



HIRE HEROES USA

EMPLOYER PARTNERSHIPS

2025 CATALOG

*100,000+ confirmed hires. Together, we can
open the door for thousands more.*

PARTNERSHIP OPTIONS

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HIRE HEROES USA DIFFERENCE

Hire Heroes USA's personalized assistance significantly impacts veteran and military spouse employment through expert support tailored to each client's individual transition journey, resulting in significantly higher retention rates compared to the national average for veterans.

4

JOB BOARD

Posting jobs on our job board is a great way to connect with veteran and military spouse candidates.

5

VIRTUAL CAREER FAIR

During these online events, recruiters can connect with candidates in a variety of ways to discuss career opportunities and qualifications.

6

SPOTLIGHT WEBINAR

Panelists from your organization answer audience questions and share what it's like to work at the company.

7

TARGETED EMAIL CAMPAIGNS

Engage a large talent pool by sending emails targeted to candidates who meet your specific criteria, such as education or security clearance level.

8

DIRECT PLACEMENT

Effortlessly elevate your recruitment process by entrusting our skilled talent professionals to handle pre-screening and interviewing, delivering high-caliber candidates within days.

9

EMPLOYER TRAINING

Some employers need guidance on establishing veteran hiring programs, and we offer training to educate recruiters, hiring managers, and HR personnel on best practices.

10

SUCCESS STORIES

Our success is best exemplified through our clients' journeys and our employment partners' experience working with Hire Heroes USA.



THE HIRE HEROES USA DIFFERENCE

OUR MISSION

Hire Heroes USA empowers service members, veterans, and military spouses to succeed in the civilian workforce.

THE HIRE HEROES USA DIFFERENCE

At Hire Heroes USA, we are committed to providing veterans and military spouses with the tools and support they need to transition into meaningful civilian careers. Our approach is different— it’s driven by data, tailored to individual needs, and designed to build long-lasting relationships between the military community and employers

Personalized Career Services for Veterans and Military Spouses:

We recognize that every transition from military to civilian life is unique. That’s why we provide tailored, one-on-one career coaching, resume development, job search strategies, and interview preparation. Our team of career coaches bring firsthand experience and understanding of the challenges veterans face, offering guidance and support at every step. Beyond supporting veterans, we also empower military spouses—the often-unsung heroes—who play a vital role in their service member’s journey, ensuring they too have the tools and resources to build successful careers

What this means for our Employment Partners:

- Comprehensive client records enables Hire Heroes USA to identify trends in military populations and spouses, allowing us to adapt programs to better meet client needs so they transition into roles with more success.
- Our Transition Specialists stress the importance of finding organizations that align with job seekers’ cultural values, match their skills, and meet salary expectations. This approach leads to a 68% retention rate for our hired clients at the 12-month mark, compared to the average 50% rate for transition service members in their first jobs.
- Every purchase directly supports and empowers veterans and military spouses, making a meaningful impact on their lives.

Strategic Talent Pipeline for Employers:

We know that finding the right fit for your organization is key. Through our partnerships, we provide access to a highly skilled and diverse talent pool of veterans, military spouses, and transitioning service members. Our employment partners gain access to a pipeline of candidates who bring leadership, problem-solving skills, and unparalleled work ethic—traits honed in military service.

THE NEED

200K

service members transition to civilian life annually

80%

leave without a civilian job lined up

UNEMPLOYMENT

contributes to financial stress and destabilizes families

On average

794

new registrants seek Hire Heroes USA support each week

Current capacity:

481

new clients weekly.

313

job seekers awaiting access to services.



JOB BOARD

Our user-friendly platform offers packages to fit your needs and budget



Account Support from our dedicated Team



Proof of Service Verified Applicants



Opportunity for Jobs to be Featured in Monthly Newsletters

Registration is easy! [Visit jobs.hireheroesusa.org](https://jobs.hireheroesusa.org)

UNLIMITED JOB POSTINGS **\$3,995 - \$11,095**

- Unlimited job postings and access to resume database for duration of package
- Logo listed as a “Featured Employer”
- An email to job seekers announcing your new or renewed partnership, sent within two weeks of activation
- Job wrapping capabilities
 - » 1 Year Unlimited Package: **\$11,095**
 - » 6 Month Unlimited Package: **\$6,655**
 - » 3 Month Unlimited Package: **\$3,995**

