



*“Many Soldiers spend 20 years or more in service to the country and have few tangible memories of those years. It is wonderful to be able to have a commemorative to see the ways in which our service impacts the units we are a part of. It also gives me a chance to show my kids where daddy goes and what he does for the Army.”*

**— CPT Paul Turnbow**

REMEMBER MY SERVICE PRODUCTIONS

# Making History Matter For All Services



# Objectives of the RMS Program:

## **Show their service matters**

Each Service Member and their family needs to see why and how their service, accomplishments, and sacrifices matter to the nation's defense.

## **Build understanding and support**

A meaningful unit historical record honors military service in a way that makes it easy to share with family, colleagues, friends, and the community, helping them to better understand and support their loved one.

## **Preserve history**

The historical records are not only treasured heirlooms to be passed on for generations, but they are also archived as important historical documentation with the Center for Military History, Army Historical Foundation, National Guard Association, Air Force Historical Foundation, and Library of Congress.

# The RMS Unit Historical Record

- A 250-page, full-color, archival-quality, hardbound book with dust jacket
- Contents include history of the unit, heraldry, in-memoriam, messages from leaders, messages of gratitude from sponsors, photos of unit and command members, and photos from deployments, significant events, and exercises
- A dedicated online landing page to download the ebook and PDF, access all newsletters and articles, and an RMS-produced video of the history of that command



# RMS does the work

Full service, exceptional quality

The RMS professional team manages the entire process from start to finish:

1. The Unit provides content *they're already collecting* (photos, documents, bios, rosters, broadcast and print media, pamphlets, programs, leadership messages, etc.) based on checklists provided by RMS.
2. RMS organizes and screens content and handles all graphic design, layout, editing, production, duplication, and delivery of the archival-quality, hardbound book (and ebook), and produces a video about the history of the unit.
3. Unit conducts the presentation ceremony to present each Service Member with a record of their legacy of service.

# What the program accomplishes:

- A permanent and strategic communications opportunity for the command to present to Service Members and their families as a historical record of their service and sacrifice
- A lifelong connection between Service Members and their unit, unit members, and the greater purpose they served
- A platform for family, friends, and colleagues to have a conversation about the service of their loved ones
- A positive outreach mechanism for recruiting those with the propensity to serve our nation
- A history of the unit's service, in both traditional print and 21<sup>st</sup> century digital formats

# Our impact

*"In my opinion, the RMS historical commemorative has such a high value that every Soldier, Sailor, Airman, and Marine in our Armed Forces should have one for each unit in which they have served. In my 33 years of active duty, I wish that the kind of commemorative that RMS offers had been available to me to serve as documentation and a remembrance of my service. The RMS program should be given our full support—the men and women of our Armed Forces deserve it."*

**Major General (ret) Stephen P. Condon**

USAF, former Commander of Hill Air Force Base

*"RMS is clearly the most rewarding and meaningful project we have undertaken on behalf of our Soldiers in my 32 years of service. The professional detail and presentation captures not only the historical facts of a unit's mobilization, but also the emotional context of this seminal event in a Service Member's career. It will certainly be handed down as a family heirloom and cherished by all those who have served so proudly."*

**COL Alfred C. Faber**

Chief of Staff, Ohio Army National Guard

# An established track record of success

Over one million commemoratives produced since 2005.

RMS partners and strategic collaborators include:

- Association of the United States Army
- Naval Historical Foundation
- Air Force Association
- Library of Congress
- National Association of State Directors of Veterans Affairs



# Proven participation with sponsorship



In 2010, with the appropriation of \$4M, RMS successfully subscribed 25 state National Guards on a first-come, first-served basis within *four weeks* of funding. To date, RMS has raised approximately \$8M in sponsorship funds. In *every* case where sponsorship funds are available, units publish a historical record.

**Sponsored funds are the key!**

# The military-wide program

Every unit, every Service Member, every third year

- With sponsorship funding, the RMS program offers a unit-specific historical record as a meaningful gift of gratitude from a grateful nation to every Service Member over a 3-year period
- Gift is for unit levels consisting of about 4500+ Service Members
- Unit historical records will be sponsored by U.S. companies and philanthropists to ensure there is no cost to the Service Member or family member, and include a message of thanks from those sponsors
- The unit historical record would fulfill the *unfunded* mandatory requirement units already have
- Distributed in cooperation with the Exchange (AAFES), and the Association of the U.S. Army

# Sample opportunity: Army and Air Force

## Army end strength:

483,000 Active

200,000 Reserve

348,000 National Guard

1,031,000 Total Army

## Air Force end strength:

313,000 Active

69,000 Reserve

105,000 National Guard

487,000 Total Air Force

- In total: 1,518,000 Soldiers and Airmen
- Each commemorative will represent a Major Unit (4500+ personnel)
- RMS will produce unit historical records for every Major Unit every 3 years on an ongoing basis
- Sponsors will provide funding for groupings of 25 Major Units (~112,500 personnel)

# Forecast 2018-2020+

## ***2018 -- Initial 25 Major Units (first-come, first-served basis)***

- Average cost of \$18.55 per book
- Average cost of \$83,475 per Major Unit
- Reach ~112,500 Service Members and their families
- Estimated total sponsorship -- \$2M

## ***2019 -- 50 Major Units***

- Sponsored in two 25-Major Unit groupings
- Reach ~224,000 Service Members and their families
- Estimated total sponsorship -- \$4M

## ***2020 -- 100 Major Units***

- Sponsorships available for four 25-Major Unit groupings
- Reach ~448,000 Service Members and their families
- Estimated total sponsorship -- \$8M

## ***2021 and beyond, same as 2020***

# Benefits to Sponsors

- Support military in a lasting, meaningful way—this book will be a treasured family heirloom
- Permanent messaging opportunity: This book will not to be discarded and will be viewed by friends and family for generations
- Opportunity to thank Service Members and their families with a personal message of gratitude
- Create goodwill for the sponsor brand
- Provide positive public relations and media event opportunities
- A copy of each unit book presented to Service historical foundations, Center for Military History, Library of Congress

# Sponsorship Opportunities

## **Silver Sponsor** – \$10,000

- Company name listed in alphabetical order in book under an acknowledgement such as “This book provided to the [unit name] Service Members thanks to the generous contribution of the following...”
- Similar acknowledgement in ebook, with link to organization website

## **Gold Sponsor** – \$200,000

- A 60-word message of thanks including company name and executive signature on the “Gold Sponsor” page (with up to 9 other sponsors)
- Full-page message of gratitude in the ebook, with link to organization website

## **Platinum Sponsor** – \$500,000

- Message of thanks in the hardbound book (half-page)
- Full-page message in the ebook with links to organization website

**Diamond Sponsor** – Custom agreement (terms TBD); may supersede Platinum agreement. Considerations may include:

- Exclusive sponsorship
- Full-spread message of thanks at front of book

# Questions?

Contact Sharlene Hawkes at 801-860-6820 or  
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**MAKING HISTORY MATTER**