



## FOUNDING PARTNER BRIEF

Western &  
Southern  
Financial Group

### A CIVIC RECOGNITION PROGRAM

# Honor a Hero. Activate a State.

*The civic recognition program built to scale state by state — beginning in Indianapolis on June 17, 2026.*

**The problem.** Local civic information is fragmented and increasingly hard to trust — competing with AI-generated noise on every channel citizens use.

**The program.** Honor one extraordinary citizen in every U.S. state capital — a permanent, non-rotating Founding 50 — and use that honor to activate a verified civic graph for the entire state.

**The model.** Participation is free for honorees, civic agencies, nonprofits, businesses, and citizens. Sponsors fund the activation and earn permanent named placement across every channel the program flows through.

**The launch.** Indiana is first. Mary L. Aurtrey is the inaugural honoree. The ceremony is targeted for June 17, 2026, at the Office of Congressman André Carson, Indianapolis.

<b>6,785,528</b> CITIZENS	<b>92</b> COUNTIES	<b>1,008</b> CITIES & TOWNS	<b>~620,000</b> BUSINESSES	<b>11</b> SISTER CITIES
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### Why Western & Southern fits.

Mary L. Aurtrey — Sergeant Major, U.S. Army (Ret.) — served in Vietnam and Desert Storm and now leads work with the Indiana Alzheimer’s Disease Research Center, the Hoosier Veterans Assistance Foundation, AMVETS Post 99, Ronald McDonald House, and women’s leadership networks. Her service maps directly to Western & Southern’s documented community pillars: veterans, healthcare, and human services.

The Founding 50 is non-rotating. Each state’s honor is permanent — built for partners who think in decades, not quarters. Civic recognition, not stadium naming, not political advertising.



# The Founding National & Global Partner.

*One exclusive partner. Three years. Fifty state capital ceremonies. A permanent place on every Certificate of Honor.*

## The offer.

- **Exclusive scope.** One Founding National & Global Partner for the entire program.
- **3-year commitment.** 2026–2028, rate-locked for full term.
- **Permanent legacy.** Founding-partner status remains on the historical record in perpetuity — even if not renewed at Year 3.
- **Right of First Refusal.** End-of-Year-3 renewal locked in before any competitor is offered.

## THE 32-DAY PATH

WEEK 1	WEEK 2	WEEKS 3-4	JUNE 17, 2026
15-minute founder call. No commitment.	Written commitment of interest. Non-binding.	Founding Partner agreement signed. Rate-locked.	On the record. Legacy clause activates in perpetuity.

**Institutional foundations.** Presidential recognition across four consecutive administrations (Obama 2017 · Trump 2019 & 2020 · Biden 2022 · Trump 2025). IP counsel: Klintworth & Rozenblat IP (Timothy K. Klintworth, USPTO Registered Patent Attorney). Trademark estate in priority filing order: CityByApp™, HeroByApp, CivicByApp, ReportByApp, CommanderByApp. SOC 2 Type I in progress. 25 U.S. markets · 276,299 verified profiles · 170+ countries · \$1M+ platform revenue · 3 multi-year regional contracts.

**Schedule the founder call →**

**ceo@citybyapp.com · (951) 816-9966**

*15 minutes. With Jerome Mark Mikulich, Founder & CEO. Curated and introduced by Joel Clelland.*



*HeroByApp™ is a program of CityByApp™ × ByApp.ai · Confidential · For Western & Southern Financial Group*