RECRUITERS PACKAGES **\$105 - \$885**

- Access to resume database for duration of package
- Unlimited number of profile views
 - » 1 Year Recruiter’s Package: **\$885**
 - » 6 Month Recruiter’s Package: **\$555**
 - » 3 Month Recruiter’s Package: **\$305**
 - » 1 Month Recruiter’s Package: **\$105**

JOB POSTINGS PACKAGES **\$215 - \$2,445**

- Includes set number of 30-day single job postings
- Job postings must be used within one year of purchase
- Includes access to resume database for duration of package
 - » 20 Job Posting Package: **\$2,445**
 - » 10 Job Posting Package: **\$1,555**
 - » 5 Job Posting Package: **\$915**
 - » Single Job Posting: **\$215**

YEARLONG JOB POSTING **\$1,105**

- One job posting, active for one year
- Unlimited number of changes to job posting
- Includes resume database access for one year

To see additional package options please visit jobs.hireheroesusa.org/products



2025 DATES

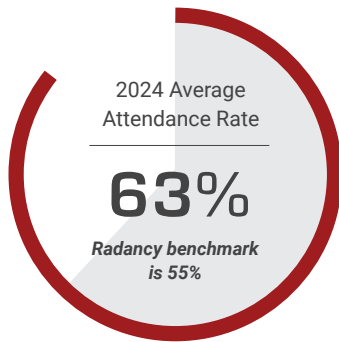
March 6th

June 5th

August 28th

October 23rd

VIRTUAL CAREER FAIR



82%

of candidates are rated as "Quality Candidates" (Radancy benchmark is 60%)

Save **\$100** with Early Registration!

Ends 4 Weeks Prior To Event

General Registration starts at **\$695**

BUNDLE & SAVE

All Bundles come with Downloadable Candidates Info & Reports for Events

- 2 VCF Event Bundle: \$1,455 (10% Savings)
- 3 VCF Event Bundle: \$2,065 (15% Savings)
- 4 VCF Event Bundle: \$2,595 (20% Savings)

REGISTRATION BENEFITS

- **3 Recruiter Seats**
- **1:1 Text, Video, or Audio Chat:** Video chat is preferred! Use this time to screen candidates and move them through your process.
- **Fully Customizable Booth:** Booths are built to be branded. Control all content that appears on your booth such as videos, infographics, or links.
- **Scheduled Chat:** Don't miss out on top candidates! Invite them to schedule a chat with a recruiter at a specific time during the live event.
- **Automated Queues:** All chats are automatically facilitated by the platform. Additional SmartQueue technology prioritizes the most qualified candidates.
- **Follow-Up Features:** Use functionality built into the platform to contact candidates and access chat transcripts.
- **Social Media Amplification Pack:** Show your commitment to the military community by sharing content to let them know you are hiring veterans and military spouses.

ADD-ON

- Access to Booth Owner Reports, including candidate registration info, resumes, booth engagement, and rep ratings, with download capabilities **\$215**
- Additional Recruiter Seat – pricing per representative **\$125**

SPONSORSHIPS

Supporting

\$1,050

Includes all benefits of general registration, plus:

- Priority placement of logo on the event page and booth in event lobby - 3rd Tier
- Access to Booth Owner Reports, including candidate registration info, resumes, booth engagement, and rep ratings, with download capabilities
- 1 Additional Recruiter Seat (for a total of 4 seats)

Presenting

\$1,650

Includes all benefits of Supporting sponsorship, plus:

- Priority placement of logo on the event page and booth in event lobby - 2nd Tier
- Company logo listed in event lobby sidebar
- Company recognized in a dedicated five-minute message to all attendees
- 2 Additional Recruiter Seats (for a total of 6 seats)

Looking to host an Exclusive Event? Contact us for pricing based on number of booths & representatives



SPOTLIGHT WEBINAR

Hire Heroes USA will host a 1-hour webinar focused on your company and your hiring needs. Engage by sharing a presentation, with a moderated panel, and Q&A session. Reach an audience of up to 500 veterans and military spouse job seekers.

