



 Patriot Business Program
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The Patriot Business Program provides a community a measurable way to show their support for the military. Whether it's a base or an armory, implementing a Patriot Business Program tells the military members in and passing through the community, "we've got your back." Through branding companies who offer military discounts "Patriot Businesses" the Military Affairs Council is able to connect servicemembers to businesses who support them.

The baseline for participation in the program is a 10 percent minimum discount off the total ticket price of all goods and services offered at that business. The majority of businesses fall easily into this category. Contingencies have been made for big ticket items like cars, furniture, etc. we have found these businesses are still willing to offer discounts to the military that can be of value but are unable to meet the 10 percent requirement. Hotels, motels, not-for-profit and some other businesses are often also unable to meet this requirement but as is outlined in the guidebook can be eligible provided the discount they offer is meaningful as decided by the governing body who has implemented the program.

Those covered under the program are anyone with a current military identification- that active, guard, reserve, dependants and retirees. Many businesses in Salina extend it to veterans on their word but because currently there is no government issued identification they are not part of the agreement. The benefit to the servicemember is first and foremost savings. Anyone who can remember being an E-4 or below will tell you, you take your savings where you can get them! Instead of asking at the register or hearing from a friend that a certain business offers a military discount, the Patriot Business logo displayed in the window, on their website or marketing materials quickly tells the servicemember where the discounts are. Even if the member does not shop at a Patriot Business at the time, simply seeing the logo will tell them that the community they are in supports them. It fosters positive relationships between the military and community businesses.

The Patriot Businesses also benefit from being in the program. They receive direct marketing to area and visiting military members through distribution during special events, social media, newspaper and radio advertising and more. In Salina, we distributed more than 2000 Patriot Business lists last year to military members training at the Smoky Hill Weapons Range, Great Plains Joint Training Center as well as Ft. Riley. Upon agreeing to be a Patriot Business, the business receives a sticker for their storefront window and a digital logo to use for marketing purposes giving the business the freedom to market themselves. They also receive information on expanded paid and unpaid marketing opportunities through the Salina Military Affairs Council, information regarding the military in their area and a military identification cheat sheet so the employees know what they are looking for.

The community benefits through the positive relationship and increased awareness that naturally develops from this type of program. In Salina, the Smoky Hill Weapons Range hosts an annual Patriot Business Open House to thank the businesses and their employees. The city also sees an increase in sales to military members as well as an increase in military visitors.

The guidebook includes everything a city needs to implement the program. We encourage all Kansas communities to launch this program and position the state of Kansas as a state that goes above and beyond to assist and support the military.

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Patriot Business Program

Veteran/Military/Homeland Security Comm

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