



OVERVIEW



MyBaseGuide is commissioned by the DOD to connect military families with the resources, discounts, and benefits they may have earned.



VeteranLife is a website dedicated to providing transitioning and post-transition Veterans with information and lifestyle content



MilSpouses (Launched Q1 2025) is a new website focused on providing content, resources, and community for Military Spouses

The military brands network reaches 3 Million users per year.



MEMORANDUM:

FOR LOCAL AREA BUSINESSES:

This letter certifies that MyBaseGuide, a subsidiary of JumpCrew LLC. of Nashville Tennessee has partnered with the United States Army Garrison West Point's Public Affairs Office (PAO) through a Department of Defense (DOD) Civilian Enterprise agreement to publish the United States Army Garrison West Point Digital Base Guide and Flat Maps – henceforth referred to as *the products*. The total duration of this agreement, including the exercise of all options is from June 9, 2020 to June 8, 2026.

The products are hosted on mybaseguide.com, distributed through official channels, and made available to inbound newly assigned active duty personnel, civilian employees and their families. The PAO will maintain, on the official base website, a link to the United States Army Garrison West Point page of mybaseguide.com.

As per DODi 5120.4, these are the only such products authorized for this purpose.

Valuable base information and partnered businesses can also be found within the free MyBaseGuide Mobile Application (MBG app), available on Android & iOS smartphones and tablets.

For confirmation and/or questions regarding the United States Army Garrison West Point Base Guide (except advertising), please feel free to contact Cliff Van Rickley, Director of Acquisition and Retention, MyBaseGuide (contact information below).

Thank you for your time and consideration.

Sincerely,

6/8/2021

Cliff Van Rickley

Director of Acquisition and Retention

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Rickley

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David Conrad

Public Affairs Officer

United States Army Garrison West Point

Desk: (845) 938-8520 / (DSN) 688-8520 /

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MILITARY BRANDS LEADERSHIP TEAM



Adolfo Velasquez
President, Military Brands

BIO

- US Coast Guard Auxiliary
- Publishing | Tribune, Impremedia, Newsday
- Radio | iHeartMedia
- Television | NBC/Telemundo
- Digital | Localvox, Conductor
- College | Union

 [Visit LinkedIn](#)



Suzanne McCurdy
VP, Sales

BIO

- US Air Force
- Sales Manager, Factor 8
- Sales Manager, Instant Teams
- Military Spouse
- College | Texas A&M
- MBA Candidate

 [Visit LinkedIn](#)



Bri George
Head of National Accounts

BIO

- President, All Spouse Club, USCG
- Lead, US Coast Guard Exchange
- Enablement Director, Instant Teams
- Marketing Specialist, Boxhill & Co
- College | East Tennessee State University

 [Visit LinkedIn](#)



Kristina Richard
Demand Generation Specialist

BIO

- Military Spouse, USMC
- Demand Generation Specialist, Instant Teams
- Event Sales Coordinator, Hillside Hotel Group
- Team Development Lead
- College | Liberty University

 [Visit LinkedIn](#)



Chelsey Jones
Military Liaison/HR

BIO

- Active Duty MilSpouse
- Certified Employee Benefits Specialist
- International Foundation of Employee Benefits Plans
- College | East Carolina University

 [Visit LinkedIn](#)

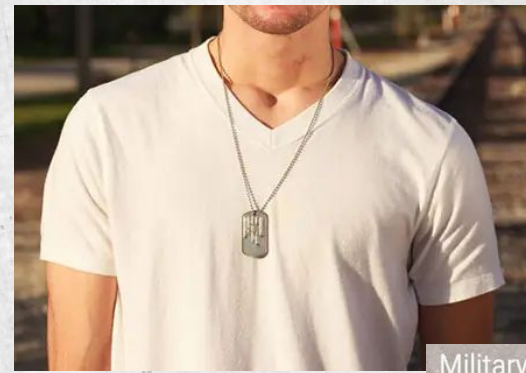
Military? OR Military Simulation?

Military Simulation

- When the civilian population adopts military trinkets to represent their commitment to military core values such as integrity, respect, selfless service, and duty.
- This can be represented in the form of military inspired T-shirts, hats, and stickers on vehicles
- Paying respects can further be extended to POW/MIA bracelets, paracord accessories, and dog tags.