EMPLOYER SPOTLIGHT WEBINAR

\$2,500

- ✓ Social media and email marketing
- ✓ Co-branded event registration
- ✓ Rehearsal or prep call with selected panelists prior to event
- ✓ A list of prep questions specific to your organization
- ✓ The ability to include documents for the audience to access
- ✓ A video recording of the event
- ✓ Post-event survey results
- ✓ Digital engagement kit to engage job seekers

TESTIMONIAL

“Thank you for the opportunity to spotlight our division, it’s been less than 24 hours and I am already working with over 12 individuals from the event!”

- **Beatriz Mccarragher,**
Amazon OpsTechIT

“Hire Heroes USA has done a tremendous job learning our company and understanding our hiring needs. By collaborating with their staff, promoting our career opportunities, and engaging with their veteran and military spouse job seekers, we have been able to showcase Wells Fargo as a military ready employer and bring amazing military talent into our organization.”

- **Wells Fargo**



TARGETED EMAIL CAMPAIGNS

Employers can engage our veteran and military spouse talent pool by sending information about jobs, upcoming career events, and more.

Simply tell us your criteria (i.e. veterans in Orlando, or veterans in the northwest with a Master's degree), and we will share the number of matching contacts. Our team will then send your information and provide email performance analytics.



Reach up to *20K+ Active Job Seekers



Customize Your Outreach



Get Open Rates and Click-Through Data

Pricing

**SINGLE
TARGETED
EMAIL**
\$595

**4
TARGETED
EMAILS**
\$2,250
sent quarterly

**6
TARGETED
EMAILS**
\$3,200
sent either monthly or bi-monthly

**12
TARGETED
EMAILS**
\$6,000
sent monthly

We enforce measures to ensure all partnered employers are properly utilizing this service. If an organization misuses the service to engage job seekers for marketing and/or sales purposes or suspected fraudulent purposes, Hire Heroes USA reserves the right to refuse it.

*Emails sent to over 12,000 participants are considered broad client communications. These require additional coordination and may impact open rates. If you're interested in broad client communication campaigns, please inquire with specific details to receive customized pricing.



Compared to **Campaign Monitor, Hub Spot, Constant Contact and Mailchimp**, our marketing emails perform better with an **average open rate of 48.46%**, an **average click-through rate of 30.38%**, and an **average click-to-open rate of 27.68%**



(Based on target emails sent in 2024)



DIRECT PLACEMENT

Hire Heroes USA's Direct Placement and Executive Search Services provide tailored recruitment solutions, seamlessly meeting your company's needs with a streamlined end-to-end process.

	Top Industries for Our Candidates	Top Job Functions
1	Defense Contracting	Administrative
2	Information Technology	Operations Management
3	Healthcare	Human Resources
4	Transportation and Warehousing	Project Management
5	Retail	Cyber Security

-  73% Have an active security clearance
-  45% Hold a bachelor's degree or higher
-  23% Are pursuing or hold a professional certification
i.e. IT, PMP, or HR, etc.

DIRECT PLACEMENT

- Experience Hire Heroes USA's retainer-based search services, designed to deliver a seamless, end-to-end recruitment process. From targeted sourcing and thorough pre-screening to presenting top-tier candidates, we ensure an exceptional hiring experience. Every placement is supported by retention guarantees, fostering long-term success for both the candidate and your organization.
- Enhance your military leadership hiring process with our Executive Search service, offering qualified candidates from Vice Presidents to C-Suite executives who have the experience and background to lead!
- Time to fill rate of 27 days on average.

"Hire Heroes USA has sourced us excellent right fit candidates for niche professional roles that required specific skills and talents. Our team members and new hires are working incredibly well together!"

- Chief People Officer (3ZBrands)



EMPLOYER TRAINING

Hire Heroes USA provides training for hiring managers and talent acquisition professionals to enhance their ability to recruit, hire, and retain veterans and military spouses.

