-profit and will be evaluated on a case by case basis by the entity operating the Patriot Business program. It should be determined that the discount can **a)** be offered of some sort of consistent basis, **b)** provide a meaningful value, *and* **c)** the organization is bound by laws or restrictions imposed by their governing entity (city, state, board of directors, etc.) to be unable to adhere to the regular program.



Exceptions

Big Ticket Items

“Big ticket items” include but are not limited to vehicle purchases, insurance, entertainment and venue services, or businesses in which more than 50 percent of their items are priced more than \$500. Special pricing for these items brings value to the military member but may or may not fit within the perimeters of the regular program.

Car dealerships can often offer a military discount on certain makes and models or vehicles and those discounts are controlled by the manufacturer. Insurance agencies may decide to provide a military discount at a loss to the agent. Entertainment and venue services such as stage and equipment rental, deejay or reception hall venues may have military rates or discounts offered on a sliding scale.

These businesses will be evaluated on a case by case basis by the entity operating the Patriot Business program. It should be determined that **a)** a discount of 10 percent or more is not feasible for the particular type of business *and* **b)** the discount offered brings significant value and monetary savings to the military member.

Others

Other businesses and organizations that want to participate but do not fit into any of the outlined categories will be evaluated on a case by case basis. It should be determined that **a)** the business does not fall into any mentioned category, **b)** a discount of 10 percent or more is not feasible for the particular type of business, *and* **c)** the discount offered brings significant monetary value and savings to the military member.



Ineligibility

Retail or service establishments deemed to be morally questionable are ineligible to participate as a Patriot Business regardless of the discount being offered.

These businesses include but are not limited to any establishment that specializes in pornographic, anti-government or hate material or entertainment such as "adult" book stores, gentlemen's clubs, strip bars, etc. or businesses that serve as such at any point.

Libraries and other establishments will most likely carry some materials that are pornographic or anti-government in nature but should not be excluded if these items account for only a small portion of their business and the store does not promote these items.

For example, you will probably find Mein Kampf and "adult" literature at large libraries and book stores and many convenience stores carry "adult" magazines; however the distribution of these materials is not a major portion of the business.

The entity responsible for the Patriot Business program will decide if a business is "morally questionable" should the need to do so arise.



Logo

A Patriot Business logo displayed in shop window lets passersby know that business supports the military in a real and tangible way.

The Patriot Business will be provided with a static cling logo for the store entrance. The cling is to be provided by the entity operating the Patriot Business program at or below the original cost.

The cling should measure six inches across and four inches tall.

Stickers of the logo should also be provided to Patriot Business. The sticker should be displayed at the business's cash registers.

The sticker should measure three inches wide and one and a half inches tall.

Patriot Businesses are encouraged to use the Patriot Business logo on any marketing materials and on their website for maximum exposure to military clientele.

The Patriot Business logo will be provided to the business in digital form as a .jpg and vector .ai format.

Colors used in the logo are as follows:

Blue: C100, M0, Y0, K 78

Red: Co, M100, Y100, K50

Gold: Co, M7, Y43, K30

This logo was donated by Ricky Shipe of Ricky Shipe Design.



Business Packets

To become a Patriot Business the owner or manager of a business must sign the Patriot Business agreement letter that fits them. Most businesses will sign the general discount letter; however, hotels, not-for-profits and big ticket retailers will have slightly modified agreements.

Once the agreement letter is signed the Patriot Business should be provided with a Patriot Business digital logo and a folder with the following:

- A copy of the Patriot Business agreement letter.
- Information regarding marketing opportunities as a Patriot Business.
- A thank you letter.
- A military identification information sheet.
- A static sticker window cling for each entrance.
- A sticker for each cash register (if possible).
- Information regarding the military in the surrounding area.

Some examples of these documents are included in the following pages.



Dear Salina business manager,

Would you like to generate additional business *and* receive free marketing by showing your support for the military?

If you answered yes, then the Salina Military Affairs Council invites you to participate in the Patriot Business program!