Military

- Not all military wear military gear
- Off duty; most hide status
- Collectibles are always valued



Military Grade - 4 socks, same size, same color, worn the same number of times = 4 different size and colored socks.



Why the Military Audience?



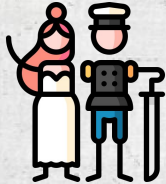
“Mega-Niche” - Over 21 million Active Duty, Veterans and their families



Money Managers - 1.2 Trillion in spending power



Even Split - 50% of our network audience is female



67% of Service Members are Married¹



Average Deployment Length is 9 months



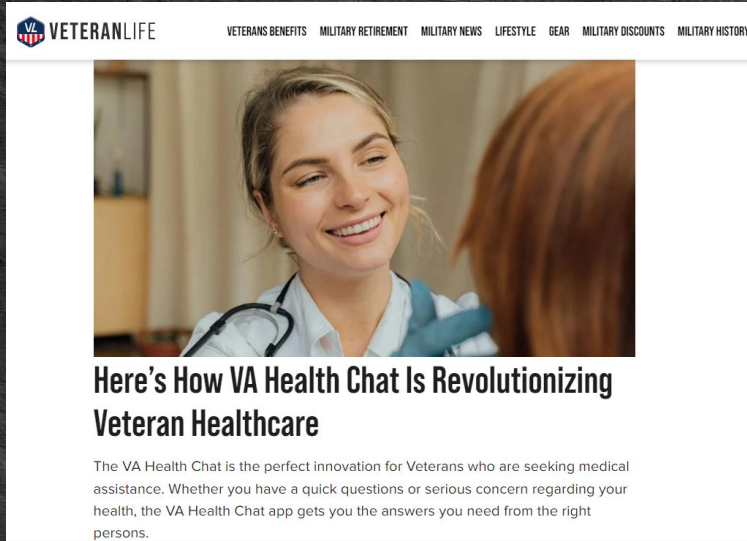
Masters of Relocation - They relocate their entire lives every 1 to 3 years on average

¹Source: VA.Gov, Benefits.VA.Gov, ³<https://www.gao.gov/products/gao-24-106263> (Government Accountability Office)

A close-up photograph of a person's hands. The right hand is holding a black smartphone, and the left hand is typing on a laptop keyboard. The scene is lit with warm, golden light, creating a soft glow. A dark, textured, torn-paper-like overlay covers the left side of the image. The text 'MILITARY BRANDS CAPABILITIES' is written in white, bold, sans-serif capital letters across the bottom of the image, partially overlapping the dark overlay and the laptop keyboard.

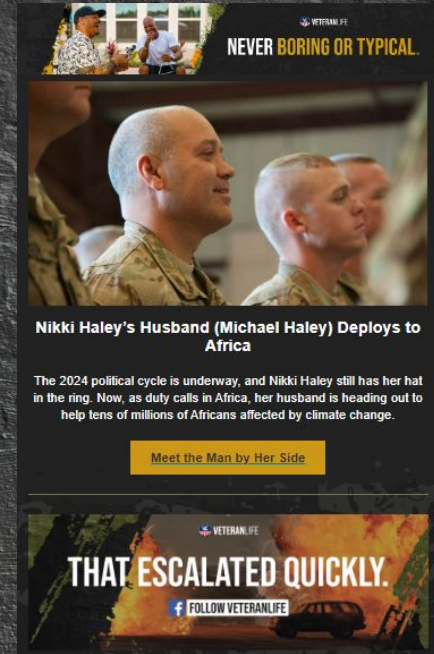
MILITARY BRANDS CAPABILITIES

SPONSORED CONTENT & NEWS SYNDICATION



The screenshot shows the top of a website with the 'VETERANLIFE' logo and a navigation menu including 'VETERANS BENEFITS', 'MILITARY RETIREMENT', 'MILITARY NEWS', 'LIFESTYLE', 'GEAR', 'MILITARY DISCOUNTS', and 'MILITARY HISTORY'. Below the menu is a large photo of a female healthcare professional smiling. The article title is 'Here's How VA Health Chat Is Revolutionizing Veteran Healthcare'. The text below the title reads: 'The VA Health Chat is the perfect innovation for Veterans who are seeking medical assistance. Whether you have a quick questions or serious concern regarding your health, the VA Health Chat app gets you the answers you need from the right persons.'