LIVE VIRTUAL TRAINING

\$1,500 - \$2,500

- Up to 1,000 attendees using Hire Heroes USA's Zoom platform.
- Select from three training topics:
 - » Military Recruiting 101
 - » A Veteran's Journey
 - » Journey of a Military Spouse
- Offering Standard or Tailored training events:
 - » Standard Training: **\$1,500**
 - » Tailored Training: (Military Recruiting 101 Only): **\$2,500**

ADVISORY ASSISTANCE

\$5,000

- Assistance and advice on developing, launching, and/or executing a successful Veteran and/or Military Spouse Hiring Initiative
- Guidance and recommendation on assessing current employee population of veterans and/or Military Spouse status.
- Guidance on building internal awareness campaign of company's support for veterans and military spouses
- Strategy and guidance for creation of a Veteran ERG and/or affinity group
- 12 one (1) hour advisory sessions to review progress, implementation, and next steps and answer questions or challenges that arise

PRE-RECORDED EMPLOYER TRAINING WEBINAR

\$655

- Access for up to 50 people
- Select one or all training topics (priced per training):
 - » Military Recruiting 101
 - » A Veteran's Journey
 - » Journey of a Military Spouse

MILITARY RECRUITING 101

- Misconceptions and Bias
- Good Business: Why Recruit Military?
- Recruit Veteran Talent

A VETERAN'S JOURNEY: Understanding The Military Culture

- Act 1: The Call to Service
- Act 2, Part 1: The Road
- Act 2, Part 2: The Rewards
- Act 3: The Transition

THE JOURNEY OF A MILITARY SPOUSE: Understanding The Military Culture

- The Call to Service
- Partner's Military Status
- Their Challenges
- Good Business: Why Hire Military Spouses?



SUCCESS STORIES

Hire Heroes USA is deeply and personally committed to ensuring that all veterans, service members, and military spouses are empowered to thrive in the civilian workplace.



Elena Hawkins

Military Spouse

Career Obtained: Member Services Representative

“Hire Heroes USA helped me to believe in myself again. They helped me to believe that I could land a job again.”

Elena Hawkins, a military spouse, discovered Hire Heroes USA while navigating the challenge of re-entering the workforce after three years. The journey from uncertainty to empowerment began with a simple Facebook search, leading to invaluable support in resume writing, interview preparation, and networking. With the guidance of her Hire Heroes USA transition specialist, Elena gained the confidence and tools needed to succeed—ultimately leading to a career opportunity with Navy Federal Credit Union.

Elena’s experience highlights the unique challenges military spouses face, including frequent relocations and the need to rebuild professional networks. Her success story—from uncertainty to employment—demonstrates the adaptability and perseverance inherent to military spouses. Elena’s journey is a powerful example of how the right support, guidance, and confidence, can open new doors, reinforcing the impact of Hire Heroes USA.



EMPLOYER PARTNER SUCCESS STORIES

Hire Heroes USA helps employers streamline hiring by connecting them with top veteran and military spouse talent, ensuring access to skilled candidates while supporting military families in their career transitions.



3Z Brands, a leading name in the sleep industry and home to renowned brands like Helix Sleep and Brooklyn Bedding, has exemplified its commitment to empowering veterans by partnering with Hire Heroes USA's Direct Placement Program. This collaboration reflects 3Z's understanding of the incredible value veterans bring to the workforce, including discipline, leadership, and problem-solving skills. By prioritizing a supportive transition for veterans into the manufacturing sector, 3Z Brands ensures that these individuals find meaningful employment, further enhancing both their personal success and the company's mission of innovation and excellence. Dillon's story exemplifies the profound impact of this partnership. A former

F-15 engine mechanic in the Air Force, Dillon transitioned into civilian life with a strong foundation of technical expertise and discipline. However, like many veterans, he encountered challenges in finding the right fit after military service. With the help of veteran-focused resources like Hire Heroes USA, Dillon navigated his career path, ultimately applying his unique problem-solving abilities and software engineering background to the manufacturing sector. Today, as a Senior Manager of Manufacturing Technology at 3Z Brands, Dillon's journey highlights the value of veteran skills in driving operational success and fostering innovation.

3Z Brands has found continued success through its partnership with Hire Heroes USA, resulting in nine veteran hires within the past year. These hires have seamlessly integrated into 3Z's manufacturing workforce, bringing not only technical expertise but also the leadership and adaptability that veterans consistently demonstrate. Jen Bruno, Chief People Officer at 3Z, states "For 3Z, the commitment to this initiative is more than just a recruitment strategy; it symbolizes a broader dedication to seamlessly integrating individuals from the veteran community into our workforce." As 3Z Brands grows, the partnership continues to strengthen its dynamic workforce, proving that investing in veterans is not only a socially responsible decision but also a strategic one for achieving long-term success.