Participation in the program is easy. All you do is place a Patriot Business window cling in your storefront window and offer a 10 percent or more discount to all current U.S. and Allied Forces military identification cardholders. The Salina Area Chamber of Commerce then provides you with free marketing!

The following military members are included in the program; full-time active duty, part-time Guard or reserve, retirees and dependents. Military veterans who did not retire from the Armed Services and close friends or family of service members who do not hold a dependent ID are not included.

Thank you for considering the Patriot Business program for your business. If you have further questions, please call 785.827.9301. If you would like to become a Patriot Business, please fill out the participation form and give it to a Salina Military Affairs Council volunteer, fax it to 785.827.9758 or mail it to the Salina Military Affairs Council, c/o Salina Area Chamber of Commerce, 120 W. Ash, Salina, KS 67401.

Sincerely,

Brigadier General, Eric C. Peck

Salina Area Chamber of Commerce, President/CEO, Dennis Lauver

Salina Military Affairs, Council Chairman, Tom Dill



Date: _____

Salina area business, _____ agrees to offer a discount of _____ percent to all members of the U.S. and Allied Force military and their family members who produce, at time of purchase, a current military or military dependent identification card. This discount shall be applied to the total purchase price after and in addition to any and all other store promotions.

In return, I will be eligible to proudly display the Patriot Business official seal at my business and on any additional marketing materials. My business name and information will be listed as an official Patriot Business and I will be eligible to include my marketing materials in military welcome packets which will be distributed to visiting and residential military members and their families and including in Military Affairs Council events and activities.

I understand if at any time my business fails to honor this discount the Military Affairs Council has the right to exclude my business name from the Patriot Business list and I will no longer be eligible to display the Patriot Business logo in my facilities or on the business website.

Salina Military Affairs Council
Salina Area Chamber of Commerce
120 W. Ash
Salina, KS 67401

PO Box 586 (67402-0586)
785.827.9301

Council member: _____
Contact phone: _____
Email: _____

Business name:

Hours of operation:

Business address:

Operator name:

Business phone:

Signature:

Business website:

Contact email:



SALINA AREA CHAMBER OF COMMERCE





Date:

Salina area hotel, _____ agrees to offer a discount of \$_____ for all _____ rooms (please use separate sheet of paper for additional information) to all members of the U.S. and Allied Force military and their family members who produce, at time of purchase, a current military or military dependent identification card.

In return, I will be eligible to proudly display the Patriot Business official seal at my business and on any additional marketing materials. My business name and information will be listed as an official Patriot Business and I will be eligible to include my marketing materials in military welcome packets which will be distributed to visiting and residential military members and their families and including in Military Affairs Council events and activities.

I understand if at any time my business fails to honor this discount the Military Affairs Council has the right to exclude my business name from the Patriot Business list and I will no longer be eligible to display the Patriot Business logo in my facilities or on the business website.

Salina Military Affairs Council
Salina Area Chamber of Commerce
120 W. Ash
Salina, KS 67401

PO Box 586 (67402-0586)
785.827.9301

Council member: _____
Contact phone: _____
Email: _____

Business name:

Hours of operation:

Business address:

Operator name:

Business phone:

Signature:

Business website:

Contact email:



Date:

Salina area business, _____ agrees to offer the discount described below to all members of the U.S. and Allied Force military and their family members who produce, at time of purchase, a current military or military dependent identification card

In return, I will be eligible to proudly display the Patriot Business official seal at my business and on any additional marketing materials. My business name and information will be listed as an official Patriot Business and I will be eligible to include my marketing materials in military welcome packets which will be distributed to visiting and residential military members and their families and including in Military Affairs Council events and activities.