- Work directly with our Editor to create custom articles that are important to audience and highlight your brand
- We share 5 article topics from which partners select
- We then write the article(s) and share a draft
- Partners then layer in custom call to actions and links
- Article is published and syndicated as a Top News Article via Email

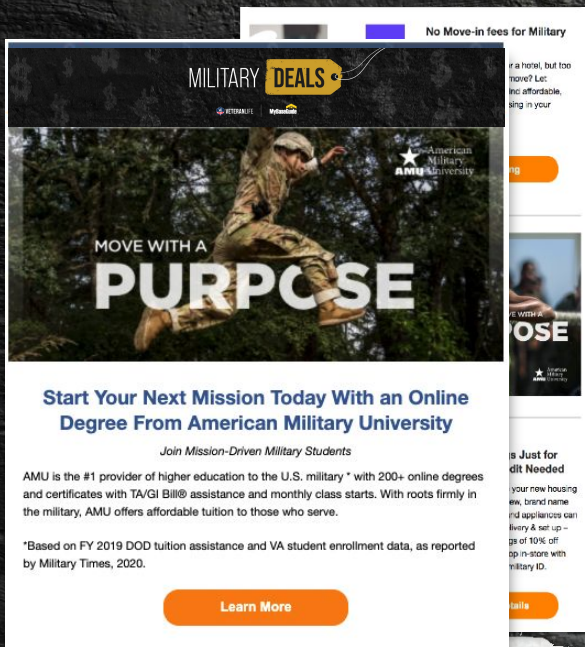


The top banner includes the 'VETERANLIFE' logo, a photo of a man in military uniform, and the text 'NEVER BORING OR TYPICAL.' Below this is the headline 'Nikki Haley's Husband (Michael Haley) Deploys to Africa'. The text below the headline reads: 'The 2024 political cycle is underway, and Nikki Haley still has her hat in the ring. Now, as duty calls in Africa, her husband is heading out to help tens of millions of Africans affected by climate change.' A yellow button with the text 'Meet the Man by Her Side' is located below the text.

The bottom banner features the 'VETERANLIFE' logo, the text 'THAT ESCALATED QUICKLY.', and a 'FOLLOW VETERANLIFE' button with a Facebook icon.

- Co-Branded Content goes out audiences Saturday morning 10am
- **Currently we have 200,000 engaged users we can email**
- Custom content lives on our site indefinitely

DEALS EMAILS



TOP WEEKLY NEWS



DEDICATED EMAILS



- Sent every Thursday at 7pm
- Sent every Saturday at 10am
- Inventory limited to twice per month
- 20% Open Rate, 1-3% CTR
- 200,000 engaged users

INFLUENCERS

We are excited to connect our media in modern ways

- Articles
- Video
- Influencers
- Interactive Quizzes/Games

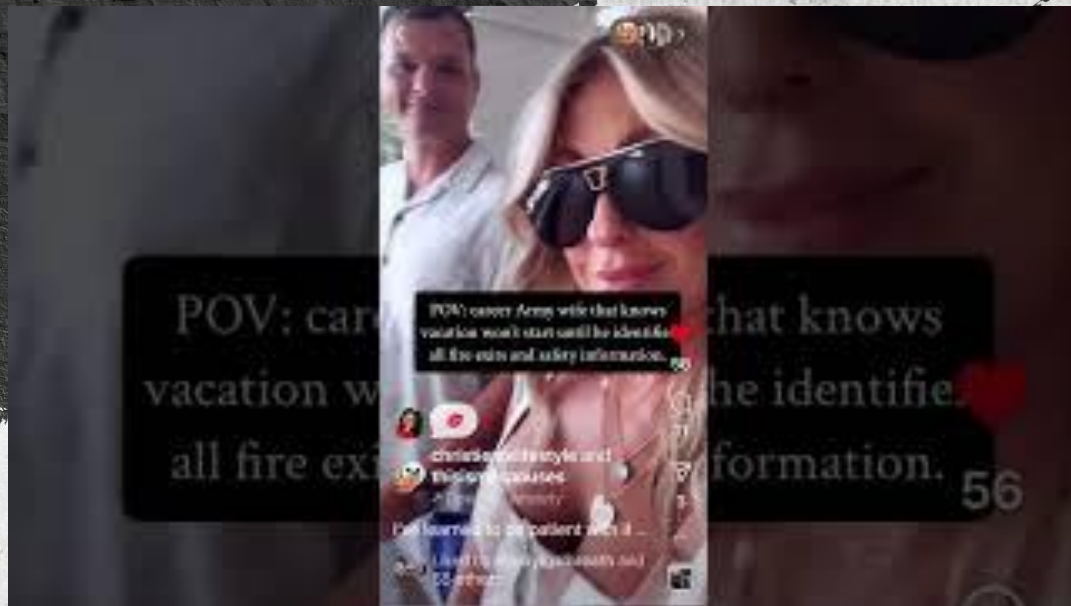
Come together to drive results

CUSTOM
SOCIAL
VIDEO



MILITARY
CONNECTED

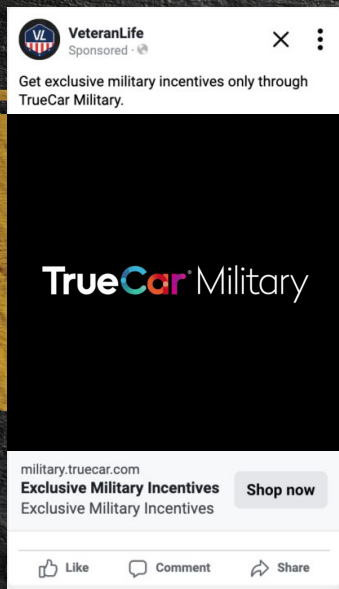
INFLUENCERS



VIDEO EXTENDED REACH

SOCIAL VIDEO

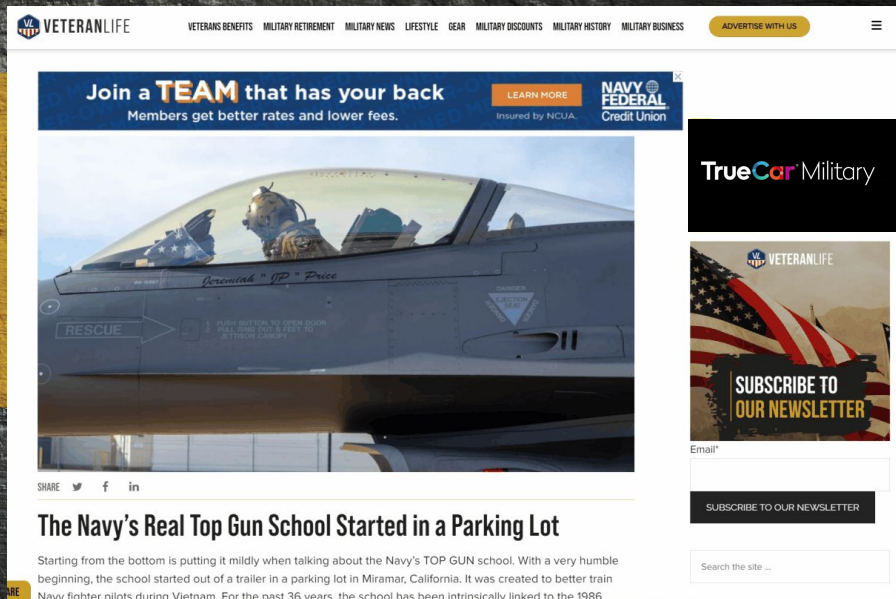
We'll partner with you to create a video tailored to our audience's interests and engagement on Instagram Reels, TikTok and YouTube Shorts



- Average 2-5% CTR
- In-House Production Services Available

VIDEO PREROLL

Run 15 to 30 second ads on our native video player on Veteranlife.com & MyBaseGuide.com



BuzzFeed



The New York Times

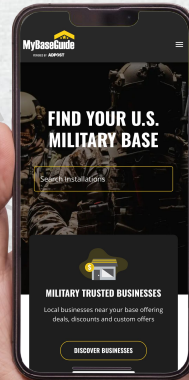


DRIVE RE-ENGAGEMENT - 1-4% CTR

- Targeting in-Market Segments
- Programmatic Display Networks
- Social Ad Networks - Instagram, Youtube, Tiktok