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Salina Area Chamber of Commerce
120 W. Ash
Salina, KS 67401

PO Box 586 (67402-0586)
785.827.9301

Council member: _____
Contact phone: _____
Email: _____

Business name:

Hours of operation:

Business address:

Operator name:

Business phone:

Signature:

Business website:

Contact email:



Military Identification Cards

Service Member Identification

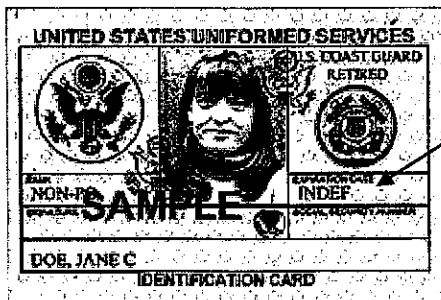
Must list military rank not "CIVILIAN"



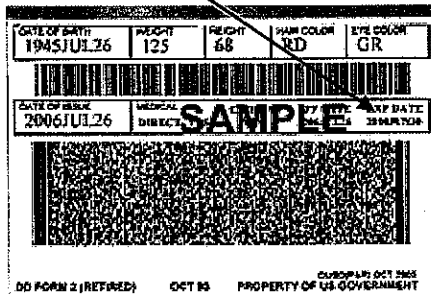
Date of birth is listed on the back of all DoD ID cards.

Expiration Date

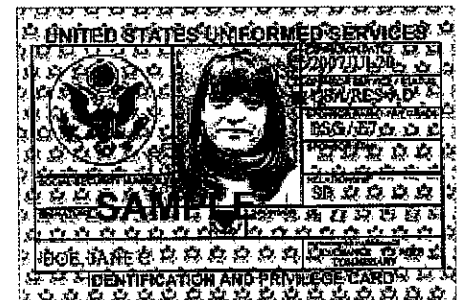
Dependent/ Retiree/ Special Veteran Identification



Expiration Date



Relationship to sponsor if dependent





SALINA AREA CHAMBER OF COMMERCE

Marketing Opportunities for Patriot Business Participants (Chamber and non-chamber members)

- ❖ A Patriot business directory will be available:
 - online at www.salinakansas.org.
 - in welcome packets to military members.
- ❖ A digital Patriot Business logo will be available for your website (upon request).
- ❖ Network when you attend Salina Military Affairs Council events and quarterly luncheons.
- ❖ Receive Patriot Business referrals when inquiries are made to the Chamber.
- ❖ The Patriot Business directory will be distributed to the appropriate outlets in Fort Riley.

Additional Marketing Opportunities and Membership Services for Chamber members

- ❖ A Patriot Business will be highlighted once/week:
 - in social media; Facebook and Twitter.
 - on KSAL radio 1150 AM and ksallink.com.
- ❖ New Chamber members get 20 free, 30-second radio commercials (a \$300 value) on one of six stations with the Salina Media Group.
- ❖ Network when you attend monthly Business After Hours with fellow Chamber members.
- ❖ CHAMBER-LINK- linking a members website to their membership listing in the online membership directory.
- ❖ CHAMBER-NET- an inexpensive quarterly direct mail marketing service promoting your business.
- ❖ For new Chamber members, the CHAMBER-NET fee is waived on first mailing (a \$45 value).
- ❖ Salinakansas.org- a monthly eight-page newsletter highlighting Chamber activities, new members and business information.

In The News-publicizing news about your business in the Chamber's monthly newsletter

- ❖ Chamber business referrals when inquiries are made to the Chamber.
- ❖ Chamber Membership directory online at salinakansas.org.
- ❖ Member mailing list of more than 1,400 Chamber members on labels or disc (cost basis).
- ❖ Reserve the Chamber conference room at a reduced rate for meetings and seminars.
- ❖ Delta Dental- group dental insurance coverage.
- ❖ Smoky Hill Silver Gift Certificates- gift certificates are sold to the public and redeemed only at participating chamber members (more than \$173,000 sold in 2010).
- ❖ Plan Room- a weekly update of blueprints of construction projects in the area, members can check them out for up to 48 hours.
- ❖ Employee assistance program- a service for member employees who need help coping with family, work, personal or financial problems.