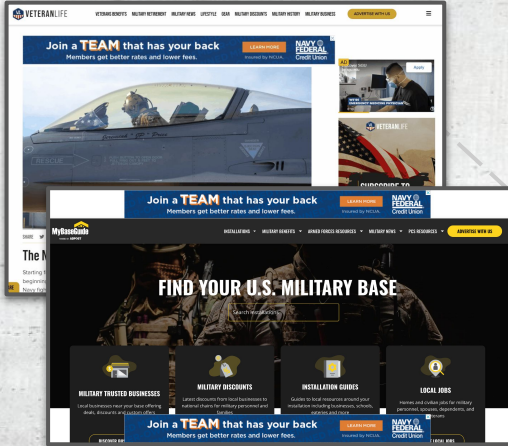
1ST PARTY DATA ACTIVATION

Exclusive to Network Site
Visitors in the Last 30 Days



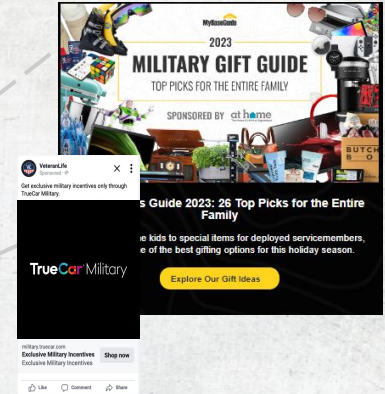
FIRST TOUCH BRAND INTRODUCTION .5-1%CTR

- High Impact Ad Units
- Exclusive - not available on programmatic marketplace



LATE FUNNEL CONVERSIONS

- Leverage Click ID and intent data with pixels to drive conversions
- Email Activation - 1-3% CTR



SEASONAL MILITARY OPPORTUNITIES

Seasonal microsite paired with holiday email promotions

2025 Military Initiatives

PCS Season – January

Military Appreciation Month – May

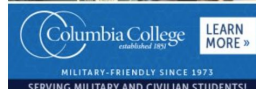
Transition & Employment– June

Veterans Day – November

Holidays – December

Package Reach: 3.2M Impressions

Discover Military discounts & AHRN member offers.



Military Gifts Guide 2023: 26 Top Picks for the Entire Family

From gifts for the kids to special items for deployed servicemembers, discover some of the best gifting options for this holiday season.

Explore Our Gift Ideas

2024 VETERANS DAY

CELEBRATING OUR SERVICE MEMBERS

SPONSORED BY NAVY FEDERAL CREDIT UNION

VETERANS IN HUMVEES DRINKING COFFEE

For Those Who Go Above and Beyond

NAVY FEDERAL CREDIT UNION

MILSPOUSE IN THE HOUSE



The military brands network reaches 3 Million users per year.

TOPICS THAT MATTER TO OUR AUDIENCE

- Top Scams That Target MilSpouses
- It's Okay To Say Something: The Truth About Resentment
- How You Can Make Money Relocating
- How You Can be part of your community without being cringe
- Don't get mixed up with the wrong crowd: How to spot and avoid that toxic spouse group
- How to integrate your spouse again after deployment

RETURN TO BASE - VETERANLIFE PODCAST



BESSEL VAN DER KOLK | KEEPING THE SCORE



ALDEN MILLS | BECOMING UNSTOPPABLE



NATE BOYER | THE RENAISSANCE MAN



NATALIE OLIVERIO | VETERAN MENTOR & PARTNER



SCOTT DELUZIO | SURVIVING SON



ALDEN MILLS & MICHELE OLIVE

On Return to Base, we rip off the 550 cord and 100mph tape that holds us all together and explore topics that veterans can relate to: calls to service, transition stories, memories of skin and blood left in sand and boots. We'll chat with professionals, philanthropists, businesspeople, and just good f**kin' dudes and gals. Strap in for Return to Base hosted by retired U.S. Army Master Sergeant and former Special Forces (Green Beret) Cliff VR.

Military Brands Announces Management Buyout

- **Leadership-led buyout** completed March 17, 2025
 - Led by CEO Adolfo Velasquez & VP Suzanne McCurdy
 - Supported by key leadership team members
- **Now fully independent from JumpCrew**
 - Greater flexibility, focus, and mission alignment
 - Reinforces long-term commitment to the military community
- **Accelerating growth & innovation**
 - Expanding digital platforms and service offerings
 - Investing in tech, partnerships, and audience engagement
- **What this means for clients & partners:**
 - Continued excellence in service and delivery
 - More opportunities for collaboration and impact

Military Brands is evolving—doing more, reaching further, and serving those who serve.



THANK YOU.



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